



# Communication strategies for encouraging the implementation of standardized geographical names





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## MESSAGE FROM THE CHAIRPERSON

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*Chers Collègues,*

Les noms de lieux relèvent par nature de plusieurs disciplines. Cette appellation même dénote, d'une part, leur appartenance au domaine de la linguistique, puisque ce sont des noms, d'autre part, leur objet proprement géographique ou topographique, puisque leur caractéristique est de désigner des lieux. Et ces noms sont aussi en lien avec bien d'autres disciplines, comme la géopolitique, l'histoire ou le droit. La multiplicité de ces facettes empêche toute approche trop moniste à leur sujet et impose le pragmatisme.



Aussi est-il naturel, et même nécessaire, que notre travail d'experts soit évalué à l'aune de sa réception par ses destinataires. Une bonne normalisation s'insère certes correctement dans un système cohérent, mais surtout, le critère fondamental de la linguistique est qu'elle se diffuse dans le public jusqu'à être employée couramment. Pour cela, l'approche juridique de l'officialisation, que le GENUNG aurait tendance à privilégier, n'a généralement que des effets limités, même au sein de l'administration ou auprès des autorités locales. Et l'approche rationnelle d'une argumentation expliquant soigneusement les motifs des positions prises par les experts dépasse rarement le cercle d'un public cultivé.

La communication est donc un complément nécessaire. Elle peut notamment s'appuyer sur l'actualité et se saisir de tout événement comprenant un enjeu toponymique pour expliquer celui-ci et montrer comment le prendre en compte. Aux différentes facettes des noms de lieux correspondent autant de points de vue possibles sur eux et autant

de stratégies de communication à combiner en leur faveur. Plusieurs contributions à la présente livraison de notre *Bulletin d'information* témoignent de différents dosages entre elles, que ce soit en termes de cible ou de contenu.

Mais ni le droit ni le raisonnement ni la communication ne peuvent contrarier les tendances lourdes du langage. Au sein de chaque langue et de chaque culture, la force de l'analogie tend en permanence à mettre ou à remettre en cohérence l'usage observé. Les deux objectifs de l'usage et de la cohérence de la normalisation ne s'opposent donc pas nécessairement. Tout le défi de notre travail est même de les rendre au contraire compatibles, en sorte qu'ils se confortent réciproquement. Pour cela, dans chaque aire linguistique et culturelle, c'est de l'usage que doivent être dégagées les règles qui fondent la cohérence du système de normalisation, afin que ce système soit suffisamment intuitif pour être adopté et appliqué par le public.

Cette tâche est à la fois nécessaire, modeste, passionnante est aussi inépuisable... Cette année, trois anniversaires nous rappellent tout particulièrement combien elle relève du long terme : les 60 ans de la décision des Nations unies de créer le GENUNG, bien sûr, mais aussi les 100 ans du *Permanent Committee on Geographical Names* britannique (PCGN) et les 50 ans de l'*Arbeitsgemeinschaft für Kartographische Ortsnamenkunde* autrichien (AKO). Je renouvelle ici à ces deux organismes nationaux l'expression de nos félicitations pour leurs travaux passés, de nos remerciements pour leur contribution aux travaux du GENUNG et de nos meilleurs vœux pour leurs approfondissements futurs !

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## MESSAGE FROM THE CHAIRPERSON

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*Dear Colleagues,*

**G**eographical names fall naturally within several disciplines. Their very being places them, on the one hand, securely within the field of linguistics, since they are names, and, on the other, due to their specifically geographical or topographical denotation, squarely within the subject of geography. In addition, geographical names are also of significance to many other disciplines, such as geopolitics, history or law. The multiplicity of facets of geographical names prevent us from taking any too single-disciplinary approach to them but instead have a pragmatic approach.



It is therefore natural, and even necessary, to evaluate the work of us experts in the light of its impact. Solid principles of standardization certainly fit well in a coherent system. From here, the fundamental linguistic criteria is that it spreads among people until gaining wide acceptance and use. Unfortunately, the legal approach of formalization, that UNGEKN favors, has often only limited effects, even within the central administration or in local authorities. And the rational approach of an argumentation carefully explaining the motivation for standardization taken by the experts rarely goes beyond the circle of educated people.

Communication is therefore a necessary complement to standardization. In particular, it can take advantage of the media and use any event to use a toponymic issue, explain it and show the necessity of standardization. The different facets of geographical names give reason to as many possible points of view on geographical names and as many communication strategies to be used in the favor of geographical names standardization. Several contributions to this issue of our Information

*Bulletin* reflect different approaches and implementations, both in terms of target and content.

However, neither law, reasoning nor communication can go against tendencies and developments of language. In each language and in each culture, the strength of analogy tends constantly to go in favour of consistency of actual usage. The two goals of usage and of consistency of standardization are therefore not necessarily opposed. The very challenge of our work is to make them compatible, so that they reinforce and complement each other. In that order, in each linguistic and cultural area, it is from the usage that the system of standardization must be extracted, so that this system is sufficiently intuitive in order that it can be adopted and applied by people.

This task is necessary, humble, exciting and also inexhaustible... This year, three anniversaries remind us in particular of how long-term it is: the 60th anniversary of the UN decision to create the UNGEKN, of course, but also the 100 years of the British Permanent Committee on Geographical Names (PCGN) and the 50 years of the Austrian Arbeitsgemeinschaft für Kartographische Ortsnamenkunde (AKO). I renew here to these two national organizations the expression of our congratulations for their past work, our thanks for their contribution to the work of the UNGEKN and our best wishes for their future enhancements!

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# MESSAGE FROM THE SECRETARIAT

*Dear UNGEGN Experts,*

## **Communication**

An examination of the theme required that I have a clear definition of communication. The definition that most resonated given its seeming comprehensiveness was, “giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.<sup>1</sup>” I also note that communication is important, it is often said that at the heart of a successful organization the fundamental building block is effective communication. Communication promotes motivation, it is critical to altering behavior patterns, it is a source of information for decision making, it assists in controlling processes and it is a means of connecting people or places.

Communication is not necessarily easily accomplished because it has various forms, elements and challenges. The successful communicator needs to consider the stakeholders to whom the message is being sent and their culture, the channels and technologies to use, and the socio-economic and political environments. Today the average man is bombarded with information emanating from main stream media - television networks, the newspapers, social media – Twitter, Facebook, LinkedIn, Medium, online technical magazines, blogs, e-mail blasts, voice mail, bill board signs and videos, and formal engagements such as meetings, conferences, briefings, workshops etc. Which is most effective? This task therefore requires special skills sets which a linguist, geographer, cartographer or toponymist may not necessarily have. This issue therefore shares the strategies that have been used by eight national geographical names authorities across the world - Argentina, Australia, Burkina Faso, Canada, Cyprus, Czech Republic, New Zealand and the United Kingdom to implement the use of standardized geographical names. I found of great interest, the reference to augmented and virtual reality as an emerging area for communicating place names submitted by Rafe Benli from Geographic Names Victoria, Australia. I had hoped that he would have expanded to share how he envisions this technology impacting the communication of place names.

I think a communication strategy that would be most effective is, identify where your stakeholders and users are reading and interacting and meet them there, directly engage them and share your message. I encourage you to read the articles and discover how geographical names are being communicated to inform, educate and persuade stakeholders on the importance and use of standardized geographical names.

Extending thanks to all our contributors to this issue and to Andreas Hadjiraftis of Cyprus for once again designing the front page.

## **Preparation of UNGEGN’s Draft Strategic Plan and Programme of Work**

I wish to bring to your attention letter dated 15 October 2019 from the UNSD on behalf of the UNGEGN Bureau inviting Member States to participate in the development of the draft strategic plan and programme of work. Member States are asked to submit their national geographical names standardization issues and propose priority actions to be pursued by UNGEGN for the period 2021 to 2029. Please note if you have not received this letter, please send a note to [blake1@un.org](mailto:blake1@un.org) and we will send you a copy.

Your submission should be prepared taking into account the aims and objectives of the new UNGEGN as stated in the Rules of Procedure (E/2018/L.25) and should be sent to the Secretariat at [geoinfo\\_unsd@un.org](mailto:geoinfo_unsd@un.org) before Friday, 13 December, 2019. The Bureau looks forward to having your input and support throughout all phases for the development of the draft strategic plan and programme of work which is to be submitted to the Group of Experts at its second session in May 2021.

