



Global Address Data Association

Office of the Executive Director

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To Member States of the Universal Postal Union –

I am writing on behalf of the membership of my association, and on behalf of the unaddressed of the world, to urge your delegation to support Spain's Congress resolution proposal number XXX titled **Application of geographic information systems (GIS) to postal address development.**

The proposal is supported by Spain, Saudi Arabia, Botswana, Nigeria, Uganda, Zambia, Malta, Portugal, and the United States. For your convenience, I have included what I understand is the current form of the resolution.

It is clear that the future of the Posts with respect to delivery activities rests on parcels. You must capture as much of that traffic as possible. The addressing of businesses and residences is critical to the creation of traffic and your capturing your share of that traffic.

With respect to inbound parcel traffic, I would note that many ecommerce merchants will not accept orders of potential customers that do not have street addresses. And if they do, they are inclined to use the private express carriers for that business.

With respect to outbound parcel traffic, I would note that consumers in other countries are suspicious of merchants whose websites lack a street address at which they can be contacted. Unless your merchants have addresses on their websites, they are likely to receive fewer orders.

Moreover, a current and comprehensive address database can itself be a source of revenue when licensed to both business and government bodies, and the database will provide your own operation with enhanced efficiency and savings in your cost of operation.

Finally, let us not forget the profound conclusion of the Peruvian economist Hernando de Soto that "without an address you do not exist". You cannot open a bank account, buy an airplane ticket, get a passport, register a company... The requirements for an address are unique to every country, and they result in depriving the unaddressed of full participation in the social, economic, and political life of their country.

This proposal will help Members who need to provide addresses to new or informal settlements at per-address costs significantly less than by employing the traditional system.

I will not repeat here the several goals and work plans which the proposal consists of because the proponents have concisely set them forth. But I would underscore the fact that a major part of the activities will consist of assembling in one location the unbiased and non-commercial information that is needed to study, plan, finance and build a state-of-the-art postal addressing system based on GIS. Advice on, and case studies of, GIS-based addressing projects will be provided and introductions to qualified consultants and financing sources will be identified.

This is a carefully designed project intended to efficiently provide Members with a complete set of tools to build out their address systems and thereby benefit from the shift to parcel traffic.

In closing I would note that Spain's development and support for this project is a strong recommendation in its own right given their recognized expertise in adopting geocoding tools in their very own addressing efforts.

Very truly yours,

A handwritten signature in cursive script that reads "Charles A. Prescott". The signature is written in black ink and is positioned below the closing "Very truly yours,".

Charles Prescott
Executive Director

This Association is proud to participate at the UPU as a Member of the Consultative Committee



26th CONGRESS

Proposal of a general nature

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SPAIN

Resolution

Application of geographic information systems (GIS) to postal address development

Congress,

Considering

that research and experience has demonstrated that address systems are necessary fundamental tools which are employed by literally every governmental function and public service and every business, social, and economic unit world-wide and are a necessary component of economic development,

In view of

the increasing recognition that the availability and effective use of address information can alleviate many of the developmental challenges faced by countries, such as urban development, social inclusion, provision of basic services, and preparedness for natural disasters, pandemics and population displacement,

Recognizing

that a significant portion of the population of many countries lives in unplanned settlements, informal housing areas or rural areas which do not have systematic addressing,

Recognizing also

that addresses are a critical component of the mail and parcel delivery infrastructure and the full development of this business, including the full development of E-commerce, cannot be achieved efficiently without sound addressing systems and available address data,

Further recognizing

that the traditional means of developing and allocating addresses is a complex, technically demanding, time-consuming and expensive process,

Noting

that the development of information and communication technologies (ITCs) and the geographic information systems (GIS) have increased dramatically in recent years resulting in the invention of numerous new means for geo-locating businesses and residences more quickly and at a much lower cost than heretofore possible,

Bearing in mind

the measures adopted by previous Congresses, considerable effort has been made at international, regional and national level to underscore the importance of quality addressing and to develop and implement effective addressing systems in various countries using the most advance technology and particularly GIS,

Instructs

the Council of Administration, in consultation with the Postal Operations Council and with the support of the International Bureau to:

- conduct a study, with the aim of producing guidelines on the integration of the GIS, and more particularly geocodes and mapping, to existing and emerging addressing systems in order to identify the possible

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postal applications to tackle the lack of a comprehensive address system, strengthening operations efficiency and to stimulate commercial activity, and more particularly e-commerce and physical service delivery;

- organize advocacy activities about the importance of developing address systems, using the most advance technology for the effective implementation of the 2030 Agenda and the Sustainable Development Goals (SDG), including conferences and meetings;
- take appropriate measures to ensure capacity building of member countries in the field of addressing integrating GIS, including to gather in an online platform (library) materials and resources on address related issues such as address infrastructure development, best practices and success stories, benchmark studies, address standards and guidelines, integration of technology, etc.;
- identify actual and potential financing sources for addressing system development, including non-traditional sources,

Also instructs

the Postal Operations Council to:

- support the Council of Administration and the International Bureau in producing and promoting the study;
- study all operational recommendations resulting from the study on the implications of introducing the geographic information systems (GIS), such as geocodes, mapping or geo marketing by DOs, and prepare an impact analysis;
- establish and implement a concrete action plan and roll out map for the effective implementation by DOs of practical recommendations of the study, particularly with countries willing to improve their postal markets and develop geo-marketing and marketing for demand prevision;
- continue developing and promoting international address references and standards, such as S42, to allow for integration of the GIS technology, particularly geocodes and mapping,

Further instructs

the International Bureau to:

- support and advise member countries in their efforts to provide an address for everyone using the most advanced ICTs, with special attention to the most vulnerable populations;
- coordinate address-related technical assistance activities and the formation and management of a network of experts in that connection,

Urges

Union member countries to

- make address development, especially in unplanned settlements, a key element of their policy and national development plans during the upcoming cycle as one of the bases for national and international communication (letters) and trade (goods);

Further urges

the Consultative Committee to

- assist the Council of Administration and the International Bureau in the task of developing a list of professionals, universities and companies (non-profit and for profit) with expertise in address-related services and products integrating GIS, and particularly geocodes and mapping which shall be linked to the unique online platform.

Reasons. –

The postal addresses have recently undergone a major change in parallel with the Information technology. This change has strengthened for new uses than originally planned. A postal address identifies a location and provides valuable information when it clustered with other address information and all sorts of attributes that could indicate a trend or a forecast of a variable. The Geographic Information Systems (GIS), together with the Global Positioning System (GPS) and other tools, such as personal digital assistants (PDA) or smartphones,

have become an essential tool for obtaining spatial information on postal addresses and for producing analysis of various types of variables. By adding this geographical component, it allows for visualizing and modeling of actions and measures globally oriented vision and with an analytical capacity never seen before. The integration of this technology to the address information provides a wide range of applications as a mayor tool for demand forecasting or sectorial analysis in industrialized countries, or locating any type of settlement, as well as planning and providing basic services in developing countries.

Supported by – Argentina, Botswana, Burundi, Cuba, Paraguay, Portugal, Saudi Arabia, Uganda, Uruguay and USA.



Draft Programme and Budget impact (PBI) statement (2017–2020)

Title of proposed resolution	Application of geographic information systems (GIS) to postal address development
Istanbul World Postal Strategy	<p>Goal 1: Improve the interoperability of network infrastructure</p> <p>Goal 2: Ensure sustainable and modern products</p> <p>Goal 3: Foster effective market sector functioning</p>
Istanbul World Postal Strategy Programmes	<p><i>Goal 1</i></p> <ul style="list-style-type: none"> – Programme 1 – Quality of service – Programme 2 – Supply chain and security – Programme 4 – Information and communication technologies – Programme 5 – Standards <p><i>Goal 2</i></p> <ul style="list-style-type: none"> – Programme 1 – E-commerce and trade facilitation – Programme 2 – Financial inclusion and financial services – Programme 3 – Product and service diversification and harmonization – Programme 5 – E-services <p><i>Goal 3</i></p> <ul style="list-style-type: none"> – Programme 1 – Universal service obligation – Programme 2 – Policy, regulation and strategy – Programme 3 – Market and sectorial information – Programme 4 – Sustainable development – Programme 5 – Capacity development
Entity or entities preparing and presenting the PBI statement	Spain and International Bureau
Period of implementation	1 January 2017 to 31 December 2020
Part 1 – Overview of goals and outcomes of proposed resolution	
<i>Main goals</i>	<i>Key actions and/or indicators</i>

Part 1 – Overview of goals and outcomes of proposed resolution	
<i>Main goals</i>	<i>Key actions and/or indicators</i>
1 Conduct a study, with the aim of producing guidelines on the integration of the GIS, and more particularly geocodes and mapping, to existing and emerging addressing systems in order to identify the possible postal applications to tackle the lack of a comprehensive address system, strengthening operations efficiency and to stimulate commercial activity, and more particularly e-commerce and physical services delivery	<ul style="list-style-type: none"> a Produce guidelines on the integration of ICTs and more particularly of the geographic information systems (GIS) by member countries b Strengthen the use of maps and geocodes by the postal sector to help identifying delivery points c Help acquire equipment/material to keep pace with technological and market developments
2 Organize advocacy activities about the importance of developing address systems, using the most advance technology for the effective implementation of the 2030 Agenda and the Sustainable Development Goals (SDG), including conferences and meeting	<ul style="list-style-type: none"> a Foster awareness of the role of the postal sector in addressing at all levels (international, national, regional, etc.) in relation with the SDG b Promote cooperation between the UPU and other international and regional stakeholders
3 Take appropriate measures to ensure capacity building of member countries in the field of addressing integrating GIS	<ul style="list-style-type: none"> a Gather in an online platform (library) materials and resources on address related issues such as address infrastructure development, best practices and success stories, benchmark studies, address standards and guidelines, integration of technology, etc. b Organize training on the integration and use of GIS and mapping
4 Identify actual and potential financing sources for addressing system development, including non-traditional sources	<ul style="list-style-type: none"> a Strengthen funding partnerships between the UPU, restricted unions and other international and regional organizations to support the development of address infrastructures
5 Support and advise member countries in their efforts to provide an address for everyone using the most advanced ICTs, with special attention to the most vulnerable populations	<ul style="list-style-type: none"> a Plan and implement a concrete development cooperation approach, including assistance from experts b Cooperate with other international and regional bodies to help provide addresses to the most vulnerable populations

Part 2 – Overview of estimated funding required for implementation of proposed resolution for the period 2017–2020							
Sub-programme No.	Regular budget (First pillar)			Extrabudgetary resources (Second pillar)		(Third pillar)	
	Staff (M/M)	Other expenditure (CHF)		Staff (M/M)	Other expenditure (CHF)	Staff (M/M)	Other expenditure (CHF)
	P	G		P	G	P	G
	48	48	250,000				

Details/comments regarding other expenditure and extrabudgetary resources
1 100,000 CHF to be allocated for GIS training (25'000 CHF per year)
2 150,000 CHF to support technical assistance and deployment in the field