



Global Address Data Association

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1. GADA, GIS And Postal Addressing Development

New UPU Project Will Spread Latest Addressing Technology World-wide

In an international telephone conference on July 23, GADA joined several UPU member countries to begin realizing the GIS-focused project adopted at the Istanbul Congress last October. The project is known as C 16/2016 Resolution – Application of geographic information systems to postal address development.

This resolution is in part the result of an initiative of GADA's after the very successful UPU Addressing Conference in October 2015 in Bern, which articulated for both posts and GIS professionals the addressing possibilities inherent in the discipline. C16 was introduced at Congress by Spain and had attracted the support of eight countries: Argentina, Burundi, Cuba, Paraguay, Portugal, Saudi Arabia, Uruguay and the United States. It has now been assigned to a working group of volunteers, chaired by Zambia, which is tasked with realizing the concrete deliverables accepted by the working group.

GADA is represented by the Executive Director and our member Addressing the Unaddressed represented by Alex Pigot. Also participating in the work group are Zambia (chair), New Zealand, Saudi Arabia, and the US.

The work outline is dense and demanding, set out over a 4-year period, and divided into four basic topics:

-Study the integration of GIS into existing and emerging addressing systems through survey work. Examine the application of GIS to postal address development.

-Participate in advocacy activities promoting the importance of developing address systems using the most advanced technology. This will contribute to implementation of the UN's Sustainable Development Goals.

-Develop and collect online and offline resources and materials that will comprise a knowledge center respecting address related issues such as infrastructure development, best practices and success stories and benchmark studies, standards and guidelines. Training and workshops will be built out around the "library", which will reside at the UPU headquarters.

-Seek out financing sources for addressing system development. It is to be hoped that the activities in building the "library" will attract interest from industry participants and the eleemosynary community which would support this effort and potentially UPU member countries who undertake to develop address systems.

Discussion has also begun regarding organizing a second major addressing conference focused on GIS-based address system design, development and implementation in 2019.

We are proud that GADA has been able to participate in the formulation of this project, which we are convinced will result in the adoption of GIS-based address systems in many countries which now lack robust address systems.

This is very exciting and rewarding work, addressing the world, improving the lives of millions while at the same time facilitating the needs of ecommerce, logistics and postal companies, and providing governments with planning and tax collection tools.

2. Thanks to data/marketing powerhouse Infocore.

We are fortunate to have on our Advisory Board **Kitty Kolding, CEO and President of Infocore**. The company somewhat modestly says: "Since 1992, Infocore has been serving data-driven marketers with a full range of direct the marketing data selection and campaign execution services."

This description under-states the extent of the company's reach, which is global, and its attention to the many currents that pummel the marketing industry world-wide.

The company is also generous in sharing its knowledge of those currents. Its website, especially **Infocore Insights**, is worth a regular visit. We recently noticed a new article: ***How the Postal Sector is Helping Save the Planet***, which reports on efforts respecting global warming by postal systems and related institutions such as the UPU. It's worth the time:

<http://www.infocore.com/insights/interesting-asides-how-the-postal-sector-is-helping-save-the-planet.htm>

And the company's website is worth a bookmark. <http://www.infocore.com/>

3. Addresses and Discrete Grid Systems by Merry Law and Pierre Rossouw

Identifying a location has always been useful to people—from ancient evidence of local inhabitants identifying locales by naturally-occurring landmarks to the naming a major roadways and city gates to the instituting of street names and building numbers. For thousands of years, many identifications were local, but some were known over great distances.

Over the course of history, addresses developed in cities and towns and expanded out to more rural areas. This is continuing today in less developed areas around the world. The first government-sponsored addresses were used for taxation and policing. They were only later used for the delivery of mail, in part because mail delivery to ordinary citizens is a relatively recent occurrence, with the concept of service to all a yet unrealized one. See the rest (the complete article) in Mailing Systems Technology's July/August 2017 issue [here](#) or use the address https://issuu.com/rbpublishing/docs/mst_julyaug_8490815ec09aef/44.