## **General Remarks**

Member States and national institutions responsible for geographical names are reminded to submit their information for the UNGEGN World Geographical Names Database. We also wish to inform our global experts and persons wishing to learn more about toponymy that they can pursue the online BSc level, web course at: <https://bit.ly/31FrL66> and access the recently released [Toponymy Training Manual](https://bit.ly/2ZxYatc) at <https://bit.ly/2ZxYatc>.

Your comments on this issue and contribution to Bulletin number 58, to be circulated in May 2020 under the theme “*Issues & experiences in the standardization of geographical names*”, are welcomed. Please remember to repost and circulate the bulletin among your colleagues and hoping you will find this issue enriching and interesting.

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<sup>1</sup> <https://www.communicationtheory.org/definitions-of-communication/>, accessed on 11 November 2019.



# SPECIAL FEATURE

## COMMUNICATION STRATEGIES FOR ENCOURAGING THE IMPLEMENTATION OF STANDARDIZED GEOGRAPHICAL NAMES

### ARGENTINA

#### *Towards the Standardization of Geographical Names in Argentina*

##### **Institutional Framework**

Throughout its evolution as a Military Geographical Institute (IGM) and, since 2009, as a National Geographic Institute (IGN), initiatives of different scope were developed to normalize the geographical names of the national territory according to the mission assigned by Law 22.963 “Law of the Charter” and its amendments. So far, standardization work was carried out without a permanent regulatory framework. However, the exceptional global changes in technology and paradigms, promoted the need to set normalization processes in all steps of the institution’s cartographic production. This is also the case of geographical names management, which makes interoperability of geospatial information possible.

To these technological changes, new trends are added: the revaluation of geographical names as a reserve of cultural heritage, Open Government policies, and the collaborative model. As part of a new institutional approach, the IGN developed its 2015-2020 Management Plan (1), a document with objectives and goals explicitly incorporated related to the standardization of geographical names. In 2016, Law 27.275 “Law on the Right to Access to Public Information” was enacted, which includes the country in the international trend of Open Data.

In order to respond to the demands of these new contexts, the IGN recently began the development of a Manual for the National Standardization of Geographical Names. Under the responsibility of the Directorate of Geography, it is its objective to establish a unified registry of the writing of the geographical names of the national scope as part of its cultural heritage and as a georeferenced data for the Institutional Geographic Database (IGDB). It is also proposed to contribute to the objective of the United Nations of having National Gazetteers as a basic and official source of a Global Spatial Data Infrastructure (GSDI).

##### **Communication actions**

Since its passage to the national scope, the IGN develops awareness, dissemination and training actions in Geographical Names through the following strategies:

- Participation in national and international conferences and congresses organized by the following organizations and institutions:

UNEGN; International Cartographic Association (ICA); International Council of Onomastic Sciences (ICOS); IGN; Argentine Center of Cartography (CAC -Member of ICA-); Argentine Society of Geographic Studies GAEA; Spatial Data Infrastructure of the Argentine Republic (IDERA); Ministry of Foreign Affairs and Cult of the Nation; and Ministry of Defense of the Nation.

Their participation was mainly aimed at the following strategic objectives:

- to position the IGN as a national authority in the standardization of geographical names and stimulate the participation and responsibility of the Argentine political jurisdictions and other agencies producers of geospatial information in the national standardization of geographical names,
- to disseminate the importance of taking care of the quality of geographical names from its two fields of analysis: as georeferenced data and as intangible cultural heritage of the Nation,
- to raise awareness among national jurisdictions and the various public administration agencies about the importance of national standardization of geographical names as a basis for the harmonization of geospatial information in IDERA,
- to highlight the need and benefits of its national standardization, as a contribution to international standardization and to the achievement of the Sustainable Development Goals and other United Nations projects and programs.

##### **Institutional Training**

Internal Institutional Training Days (2019 and 2017) were held with the following strategic objectives:

- to train all the actors involved in the processes of institutional production and dissemination in the general concepts of standardization in geographical names,
- to disseminate the projects and institutional actions carried out in relation to the national standardization of geographical names,



- to highlight the benefits of having a unique written form for each of the geographic objects of the IGDB, in order to harmonize its inclusion in all the institutional products and activities.



- Online information
  - Incorporation of Information about the UNGEGN on the IGN Website:
    - UNGEGN general information update (5)
    - Standardized country names, according to the Group on Country Names Report, updated to 2019, as a source of internal and external consultation: the education sector, proofreaders, institutions, editors and the general public (6).
  - Information about Argentina on the UNGEGN website
    - Inclusion of the IGN as a National Authority
    - Inclusion of sound files with the name pronunciation of the cities of more than 100,000 inhabitants (INDEC 2010) (7).

- Periodical institutional publications
  - Geographic Atlas of the Argentine Republic (2): the chapter THE CARTOGRAPHY OF TODAY, dedicates three titles to the development of the toponymic theme: Toponymy; Geographical Names; Toponymy Normalization History; and indigenous toponyms in the Official Cartography.



- Institutional Magazine “El Ojo del Cóndor” (4): disseminates the IGN activities, and dedicates a dossier to the different regions of the country. Most of the issues include articles related to local toponymy, as well as events, congresses and projects associated with geographical names.



## Conclusions

Towards the future, it is planned to finalize the redaction and publication of the Manual for the National Standardization of Geographical Names for the IGDB; and complete the Concise Gazetteer (scale 1: 5,000,000) of Geographical Names of the Argentine Republic and its link to the BDGI. Likewise, it is planned to continue with the communication strategies mentioned above, as well as evaluate new tactics aimed at expanding the application of the standardization process at the institutional and national level.

## References for online

- (1) [http://static.ign.gob.ar/plan\\_de\\_gestion/Plan\\_de\\_Gestion\\_del\\_IGN\\_2015-2020.pdf](http://static.ign.gob.ar/plan_de_gestion/Plan_de_Gestion_del_IGN_2015-2020.pdf)
- (2) <http://www.ign.gob.ar/AreaServicios/Publicaciones/Atlas2015>
- (3) <http://www.ign.gob.ar/NuestrasActividades/Geografia/DatosArgentina/ToponimiaMalvinas>
- (4) <http://www.ign.gob.ar/AreaServicios/Publicaciones/RevistaOjoCondor>
- (5) <http://www.ign.gob.ar/ArealInstitucional/UNEGGN>
- (6) <http://www.ign.gob.ar/NuestrasActividades/Geografia/DatosArgentina/PaisesMundo>
- (7) <http://unstats.un.org/unsd/geoinfo/geonames/>

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## AUSTRALIA

The United Nations' Group of Experts on Geographic Names (UNGEGN) acknowledge the importance of geographic names, noting they are vital keys for accessing information in our globalised digital world.

We know there are many benefits of considered place naming, including recognition and identification of history, culture and connection to country and accurate description of landscape. Through a standardised approach to place naming there are further benefits, including:

- efficiencies for emergency services response, natural disaster relief, communications including postal and news services, and trade and commerce
- easier collection of data, including population censuses and statistics
- accurate data collection for property rights and cadastre

In turn, these benefits lend advantage and efficiencies to urban and regional planning, environmental management, map and atlas production, navigation and tourism.

As you can see, appropriate naming of place allows clarity and precision, meaning citizens can go about their daily lives certain of the names of the places to which they are going. Uniqueness and accuracy also reduces the likelihood of confusion for emergency services and assists with service delivery by other agencies and companies.

Perhaps more important but less tangible, appropriate naming ensures a strong link to place and connects cultural identity to the past, present and future.

Across Australia and New Zealand, jurisdictional legislation provides guidance for how places should be named, for example, Queensland's *Place Names Act 1994* or the *New Zealand Geographic Board (Ngā Pou Taunaha o Aotearoa) Act 2008*. To ensure broad alignment, we also have the Permanent Committee on Place Names.

In the Victorian jurisdiction of Australia, the *Geographic Place Names Act 1998*, includes Naming rules<sup>2</sup> which set out the process and requirements for consultation in selecting, assigning or amending a name of a place, including Aboriginal or Torres Strait Islander names. It also specifies criteria for assessing cultural heritage or other significance.

Only with such well-established governance can we more easily articulate the what, why and how of place naming, which is essential to effective communications strategies for encouraging the implementation of standardised geographical names.

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<sup>2</sup> Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities 2016. ([GEGN.2/2019/CRP.126](#))



Figure 1: Permanent Committee on Place Names logo.

Here are the essential questions we must be able to answer:

1. What is place naming?
2. Why is it important?
3. How is place naming managed in your member country?

For questions 1 and 2, information is available from UNGEGN, for example the goals of UNGEGN: Standardisation, Dissemination and Romanization, available on the homepage of their website.

