THE WORLD IS POORLY ADDRESSED
4 BILLION PEOPLE DON’T HAVE AN ADDRESS
The lack of a complete, correct and unique national addressing system constitutes a major socio-economic challenge for a number of developing countries.
STREET ADDRESSING IS EXPENSIVE & TIME CONSUMING
LANDMARK BASED ADDRESSING IS NOT SCALABLE

“From the Tibas cemetery, 200 meters south, 300 meters west, cross the train tracks, white two-story house.”

Costa Rica
THE ONLY OPTION IS ACCURATE BUT DIFFICULT TO REMEMBER & USE

25° 9’ 40.918” S 18° 59’ 2.824” E
WHAT3WORDS IS A NEW **GLOBAL** ADDRESS SYSTEM

51.498262, -0.218533  =  

3m 3m

gazed across, like
WORDS BEAT NUMBERS FOR COMMUNICATION

IMMEDIATE MEMORY SPAN FOR DIGITS, LETTERS & WORDS

- Digits
- Letters
- Words

ALPHANUMERIC
NAM JPM5.F3Z

LAT/LONG
25° 9' 40.918" S
18° 59' 2.824" E
WORDS MEAN YOU CAN SPOT ERRORS
WORDS ALLOW INTELLIGENT DISTRIBUTION
LANGUAGE EMPOWERS COMMUNITIES
A COMMON COMMUNICATION LANGUAGE
INTEGRATED INTO GIS INFRASTRUCTURE
BEING PILOTED BY THE DEPARTMENT OF RURAL DEVELOPMENT AND LAND REFORM IN SOUTH AFRICA

rural development
& land reform
Department: Rural Development and Land Reform REPUBLIC OF SOUTH AFRICA

w3w.co/2016/02/drdlr/
WHAT3WORDS FOR LAND ADMINISTRATION

3 WORD ADDRESS AS A UNIQUE ID FOR A LAND PARCEL USING THE ADDRESS OF THE PARCEL CENTROID TO LABEL THE PARCEL
WHAT3WORDS FOR LAND ADMINISTRATION

3 WORD ADDRESS ALSO UNIQUE ID FOR MICRO ASSETS SUCH AS BINS, ELECTRICITY PYLONS OR WATER METERS
WHAT3WORDS FOR LAND ADMINISTRATION

• PROVIDE A **STANDARDISED HOUSEHOLD ID** NOT ONLY FOR PROPERTY TAX BUT ALL KINDS OF TAX COLLECTION

• PROVIDE UNIFORM AND EASY TO COMMUNICATE LOCATION FOR **EMERGENCY RESPONSE** SERVICES

• ALLOW LOCAL GOVERNMENTS AND UTILITIES TO MANAGE AND NAVIGATE TO **MICRO ASSETS** SUCH AS TRAFFIC LIGHTS, PARK BENCHES, RUBBISH BINS, ELECTRICITY SUBSTATIONS AND A HOST OF OTHER ASSETS WHICH HAVE NO ADDRESS
WHAT3WORDS FOR LAND ADMINISTRATION

- IMPROVE FINANCIAL INCLUSION AND OPEN NEW MARKETS
- CITIZEN REPORTING
- TOURISM AND EASE OF COMMUNICATION
- ENHANCE POSTAL CODE SYSTEM FOR DELIVERY
BEING USED IN THE FAVELAS TO DELIVER PACKAGES
BEING USED IN THE TOWNSHIPS TO DELIVER MEDICINES

vimeo.com/what3words/township
BEING USED IN THE **SLUMS** TO DELIVER LIGHT

[Image of a person holding a smartphone and another image of two individuals holding a light bulb in a dark room.]

[Link: w3w.co/pollinate-energy]
BEING USED IN RURAL AFRICA TO ERADICATE MOSQUITOS

In²Care
Innovative Insect Control & Application Research

w3w.co/in2care
IDENTIFYING WATER POINTS IN TANZANIA
WILDFIRES, ELECTION MONITORING, 911
FMS FESTIVAL EMERGENCY RESPONSE
DEMO SITE ON GITHUB FOR JAPAN
SEARCH AND DISPLAY IN NORWAY

www.norgeskart.no
BEING USED BY THE UN TO REPORT DISASTERS

w3w.co/un-assign
MULTI AWARD WINNING
GLOBAL THOUGHT LEADERSHIP & PRESS COVERAGE

Move aside Google Maps, the future of navigation is just three words

What3Words looks to challenge traditional coordinates with words

By Lee Bell

Wed Nov 19 2015, 10:16
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Director of Strategy

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