FIRST REGIONAL TRAINING PROGRAMME IN TOPONYMY, INCLUDING MARINE TOPONYMY

NAMES DISSEMINATION

March 20, 2018

PRESENTED BY: Cecille Blake,
UNSD
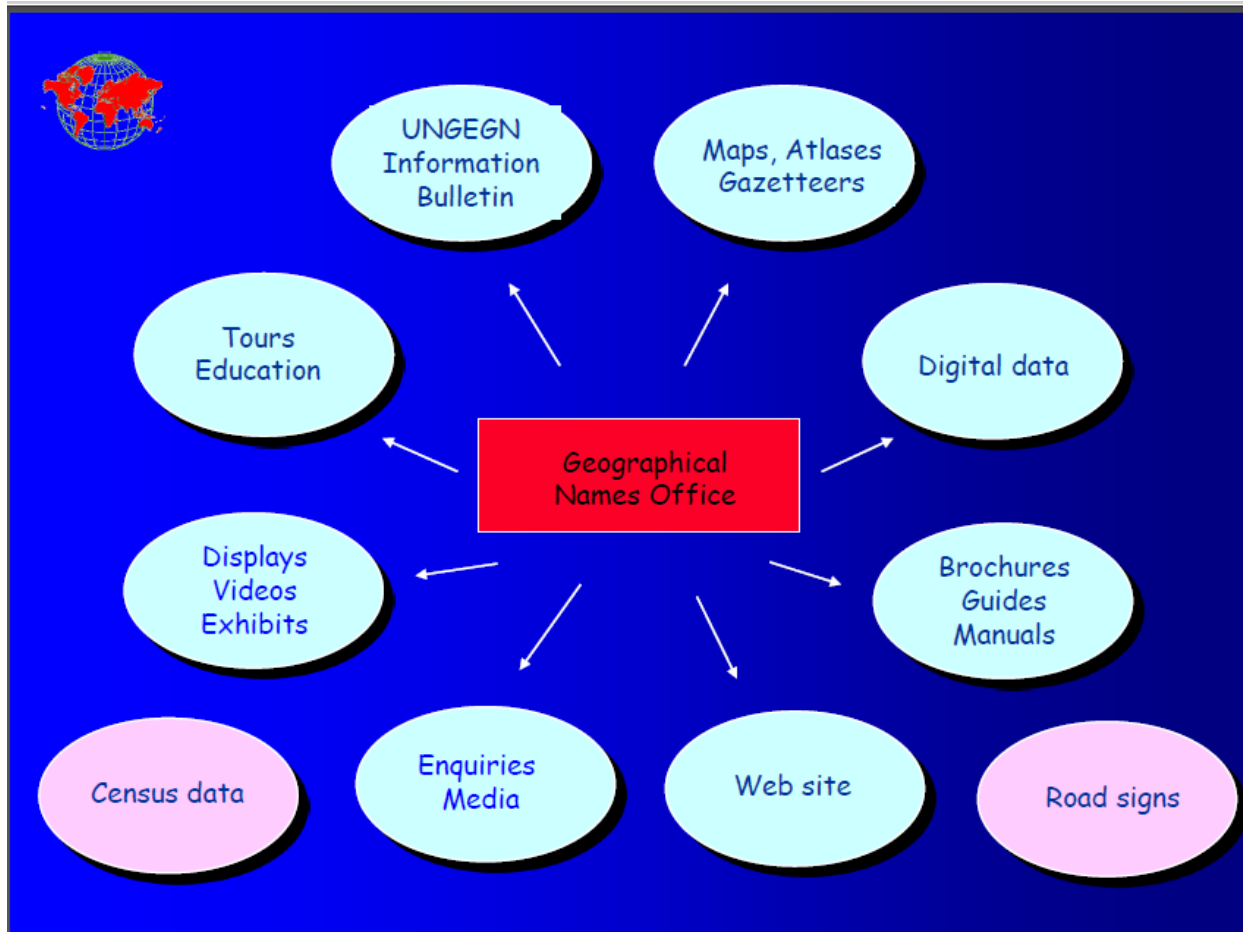
At the DUSIT THANI,

Metro Manila, Philippines

Presentation Agenda

- Current practices names dissemination
- The world in which we live
- Rethinking geographical names
- Transforming names dissemination
- Take away points

Current Situation Names Dissemination

Geographical names' value is often not well recognized

Pause and Reflect

Global Development Agenda

Global Development Agenda

Technology Trends

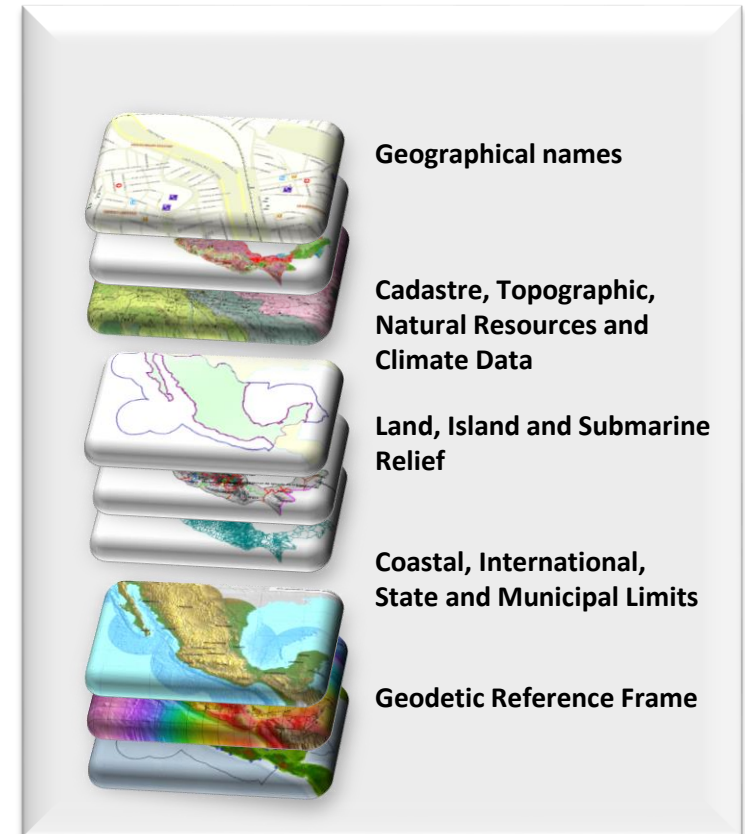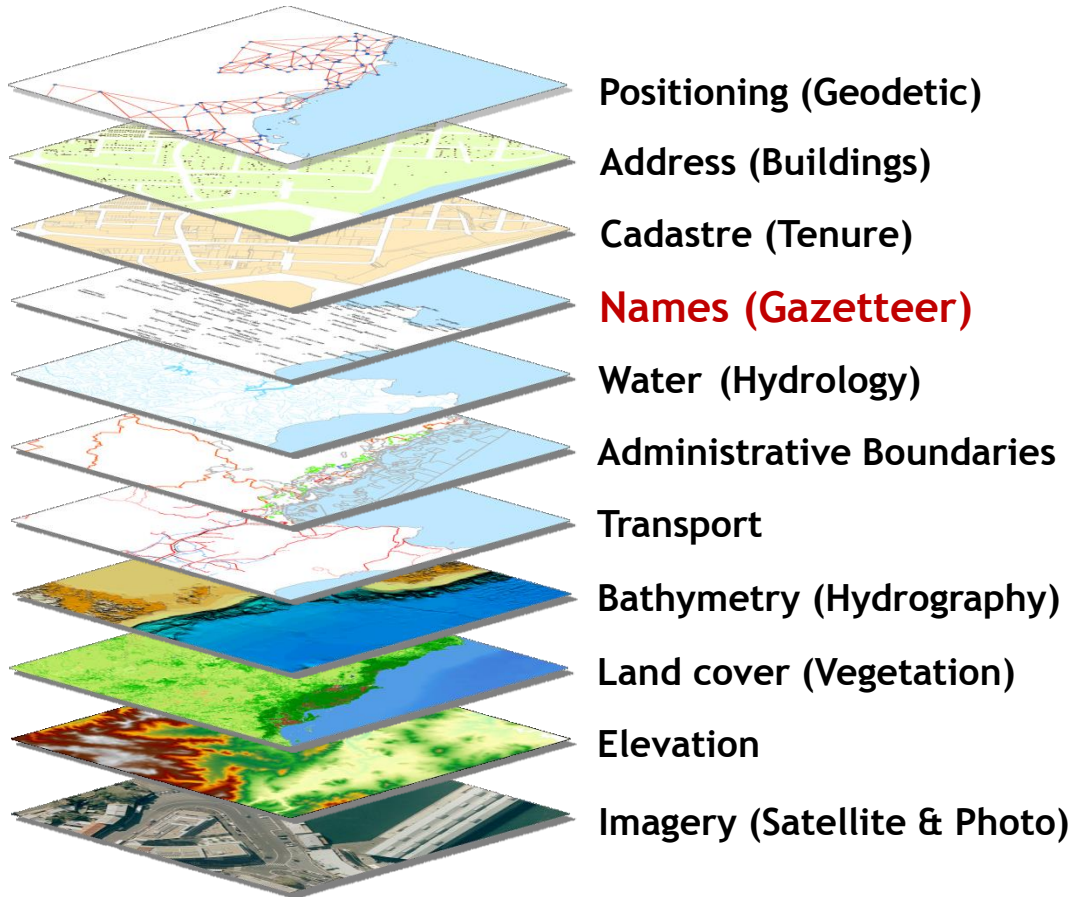Spatial capabilities are changing, there are better:

- Imaging satellites
- GNSS
- Aerial sensors
- Unmanned low altitude aerial sensors
- Terrestrial scanners and measurement systems
- Mobile computing

- VGI and crowd sourced methods
- Software as a service
- Open source tools
- 3D and 4D visualisations
- The Cloud

Fundamental Geospatial Data Themes

Positioning (Geodetic)

Address (Buildings)

Cadastre (Tenure)

Names (Gazetteer)

Water (Hydrology)

Administrative Boundaries

Transport

Bathymetry (Hydrography)

Land cover (Vegetation)

Elevation

Imagery (Satellite & Photo)

Geographical names

Cadastre, Topographic, Natural Resources and Climate Data

Land, Island and Submarine Relief

Coastal, International, State and Municipal Limits

Geodetic Reference Frame

Geographical Names are Ubiquitious

Agriculture/Forestry

Defense/Security

Pollution

Urbanization

Congestion

Mining

Land Use

Development

Tourism

Marine

Human Health

Education

Global Warming

Biodiversity

Water

Logistics

Business

Governance

Utilities

Energy

Transportation

Names needed for Action, for every Industry
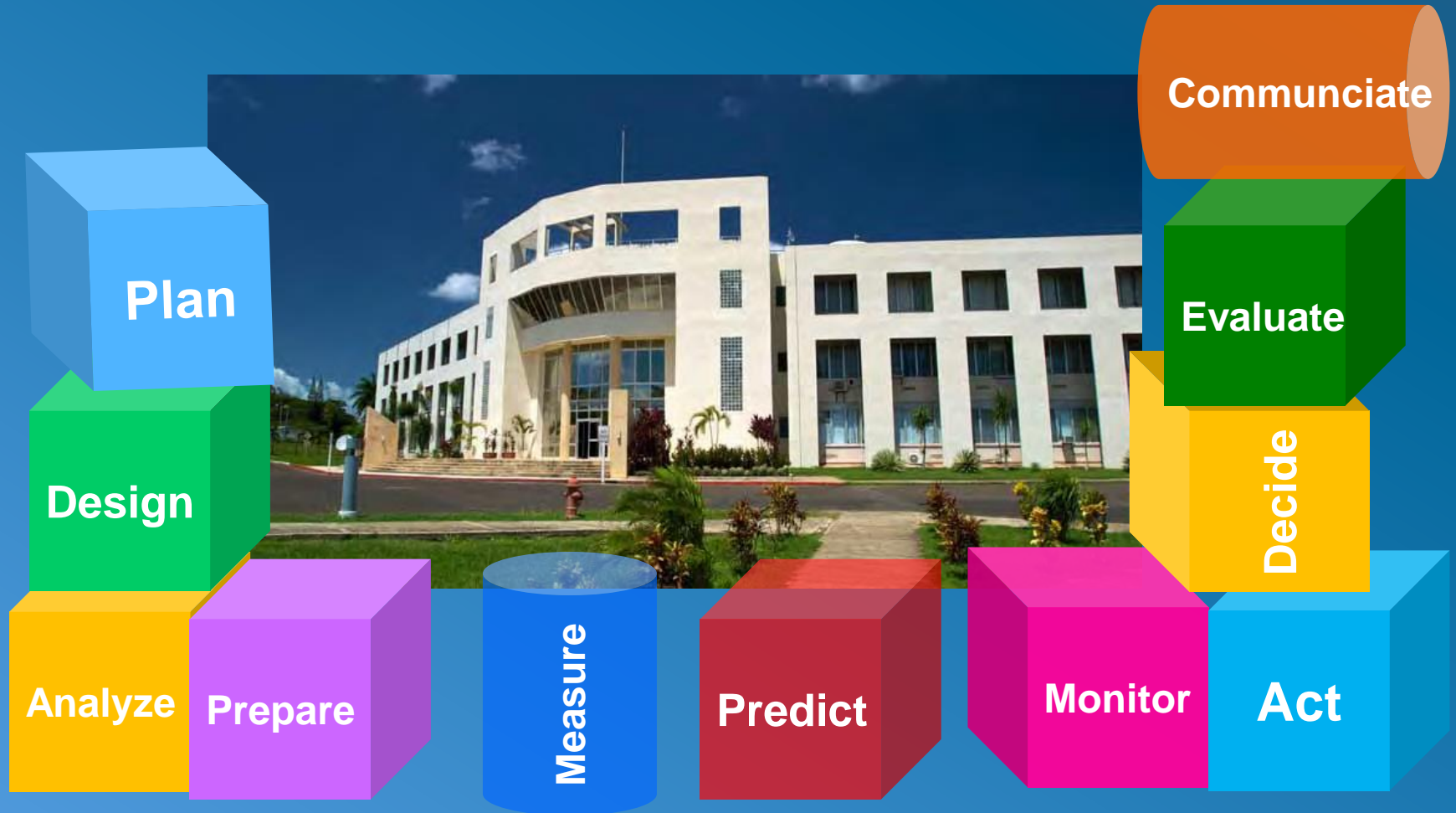
National Information Infrastructure

National Information Infrastructure | Platform Vision

From C Terborgh, Esri

# Geographic Names

A Product

A Service

FEATURES
- Of Value
- Meaning and purpose
- Various forms
- A life cycle
- Users/Consumers
- Markets

How do <u>we</u> influence and transform <u>names</u> dissemination?

- The paradigm of data availability is changing – more real time. What of geographical names in the 21st century?

- Business as usual is no longer an option. We can no longer operate in silos. We need to find common ground and talk to each other.

- We need to engage more strategically, and we need to change our language and messages in doing so

- Data is being collected differently. No longer just for mapping and delivery, but integration, analytics, modelling, aggregation and fusion.

Innovate

Integrate

Influence

Institutionalize

Immediately
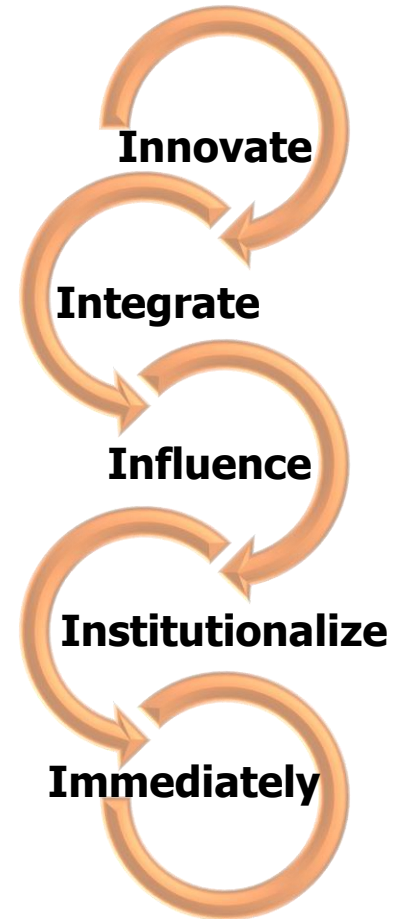
Take Away Points

- Sustainable development will drive geospatial data creation and the collection and use of names
- Integrate & Share – the SDI supports multiple developmental activities
- Identify and create new audience/users
- Have clear and focused names messages
- Leverage ICT to share and distribute
- Identify opportunities and innovative platforms to market names, share names
- Evaluate and reposition dissemination program

What will   do to

improve the dissemination of names?

THANK YOU

GRACIAS

ARIGATO

MERCI

BOLZÏN

BIYAN

SHUKRIA

TINGKI

DANKSCHEEN

SPASSIBO

SNACHALHUYA

NUHUN

CHALTU

YAQHANYELAY

TASHAKKUR ATU

WABEEJA

MAITEKA

YUSPAGARATAM

HUI

SUKSAMA

EKHMET

GUI

HATUR

EKO-JU

SIKOMO

MERSI

SPASIBO

DENKAUJA

NENACHALHYA

UNALCHEESH

DHANYABAAD

ANIHA

ATTO

SHUKURIA

MERASTAWHY

GAEJTHO

SANCO

KOMAPSUMNIDA

MAAKE

GRAZIE

MEHRBANI

PALDIES

LAH

MAKETAI

TAVTAPUCH

MEDAWAGSE

GOZAIMASHITA

EFCHARISTO

AGUYJE

FAKAAUE

BARKA

JUSPAXAR

MINMONCHAR