Once your foundations are solid, you are ready to communicate! From here there are four principles which are deliberately simple:

1. Avoid jargon
2. Tell a story
3. Know your audience
4. Stay well-informed of technology trends.

By example, Eleanor Lucas founded E Lucas & Co - a humble textile company - in Ballarat, Australia in 1888. The Lucas Factory grew and, in 1917, 500 employees planted more than a thousand trees in commemoration of Ballarat's enlisted men of World War One. There were another few thousand planted in 1919, and the result is the Ballarat Avenue of Honour, which stretches 22 kilometres - perhaps the longest avenue of honour in the world.

In 2011, the City of Ballarat looked to name a new suburb. They consulted with the local community and the name Lucas was chosen for the suburb, with streets being assigned Veteran's names. The suburb and road names were registered by the Victorian Government as they complied with the Naming rules.

Lucas provides an excellent example of story-telling and highlights to citizens the importance and connection of a place's name and history.



While certain mediums lend themselves more to storytelling - for example print or radio - social and digital media also has a role to play. For example, the Australian Broadcasting Corporation recently highlighted the importance of Indigenous languages via 'This place', a website on which Indigenous communities share the meaning of the place names of their country.

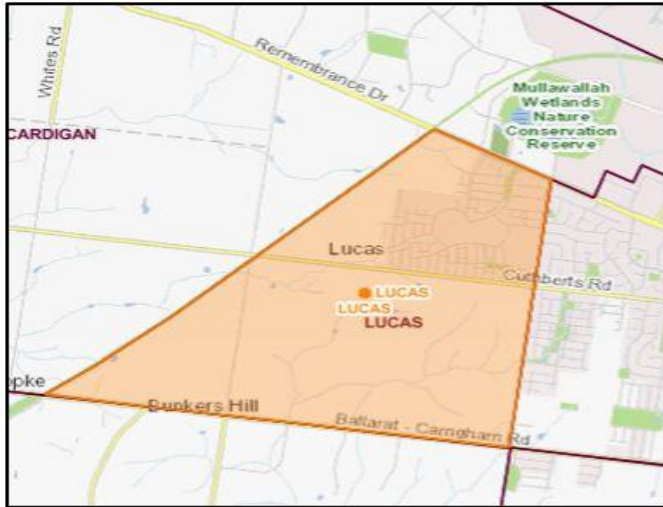


Figure 2: Image of Lucas suburb, City of Ballarat. <https://maps.land.vic.gov.au/lassi/VicnamesUI.jsp?placeld=104109>

Another Victorian example using social media, is [Woowookarung Regional Park](#), a five minute video which showcases the importance of indigenous names and language.



Figure 3: Woowookarung – place of plenty. Keeping Aboriginal languages alive documentary <https://www.youtube.com/watch?v=dTpPVITpetE>

National naming authorities need to ensure that when talking about place names, they can do so in everyday language that is understandable to a wide range of government, community and business audiences. It's important it is engaging for audiences without having to become immersed in the details of the subject matter, and this should apply to government briefings and presentations as much as it does social posts and brochures.

Having said that, it is important to know your audience, and in some circumstances, a certain amount of practical knowledge may be appropriate.

In Victoria, communications and engagement has been successfully undertaken via face to face training sessions, workshops and road shows, as well as newsletters being sent out via email. Throughout 2019 we have celebrated the United Nations Year of Indigenous Languages, and workshops have been held across Victoria enabling naming authorities to hear first-hand from Aboriginal Traditional Owners. As a direct result, Geographic Names Victoria has seen an increase in interest of Aboriginal language and assignment of Aboriginal place names. While they have been awarded the Good Design Award of Australia for Social Impact, the greatest benefit of the workshops is that they are a continuation of the journey with Aboriginal Traditional Owners.

Finally, an emerging area for place naming is augmented and virtual reality. It will be very exciting to see how the importance of place, Indigenous names, benefits for emergency services and the protection of cultural heritage can be communicated through tech and new media. It is important that naming bodies provide consistent advice on naming practices and remove terminology jargon, using simple language which is easily understood to ensure standardised naming. I encourage naming authorities to ensure that communication is considered in strategies and work plans. By understanding what is being delivered at international, national and local levels, we can make sure we better communicate the standardisation of place names to citizens.

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## CANADA

### Raising Awareness of Standardized Geographical Names in Canada

The use of standardized geographical names has been at the forefront of the activities of the Geographical Names Board of Canada since its inception over 120 years ago. During the 1880's, Canadian geologists and surveyors were using topographic maps that were often inconsistent in the spelling and application of geographical names. The geologists submitted a proposal to the federal government to form a single authority responsible for the standardization of geographical names in Canada. The result of this request was an Order in Council establishing the Geographic Board of Canada (now called the Geographical Names Board of Canada, or GNBC) in 1897 as the body responsible for standardizing official place names.

The activities of the GNBC are guided by a five-year strategic plan determined through discussion and consensus by Canada's federal, provincial and territorial naming authorities. Raising awareness of standardized geographical names is a significant priority of the strategic plan. The Awareness Working Group of the GNBC is tasked with developing a national strategy to raise the awareness of the importance of standardized, authoritative geographical names with the public and decision-makers. The goal of the working group is to have Canadians recognize and appreciate the cultural, historical and practical value of geographical names as an integral part of their daily lives and shared cultural heritage, along with the key role played by the GNBC in standardizing official names. Their work has resulted in several key communications initiatives.

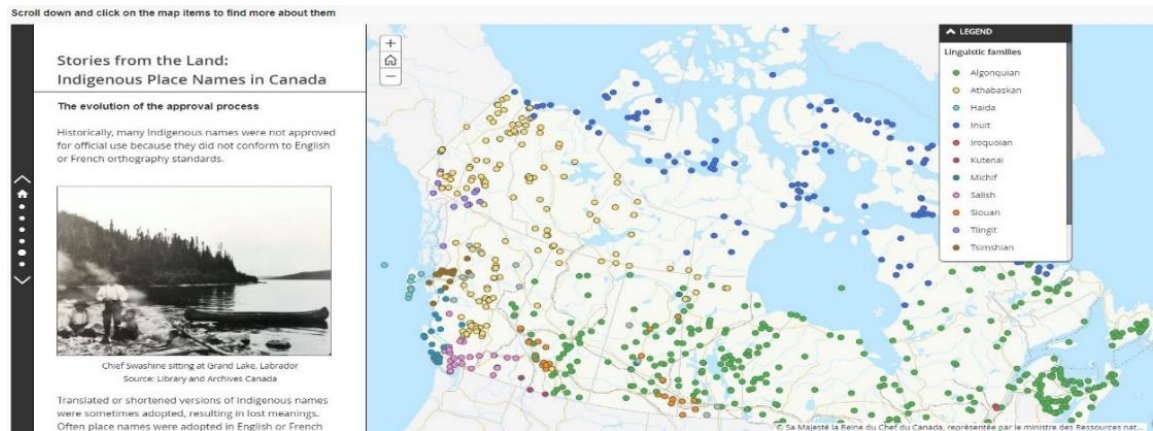
To help raise awareness of the board, the GNBC launched two interactive maps to the public in 2018-2019:

- [Canada's Commemorative Map](#), an interactive, online presentation of text, images and videos to explore a selection of the places and features that are named to commemorate Canada's participation in wars and conflicts.
- [Stories from the Land: Indigenous Place Names in Canada](#), an interactive map showing a selection of the thousands of official names in Canada that have origins in over 65 Indigenous languages, highlighting the diversity, history and geographical breadth of Indigenous place names across Canada.

Both of these maps were released through special events with media coverage and announcements through social media channels. These maps have raised the profile of the GNBC with the public, academia and

industry, increasing awareness of the work of the board to ensure that Canada's national names database is authoritative and standardized.

In 2018, the GNBC designated **Geographical Names Day** to communicate the importance of standardized official geographical names. The inaugural day was communicated extensively through social media channels and celebrated through official events. Geographical Names Day will be celebrated annually in Canada each November during Geography Awareness Week to promote standardized official names and to publicize the activities of the GNBC.



The GNBC also promotes the use of standardized geographical names through open source downloadable files available to the public from the Canadian Geographical Names Database (CGNDB). The CGNDB is Canada's national repository for authoritative place names and is comprised of data submitted through the federal, provincial and territorial naming authorities. The use of standardized core fields in the national database is essential to storing, maintaining and disseminating official Canadian geographical names.

Careful management and standardization of geographical names in Canada remains as important now as in 1897. In Canada, communications initiatives are part of the national naming authority's strategy to raise awareness of the importance of standardized geographical names. Standardization ensures that the data is easily accessible, readable, and interoperable with other datasets.

