Steven Ramage
24 June 2015
EIF Breakfast Debate
Brussels, Belgium
75% OF THE WORLD HAS INADEQUATE, POOR OR NO ADDRESSING SYSTEMS
4 BILLION PEOPLE DON’T HAVE AN ADDRESS
MULTIPLE ATTEMPTS & DIFFERENT SYSTEMS CONFUSE
THERE IS AN OPTION BUT…

25° 9' 40.918" S 18° 59' 2.824" E
...NOT USER FRIENDLY

Lat Lon works for machines and professionals, but ineffective for lay people.

Errors in transcription and communication hinder widespread common use.
WHAT3WORDS IS A GLOBAL ADDRESS SYSTEM

51.498262, -0.218533 = gazed.across.like

GIS for UN
WORDS WORK EVERYWHERE
WORDS ALLOW INTELLIGENT DISTRIBUTION
WORDS CAN SUGGEST & DETECT ERRORS
WORDS EMPOWER COMMUNITIES
THERE IS A **MULTI-PLATFORM** APP

w3w.co/ios
w3w.co/android
API USED BY MULTIPLE PARTNERS
3 WORD ADDRESSES BEING USED IN THE FAVELAS

w3w.co/favela70
OUR TOOLS ALLOWS BULK 3 WORD CONVERSION
USING GEOPY GEOCODER, 3 WORD ADDRESSES WERE CREATED USING OSM DATA FOR SIERRA LEONE
HASHTAG STANDARDS FOR EMERGENCIES

PROPOSED TWITTER STANDARDS IN EMERGENCIES

Encourage geo-location of tweets
People located in-country during a disaster provide the most tactile response information.\textsuperscript{3, 11, 38} GPS capacity is the easiest way to transmit and identify this valuable information.\textsuperscript{3} As part of emergency response agencies' informative messages, citizens should be encouraged to enable GPS when tweeting about a natural disaster. Alternative to GPS location, What3Words can also be used. This program exchanges longitude and latitude lines for three words (e.g., casual.wicket.partner) to help communicate location information.\textsuperscript{51, 52}
WORDS BECOME A COMMON LOCATION LANGUAGE
### ADVANTAGES OF 3 WORD ADDRESSES

<table>
<thead>
<tr>
<th>Ready to go</th>
<th>Empowerment</th>
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<tbody>
<tr>
<td>The world's 3 word addresses are pre-assigned, and can be used instantly and cost effectively.</td>
<td>Words in a local language will provide unaddressed communities with a voice to communicate their needs.</td>
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<th>Words beat numbers</th>
<th>Multiple Languages</th>
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<td>3 words are significantly more memorable than the equivalent alphanumeric characters or lat/long coordinates required to define the same location, and much quicker and easier to say.</td>
<td>what3words is currently available in most of the official UN languages, as well as several others. It can also be functional in languages such as Hausa, Swahili or Vietnamese.</td>
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<th>Uniformity</th>
<th>Universal</th>
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<td>One uniform word-based system for everyone eliminates the confusion caused by conflicting numeric and alphanumeric codes.</td>
<td>It's a small piece of code that works across platforms and devices and works alongside existing geo systems and devices.</td>
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<tr>
<th>Offline</th>
<th>Validation</th>
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<tbody>
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<td>It functions without a data connection. This solves a perpetual constraint when in remote and unaddressed locations, or in areas with poor connectivity.</td>
<td>The 3 word addresses have been pre-assigned in a very specific way so as to offer a built-in validation system to correct input errors.</td>
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</table>
3 WORD ADDRESSES MEAN: