

Global Location Referencing and Addressing Opportunities

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SUMMARY

The world is poorly addressed, according to the United Nations Development Programme there are 4 billion people unaddressed. Many of these people are living in informal settlements in areas where it is not cost-effective to build national addressing systems or there is no budget available to do so. what3words has developed a global location reference and address system that is being used around the world to help communicate location simply and precisely. It is a conversion from latitude and longitude to 3 word addresses to provide a human-friendly method for sharing such information. Examples will be provided around addressing in the favelas of Rio, tackling light pollution in India, as well as a pilot project in the townships of South Africa to help secure land titles.

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