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## CANADA

### Sensibilisation à l'uniformisation des toponymes au Canada

L'utilisation de toponymes uniformisés est au cœur des activités de la Commission de toponymie du Canada depuis sa création il y a plus de 120 ans. Au cours des années 1880, les géologues et arpenteurs canadiens utilisaient des cartes topographiques dont l'orthographe et l'application des toponymes étaient souvent incohérentes. Les géologues ont soumis au gouvernement fédéral une proposition visant à former une autorité unique responsable de l'uniformisation des toponymes au Canada. À la suite de cette demande, un décret a établi la Commission de géographie du Canada (maintenant appelée la Commission de toponymie du Canada, ou CTC) en 1897 en tant qu'organisme responsable de l'uniformisation des toponymes officiels.

Les activités de la CTC sont guidées par un plan stratégique quinquennal établi à la suite de discussions et d'un consensus entre les autorités fédérales, provinciales et territoriales du Canada. La sensibilisation à l'uniformisation des toponymes est une priorité importante du plan stratégique. Le Groupe de travail sur la sensibilisation de la CTC est chargé d'élaborer une stratégie nationale pour sensibiliser le public et les décideurs à l'importance de disposer de toponymes uniformisés et faisant autorité. L'objectif du groupe de travail est de faire en sorte que les Canadiens reconnaissent et apprécient la valeur culturelle, historique et pratique des toponymes comme partie intégrante de leur vie quotidienne et de leur patrimoine culturel commun, ainsi que de mettre en valeur le rôle clé joué par la CTC dans l'uniformisation des noms officiels. Leur travail a donné lieu à plusieurs initiatives clés en matière de communication.

Pour mieux faire connaître la Commission, celle-ci a lancé deux cartes interactives à l'intention du public en 2018-2019 :

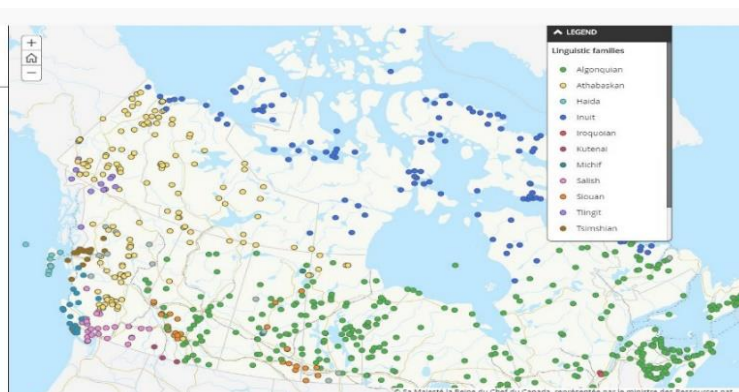
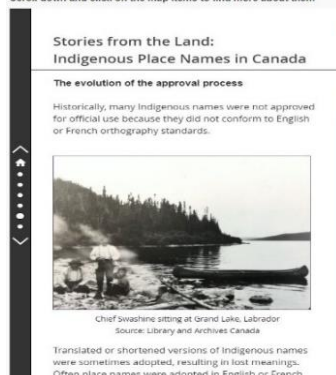
- [La carte commémorative du Canada](#), une présentation interactive en ligne de textes, d'images et de vidéos pour explorer une sélection de lieux et d'éléments qui commémorent la participation du Canada aux guerres et aux conflits.
- [Récits du territoire : Noms de lieux autochtones au Canada](#), une carte interactive montrant une sélection des milliers de noms officiels au Canada qui tirent leurs origines de plus de 65 langues autochtones, soulignant la diversité, l'histoire et l'étendue géographique des noms de lieux autochtones au Canada.

Ces deux cartes ont été lancées à l'occasion d'événements spéciaux qui ont fait l'objet d'une couverture médiatique et d'annonces sur les médias sociaux. Ces cartes ont accru la visibilité de la CTC auprès du public, du milieu universitaire et de l'industrie, ce qui a permis de mieux faire connaître le travail de la Commission de sorte que la base de

données des noms nationaux du Canada fasse autorité et soit uniformisée.

En 2018, la CTC a instauré la **Journée des noms géographiques** pour communiquer l'importance des toponymes officiels uniformisés. La journée inaugurale a été largement diffusée sur les médias sociaux et célébrée lors d'événements officiels. La Journée des noms géographiques sera célébrée chaque année au Canada en novembre pendant la Semaine de sensibilisation à la géographie afin de promouvoir les noms officiels uniformisés et de faire connaître les

Scroll down and click on the map items to find more about them



activités de la CTC.

La CTC fait également la promotion de l'utilisation de toponymes uniformisés au moyen de fichiers téléchargeables à source ouverte accessibles au public à partir de la Base de données toponymiques du Canada (BDTC). La BDTC est le registre national des noms de lieux faisant autorité au Canada et comprend des données soumises par l'entremise des autorités de dénomination fédérales, provinciales et territoriales. L'utilisation de champs uniformisés dans la base de données nationale est essentielle au stockage, au maintien et à la diffusion des toponymes officiels du Canada.

La gestion prudente et l'uniformisation des toponymes au Canada demeurent aussi importantes aujourd'hui qu'en 1897. Au Canada, les initiatives de communication font partie de la stratégie de l'autorité toponymique nationale visant à sensibiliser la population à l'importance de l'uniformisation des toponymes. L'uniformisation garantit que les données sont facilement accessibles, lisibles et interopérables avec d'autres ensembles de données.

**Kristina Kwiatkowski and Steve Westley**

Geographical Names Board of Canada Secretariat  
Natural Resources Canada  
Canada

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# CYPRUS

## Introduction

The Cyprus Permanent Committee for the Standardization of Geographical Names (CPCSGN) was initially created in 1967. It was officially established by the decision of the Council of Ministers no.15.769 of 21.4.1979 and constitutes the only competent National Authority for the Standardization of Geographical Names in Cyprus. According to law N.66(I)/98, the Committee operates under the Minister of Education and Culture. The CPCSGN, based on legislation, actively promotes the implementation of standardized geographical names in Cyprus. A series of tools and actions enable the Committee to adopt a strategy for encouraging the implementation of standardized geographical names such as: legislation, creation, maintenance, and distribution of gazetteers and spatial databases, distribution of several editions on geographical names, extensive use of its website and web applications, publicity, engagement of experts from several fields, such as: linguists, cartographers, philologists, archaeologists, IT experts, and lawyers.

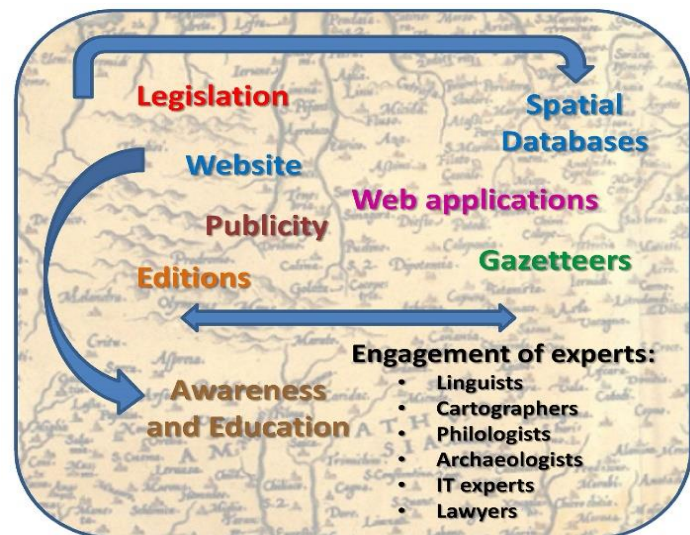


Figure 1: Strategy for encouraging the standardization of geographical names in Cyprus

## Legislation

The following laws and regulations concern the geographical names of the Republic of Cyprus, and the operation of the Permanent Committee for the Standardization of Geographical Names:

- Law N. 66(I)/1998 – Procedure for standardizing the geographical names of the Republic of Cyprus. Enacted on 17.7.1998.
- K.Δ.Π. 443/2001 – Regulations on the procedure for standardizing the geographical names of the Republic of Cyprus. Enacted on 30.11.2001.
- Law N.71(I)/2013 – Amendment to law on the Procedure for standardizing the geographical names of the Republic of Cyprus. Enacted on 19.7.2013.

- Law 43(I)/2010 – Creation of Spatial Data Infrastructure (INSPIRE). Enacted on 14.5.2010.

