FIRST REGIONAL TRAINING PROGRAMME IN TOPONYMY, INCLUDING MARINE TOPONYMY

NAMES DISSEMINATION

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PRESENTED BY: Cecille Blake,
UNSD

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Presentation

• 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
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 Ubiquitous

Agriculture/Forestry

Defense/Security

Pollution

Urbanization

Congestion

Mining

Land Use

Development

Tourism

Utilities

Energy

Transportation

Human Health

Education

Global Warming

Biodiversity

Water

Logistics

Business

Governance

Political Boundaries of the World
Names needed for Action, for every Industry
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 **we** influence and transform names 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.
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?
GRACIAS
THANK YOU
ARIGATO
SHUKURIA
BOLZIN
MERCY
MENVARA