According to law 43(I)/2010, the Government of Cyprus is obliged to create a Spatial Data Infrastructure (SDI), along with a mechanism to search, view, download and direct access spatial data of government and semi-government organizations in Cyprus, in accordance to Directive 2007/2/EC (INSPIRE) of the European Union. A total of 34 spatial themes are included, and each data theme is sub-divided into several other sub-themes, including metadata, datasets and e-services. Geographical names constitute a significant part of the SDI and play a very important role.

## National Gazetteer of Geographical Names of Cyprus

All geographical names and toponyms of Cyprus are included in a “Complete Gazetteer”. The Gazetteer is currently available on CPCSGN’s website at:

<http://www.geonoma.gov.cy/myfiles/ekdoseis/cygazetteer/index.html>.

## Gazetteer of Sea Geographical Names

An edition was prepared by the CPCSGN entitled: “Gazetteer of Sea Geographical Names of Cyprus”. This Gazetteer is available at:

<http://www.geonoma.gov.cy/myfiles/ekdoseis/thalassia-toponymia/index.html>

## Odonyms

Odonyms in Cyprus are given and maintained by the Municipal and Community Councils. These odonyms, are under the approval of the respective District Officers, which operate under the Ministry of Interior. All official street names are communicated to the CPCSGN, for checking and correction, in order to achieve uniformity all over the island.

A complete catalogue of odonyms is maintained by the Department of Postal Services at: <https://www.cypruspost.post/el/ekdoseis>

## Geographical Names in Spatial Data Infrastructure (SDI)

All geographical names and toponyms are included in the geoportal of Cyprus at: [www.geoportal.gov.cy](http://www.geoportal.gov.cy). Geographical names and other geo-spatial information are accessible on-line for searching, viewing, transformation, downloading, printing, and direct accessing via GIS.

## CPCSGN Editions and Current Activities

The Committee has issued various independent publications that help in understanding the issues which relate to geographical names, contribute to the solution of problems arising, and also further promote the standardization of geographical names:

A Booklet/Guide for the Standardization of Names was compiled and published in December 2007. This Guide is in Greek language and includes a large number of items to cover all the sectors involved with



geographical names and is suitable especially for local use and needs. The Committee continues to distribute this booklet to academic institutions, schools, government and semi-government departments, cultural centers, and individuals interested in the topic. This booklet is also available at:

<http://www.geonoma.gov.cy/myfiles/ekdoseis/odigos-typopoisis/index.html>

A Promotional Brochure on the Standardization of Geographical Names, was prepared in both Greek and English, and it was widely distributed to all government departments, organizations, academic institutions and other interested organizations and citizens. It continues to be distributed when needed. This brochure is also available at:

[https://unstats.un.org/unsd/ungegn/pubs/documents/UNGEGN%20Brochure\\_Greek\\_Cyprus.pdf](https://unstats.un.org/unsd/ungegn/pubs/documents/UNGEGN%20Brochure_Greek_Cyprus.pdf)

A brief leaflet on the standardization of geographical names was prepared by the Committee and it was distributed to schools. This leaflet is also available at:

[http://www.geonoma.gov.cy/myfiles/archeia/diafotisi/geographical\\_names\\_standardization.pdf](http://www.geonoma.gov.cy/myfiles/archeia/diafotisi/geographical_names_standardization.pdf)

A list of names of countries and capitals, in Greek and English, was submitted during the 10<sup>th</sup> UN Conference and the 27<sup>th</sup> Session of UNGEGN, and was also distributed to many government departments, ministries, academic institutions, schools, and other interested bodies. It is also available on CPCSGN's website:

<http://www.geonoma.gov.cy/myfiles/ekdoseis/chores-protevous/index.html>

### Poster and Book Marker on the Standardization and Transliteration of Geographical Names

CPCSGN prepared a poster regarding the standardization and transliteration of geographical names. This poster was distributed to all high schools. The Committee also published a book marker which was distributed to all schools and government departments. The poster and



Figure 2: Poster for the standardization and transliteration of geographical names

the book marker include brief information regarding the tasks undertaken by the Committee and also includes the transliteration rules followed. The poster is also available for downloading at:

[http://www.geonoma.gov.cy/myfiles/archeia/diafotisi/2015\\_poster\\_outline.pdf](http://www.geonoma.gov.cy/myfiles/archeia/diafotisi/2015_poster_outline.pdf)

A very helpful tool was developed for the automatic transliteration of geographical names from greek to roman alphabet, based on ELOT 743, which is available on-line at:

<http://www.geonoma.gov.cy/index.php/typopoiisi/metagrafi-ellnikou-alfavitou>

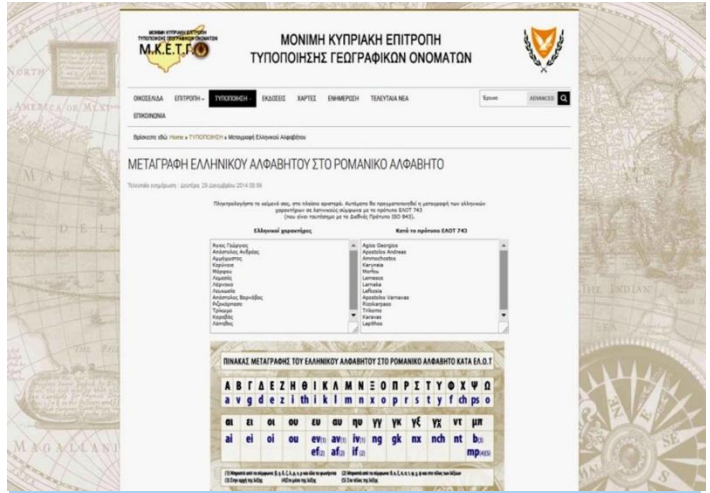


Figure 3: Tool for automatic transliteration from greek to roman alphabet

The tool has the capability of transliterating single names or a list of names from greek to roman alphabet. The tool is extensively used by a wide variety of users, including government departments, academic institutions, private organizations, and citizens.

### Conclusion

The CPCSGN, realizing the benefits, strongly supports the efforts undertaken by the UN for the standardization of geographical names, and aims to fully comply and implement the UN and UNGEGN Conferences resolutions for the standardization of geographical names. The Committee maintains very close relationship with other relative bodies, government departments and institutions, and continuously enhances its strategy for encouraging the standardization of geographical names.

### Andreas Hadjiraftis

President of Permanent Committee for the Standardization of Geographical Names of Cyprus

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Cartography/Geodesy/Hydrography/Photogrammetry,  
Department of Lands and Surveys, Ministry of Interior  
Cyprus

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# CZECH REPUBLIC

## Communication procedures for processing geographical names in the information system Geonames and the information system Jména světa

The communication strategy includes objectives and methods of communication in the office with regard to its external environment, that is, communication with other central authorities and ministries, and with self-government, experts, citizens and users. Each organization must clarify what it wants to convey to the public and other government institutions, and to whom specifically this communication will be addressed. It is of course necessary to work out a way to communicate.

The office communicates with other officials, experts, users and data creators. The communication strategy is based on experiences from previous years and its changes are minimal and more formal (e. g. an e-mail instead of a letter, electronic submission instead of an official letter, electronic signature instead of a stamp). Some great advantages of digital communication are map and image attachments, a possibility to send grid and vector data and exports from databases.

It is necessary to keep data, including geographical names, in the current used and usable states.

For this reason the Secretariat of the Czech Commission on Geographical Names communicates with these entities:

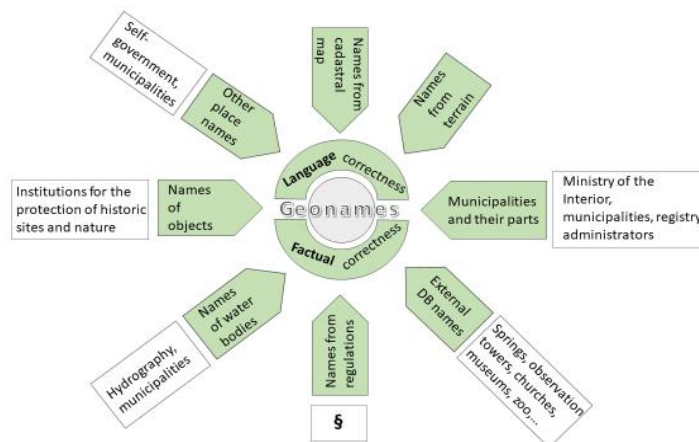
1. General public - citizens
2. Expert public – resort staff, experts from other offices, institutions, self-government workers, educated users and specialized high schools and universities

Entity		Type of communication
General public - citizens		reporting changes in Geoportal, email, letter, phone call
Expert public	resort staff experts from other offices experts from other institutions self-government workers educated users specialized schools	a) reporting changes in Geoportal, email, letter, phone call b) appeal for data verification c) data exchange and sharing agreements d) direct participation of representatives of particular ministries and university experts and representatives of specialized associations in meetings of the Czech Commission on Geographical Names - as members or invited experts

The most important are self-governments, confirming the validity and use of names on their territory for towns and municipalities. Cooperation with municipalities is embodied in the Law on Surveying. Data from other sources of the surveying department, concerning changes in terrain, are also used for updating: The Fundamental Base of Geographic Data of the Czech Republic (ZABAGED®) planimetric components and altimetry and elevation, transport networks,

hydrography (physical waters, net), Registry of Territorial Identification, Addresses and Real Estates (RÚIAN), cadastral maps.

Depending on the processes, the data is processed as follows:



The result of our communication and field survey is the storage of data in Geonames, land surveying information system. The data are used for a state map series in various scales (from 1 :1 000 000 up to 1 : 1 000 m), but also digital, especially vector data in the form of files. Maps, file data and web services (WMS, WFS...) are provided to the public and experts – partly as open data and partly for payment. Data is published on Geoportál <https://geoportal.cuzk.cz/geoprohlizec/>. The reporting of errors is a part of Geoportál, which enables its users to send feedback. The reported error is always solved and the user is informed of the result. This provides feedback for the data. We gradually adjust the data according to the users' demands; we especially expand the number of named objects. We collect these names, save them and update them.

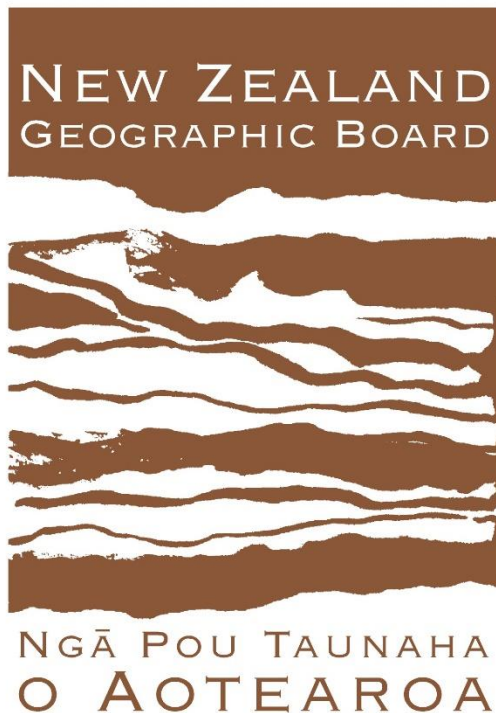
For names outside the Czech Republic we have an information system (IS) Jména světa (IS Names of the Word). In this system, we collect and maintain up-to-date lists of state names - Names of the States and Their Territorial Parts, Index of Czech Exonyms, Czech Names of Seas and International Territories. We publish these names at <http://jmenasveta.cuzk.cz/> and also in publications from the series UNO Gazetteers of Geographical Names-CZ. We communicate with experts, especially geographers but we also collect data from official Internet websites, often from different language versions of Wikipedia. It is possible to report an error in this application as well. Collected names are used by authors of atlases and tourist maps, journalists and other publishers but also translators, e. g. to the Council of the European Union.

**Irena Švehlová**  
Secretary Commission on Geographical Names  
Czech Republic  
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## NEW ZEALAND

### Introduction

Standardized place names are key to locating people and places. They contribute to efficient communication and government administration, are important landmarks of our history, culture and identity, and enable the linking of data for a wide range of public and private use. Communicating with and encouraging people to understand the importance of using New Zealand's standardized official place names is a challenge that the New Zealand Geographic Board Ngā Pou Taunaha o Aotearoa (NZGB) regularly faces.



### Compliance

The requirement to use official place names in all official documents including on road signs, official maps and charts, and in scientific publications and information for tourists is captured in [section 32 of the New Zealand Geographic Board \(Ngā Pou Taunaha o Aotearoa\) Act 2008](#) (NZGB Act 2008). There is a proviso allowing for non-official place names to be used provided it is stated that it is not the official name. [Section 33 of the NZGB Act 2008](#) sets a heavy penalty for non-compliance and provides for the NZGB to apply to the High Court for an injunction to prevent non-official place names being used in official documents.

While aiming to be proactive so that people are aware of their obligations to use official place names, the NZGB is mindful of cost. Therefore, updating road signs, promotional material, maps, databases, etc., can be done over time and in the course of usual maintenance. To date the NZGB has not applied for a High Court injunction to prevent a

non-official place name being used. Instead it liaises with offenders to remedy non-compliance and offer assistance.

### Communicating with the right people

As soon as possible after a place name is made official the NZGB sends out a general email advisory, with the official notice attached, to all interested parties pointing out the requirement to use the official place name and why. Avoiding information overload, making our communications easily understood, and building relationships so that we target the right people with information about using official place names is an ongoing challenge.

To build its profile and promote and encourage the communities' understanding and implementation of official place names, the NZGB takes advantage of opportunities to speak to agencies and organisations, attend conferences and events, and participate in media interviews and podcasts. The NZGB also has a social media presence on Land Information New Zealand's [Facebook page](#). However, a primary issue for the NZGB is that it has limited control on open-source services beyond our shores such as Google Maps, which doesn't use official data and so may show incorrect place names.

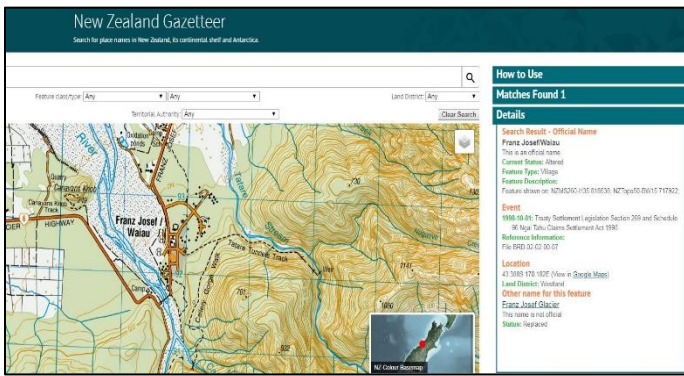
### Communicating the relevance

The NZGB aims to be proactive in encouraging people to use official place names in everyday life so that everyone knows the name of a place or feature. A primary strategy is to communicate the relevance of using our official place names, so that people can identify where they are as they go about their everyday business, and most importantly, in emergency responses people can effectively communicate information about location that is unique and unambiguous. Promoting the use of New Zealand's official place names also facilitates communication and cooperation between local, national, and international organisations, and is an opportunity for people to understand the stories behind our places.

### Raising awareness of New Zealand's place name data

A key to encouraging people to use New Zealand's official place names is communicating that they are available and easily accessible in the NZGB's online [Gazetteer](#), which holds trusted and authoritative information, and is the reliable single point of truth for our place names. The NZGB actively promotes use of its [Gazetteer](#) in everyday correspondence with government agencies and people making enquiries. When advising various agencies of place names being standardized and made official, a strategy is to raise awareness that the datasets are freely available for downloading and open use either as a CSV file or through Land Information New Zealand's [Data Service](#).





**A case study: encouraging official place names to be used on New Zealand’s road signs**

The NZGB regularly communicates with the New Zealand Transport Agency (NZTA) about its obligation to use official place names on road signs. This ensures that there is one agreed and correct name for a place, helps to build a common understanding of ‘where’, and gives context to space by helping people to navigate from one place to another.

The NZGB takes a practical approach to NZTA’s compliance and acknowledges that road signs may take some time to be updated. However, it recently came to the NZGB’s attention that after twenty years some official place names are still not shown correctly on road signs in the South Island, despite the NZGB’s reasonable expectation that they should be updated.

Following up on its concerns, the NZGB first contacted NZTA by phone. Having found an appropriate contact, the NZGB emailed NZTA examples and photos of road signs incorrectly showing:

- Franz Josef (village), which should be Franz Josef/Waiiau
- Franz Josef Glacier, which should be Franz Josef Glacier/Kā Roimata o Hine Hukatere, and
- Fox Glacier, which should be Fox Glacier/Te Moeka o Tuawe

This resulted in a positive discussion about NZTA needing to update its directional signs database. NZTA advised that while it was working to identify which of its road signs require updating, it could potentially be very expensive. However, the NZTA agreed that it would continue to liaise with the NZGB. The NZGB has offered to assist in any way it can, for example, by comparing data between the [Gazetteer](#) and NZTA’s database as it is aware that there are other road signs around New Zealand that do not show official place names. The NZGB has also sought feedback from NZTA on whether it can improve the way it communicates.

**Conclusion**

While not perfect, the NZGB has found these strategies to be effective for communicating the need to use New Zealand’s official place names:

- build relationships so that the information gets to the right people,
- communicate the relevance of using official place names,
- take the opportunity to speak to groups and participate in media interviews and podcasts,
- ensure people are aware that place name data is easily accessible and freely available for reuse,
- offer assistance and
- seek feedback on ways to improve communication.

**Jill Remnant**

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New Zealand

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# UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

## Communication strategies for encouraging the standardization of geographical names: a perspective from the UK

The perspective on geographical names work from the UK is arguably rather different from the majority of UNGEKN's experts, in that the Permanent Committee on Geographical Names (PCGN), the principal geographical names body in the UK, advises on foreign geographical names (i.e. outside the UK) rather than the domestic names that are the work of most UNGEKN experts.

Nevertheless, though the focus may be somewhat different for PCGN, the reality of needing to promote our work and thereby encourage standardized geographical names (in our case primarily for British government to use standard foreign names) mirrors any other UNGEKN expert. This article will look at the background to PCGN's work, and strategies employed through 2019 to promote the unique capability PCGN offers. It also highlights the importance of the UNGEKN network in contributing to this goal.

It hopefully goes without saying to this audience that geographical names are important. As specialist organisations, we naturally need to work hard to ensure that our voice is heard, and indeed PCGN identifies promotion as one of the significant objectives of our work. Geographical names can appear to be a niche and somewhat opaque field, and therefore conveying their importance is fundamental to its success.

some of our customers and attracted some new 'toponymic followers' into the bargain.

Some general strategies for names promotion might be summarised:

- To make cartographers and analysts aware of the importance and value of using standardized geographical names;
- To maintain liaison with international organisations dealing with related subjects and to interrelate toponymy and cartography and geography more generally;
- To make standardization principles and standardized geographical names available as practical information for as wide a user community as possible, through all appropriate media. We're in the fortunate position in today's world where information is so readily available and widespread: we can use many means, such as social media, to assist with this.

Royal Geographical Society (with IBG) @RGS\_IBG

Place name of the week: Երևան, or Yerevan, romanised according to the UK government romanisation system for Armenian, one of 54 official systems. #PCGN100



Additionally, 2019 marks the centenary of the Permanent Committee on Geographical Names, and to recognise this longevity, and the fact that the work of standardization is not complete (nor will ever be!) we have tried to focus on promotion of our work to an even greater extent than usual in the course of this year. Hopefully, the understanding that a names body has worked continuously for 100 years has intrigued

Royal Geographical Society (with IBG) @RGS\_IBG Follow

Place name of the week: Danube, the English name for a river that has nine 'local' names along its length. PCGN recommends the appropriate spellings of geographical names across UK government. #PCGN100



As we move around, everything we do is defined by its location, and everyone uses geographical names, though they might not think about it. So, evidently access to names needs to be clear and unambiguous. However, we acknowledge that the field of toponymy is full of nuance and 'shades of grey': we need to be able to express clearly these nuances (even if we can't make the global population into toponymists!) and we should at least be trying to convey why our subject is important, and providing concrete examples of potential pitfalls where inaccurate names have been used, such as in hindering search and rescue, or in causing diplomatic problems.

In the UK, PCGN needs government departments and other associated organisations to be aware of the risks of using incorrect or politically



sensitive geographical names and PCGN briefs Committee members and their associates to highlight PCGN’s capability. The use of particular names can be sensitive, so we need to be mindful of such sensitivities, while also on a practical level needing to highlight the importance of continuity of reference: if names have been recorded in a standard form, they can more easily be tied to other references.

PCGN functions as a committee comprising government departments and other interested organisations, and we consider it the responsibility of our members to be the focal point on geographical names in their organisation both for dissemination of our information and policy advice and also as a filter of the requests from their organisations. A well-functioning committee is fundamental to the success of PCGN’s work.



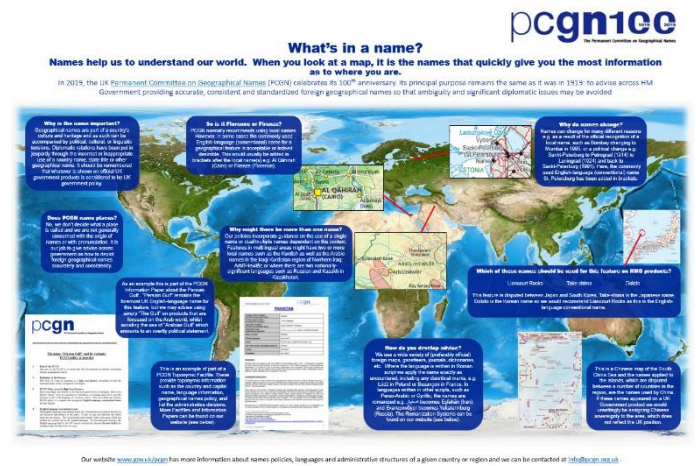
UK government is also fortunate in having a number of fairly newly-established geographically-focussed groups in addition to the PCGN Committee, particularly the Geographers in Government group, the Geospatial Commission and the Ordnance Survey-led community of interest group on the UN-Global Geospatial Information Management Committee of Experts (UN-GGIM). The existence of these bodies provides a useful ‘way in’ for PCGN to circulate advice on names.

And of course internationally, UNGEGN obviously assists in projecting the importance of geographical names. Current effort to promote names standardization includes its collaboration with the larger geospatial body within the UN Statistics Division, UN-GGIM, and thereby gaining access to a wider geospatial community.

On specific communication strategies, PCGN maintains a website that includes information on current policies (such as all UK government romanization systems, or information papers on items of toponymic interest or importance). To mark the centenary year we have also written and posted a ‘[History of PCGN](#)’ document.

Additionally, PCGN has prepared a poster entitled: ‘What’s in a name?’ which can obviously be displayed in any customer’s department. This includes various examples of our work and explains why it is important. Throughout 2019, PCGN has also written a series of tweets that have appeared on the Royal Geographical Society’s Twitter feed. There have been some tweets introducing PCGN and its work, and a ‘Place name of

the week’ series, of which a few examples are shown here. UNGEGN has actively ‘liked’ many of this series, which of course thereby also exposes them to UNGEGN’s followers.



Poster demonstrating our work

PCGN has also used the media as a strategy to pass on the message that geographical names are important. We were the subject of an article in *Geographical Magazine* in May 2019 under the header ‘What’s in a name?’, and we also contributed an article to the *BBC Monitor* magazine, recognising both PCGN’s centenary and BBC Monitoring’s 80<sup>th</sup> anniversary.



Geographical Magazine article on PCGN, July 2019

So we have utilised many communication strategies and look forward to learning more about others’ methods. Collaboration on communicating our message is surely key!

**Catherine Cheetham**  
Head, Permanent Committee on Geographical Names  
Email: [ccheetham@pcgn.org.uk](mailto:ccheetham@pcgn.org.uk)

# FROM THE COUNTRIES

## BURKINA FASO

### Production cartographique numérique à l'échelle 1/50 000 au Burkina Faso

#### Introduction

La couverture du territoire en cartes topographiques à l'échelle 1/50 000 demeure l'une des missions principales de l'Institut Géographique du Burkina (IGB) depuis sa création (en 1976) pour accompagner les actions de développement du Gouvernement.

Malgré les nombreux efforts entrepris, cette production connaît un faible accroissement en partie dû au manque de ressources financières conséquentes. On estime à environ 50% cette couverture du territoire entamée depuis les années quatre-vingt.

L'élaboration du nouveau Schéma Directeur de Cartographie du Territoire (SDCT 2016-2025), bâti autour de la couverture intégrale du Burkina Faso en cartes à l'échelle 1/50 000 laisse espérer une production de plus de deux cents feuilles cartographiques et la mise à jour de celles existantes ayant plus de dix ans. De ce fait, des documents de spécifications techniques ont été élaborés afin d'harmoniser les contenus des bases de données et cartes à produire. Cette production cartographique sera accompagnée de l'examen et de la validation de l'ensemble des toponymes existants dans les différentes zones à couvrir.

#### Description sommaire de l'activité de production cartographique à l'échelle 1/50 000

L'activité de production cartographique entre 2017 et 2019 a été entièrement financée par l'État burkinabè. Il a concerné 12 feuilles topographiques à l'échelle 1/50.000 sur 16 de la feuille à l'échelle 1/200 000 de Ouagadougou. Les quatre autres feuilles à savoir Ouaga-Est, Ouaga-Ouest, Kombissiri et Saponé avaient déjà été produites par l'Agence Japonaise de Coopération Internationale (JICA) entre 2012 et 2014.

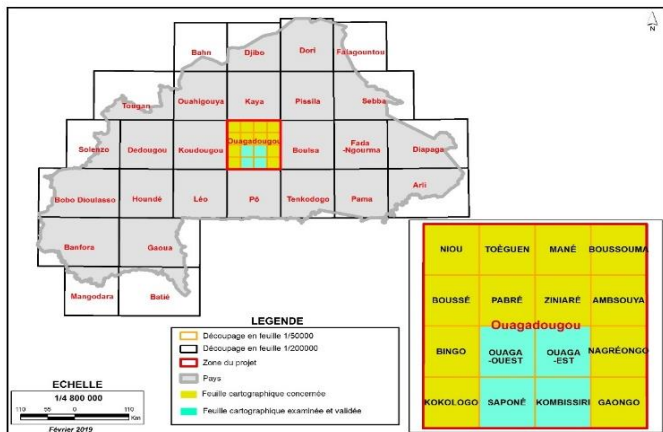


Figure 1 : Situation géographique des 12 feuillets cartographiques

#### Démarche méthodologique

Le schéma suivant illustre la démarche méthodologique adoptée pour cette production cartographique.

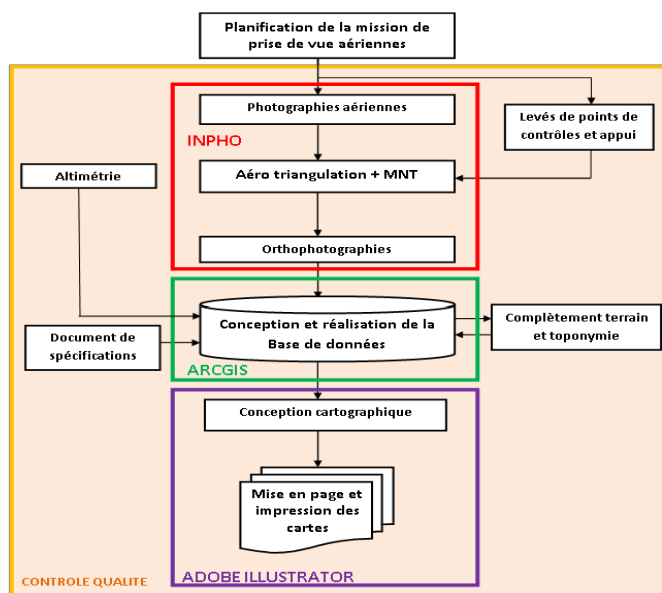


Figure 2: Schéma méthodologique de la production cartographique à l'échelle 1/50 000

#### Résultats obtenus

Avant la finalisation de la base de données cartographiques, un complètement terrain s'est opéré dans la zone concernée par l'activité. Ce travail a été effectué par six opérateurs cartographes repartis dans deux équipes ; chaque équipe ayant comme superviseur un ingénieur en géo-informatique.

Les résultats suivants relatifs à la toponymie ont été obtenus : la capacité technique des opérateurs et ingénieurs est renforcée pour les activités de collecte des toponymes ;

- la collecte des toponymes des douze (12) cartes topographiques à l'échelle 1/50 000 est réalisée;
- les toponymes des douze (12) cartes topographiques à l'échelle 1/50 000 sont validés par les membres de la Commission Nationale de Toponymie (CNT).



**La cartographie topographique à l'échelle 1/50 000 et la relance des activités de toponymie au Burkina Faso**

En rappel, les activités de toponymie au Burkina ont été véritablement relancées à la faveur du projet de mise à jour de la cartographie à l'échelle 1/200 000 dans lequel l'actualisation des toponymes se posait comme un impératif (UNGE GN, Information Bulletin n° 49, novembre 2015). Depuis la clôture de ce projet, aucune activité majeure de toponymie n'a été conduite. Il a fallu attendre 2019 pour voir se tenir la première session de la CNT qui s'est consacrée à l'examen et à la validation des toponymes des douze (12) cartes topographiques à l'échelle de 1/50 000 dans les régions du Plateau-Central, du Centre, du Centre-Ouest, du Centre-Nord, du Centre-Sud et du Nord.

Les outils de traitement des toponymes dont la première version fut adoptée par la CNT en 2012 ont servi de support pour consolider les acquis et aussi pour uniformiser les toponymes soumis pour appréciation. Au total, 4 168 toponymes ont été examinés et validés par la CNT au cours de sa première session de 2019. L'examen de ces toponymes a suscité des discussions sur certaines difficultés de transcription et d'harmonisation avant d'aboutir à des consensus. Ces discussions ont principalement concerné les toponymes qui sont consignés dans le tableau ci-après :

**Tableau 1 : Toponymes fréquemment rencontrés harmonisés**

Graphie rencontrée sur le terrain	Signification en langue locale (mooré)	Graphie acceptée
Tangsèga, Tangsêga	Aux pieds de la colline	Tangsèga
Tampèlga, Tampilga	Colline blanche	Tampèlga
Bissiguen	Là où il y a du sable	Biinsiguen
Bissiri	Du sable	Biinsiri
Bougstenga	Lieu doux	Bouktenga
Kologdièsse, Kolog dièsse, Kolog Nguèsse	Approcher regarder	Kolgondjéssé et Kolgondjèsse
Samsben	Lieu où il y a des raisiniers	Sanbsen
Yaneguen, Nyaneguen	Lieu où il y a de la paille	Nyandguen
Signonguen, Signoonguen	Bienvenue, descendu là où il fait bon	Siguinonguen
Kakanguen ou Kankanguen	Lieu où il y a le figuier	Kakanguen ou Kankanguen
Toèèguen, Toèguen	Lieu où il y a le baobab	Toèguen
Ten Péélem, Tempéélem	Fétiche se rapportant à la terre	Tenpéélem
Môssen	Chez les Mossé	Monsen
Tengsobodogo	Terre des Tengsoaba (premiers occupants)	Tengsobdogo
Doto	Les maisons	Doto
Namaassa	Tranquille pour le moment	Namassa
Kounkuiguen ou Kuikuiguen	Lieu où il y a le figuier rouge	Kounkuiguen ou Kuikuiguen
Nééré	Joli, beau	Néré
Koudgo ou Koudougo	La forge	Koudogo

Au cours de cette session, l'occasion a été également donnée à la Commission d'échanger sur la redynamisation de ses activités. Au terme des travaux, les participants (photo ci-dessous) ont formulé des recommandations suivantes dans le tableau 2 :

**Tableau 2: État des recommandations de la session de la CNT 2019**

N°	RECOMMANDATION	RESPONSABLE
1	Rédaction d'un règlement intérieur précisant l'organisation et le fonctionnement de la Commission Nationale de Toponymie en groupes de travail	Ministère de l'Administration Territoriale, de la Décentralisation et de la Cohésion Sociale (MATDCS)
2	Mise à jour régulière des outils de traitement des toponymes	Institut Géographique du Burkina (IGB)
3	Prise en charge effective des activités de la CNT dans le budget du MATDCS conformément aux dispositions du décret de création	MATDCS
4	Vulgarisation des toponymes validés (fascicules, fichiers numériques via les sites web)	MATDCS et IGB



Photos des membres de la Commission Nationale de Toponymie et des personnes ressources



**Dr BAKO Ferdinand**

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# UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

## PCGN, UK Celebrates 100 years

The Permanent Committee on Geographical Names (PCGN), achieves 100 years of exemplary service in the delivery of accurate, consistent and standardized foreign geographical names to the government and people of the United Kingdom.

We recognize PCGN’s continued support to UNGEGN beginning at the first meeting in July 1960 which was attended by Mr. P.J.M Geelan who also participated in the second meeting in April 1962 where he served as Vice Chair. THE UK holds the enviable position of having participated in all 11 conferences and all 31 sessions of the Group of Experts for 59 years. The United Kingdom and by extension the PCGN has the distinction of being the first Member State to host a United Nations Conference on the Standardization of Geographical Names, which was done in May 1972, in London.

The UNGEGN community congratulates PCGN on achieving 100 years of creating and using geographical names to establish and promote principles and policies on foreign geographical names consistent with your foreign policy and national decision making.

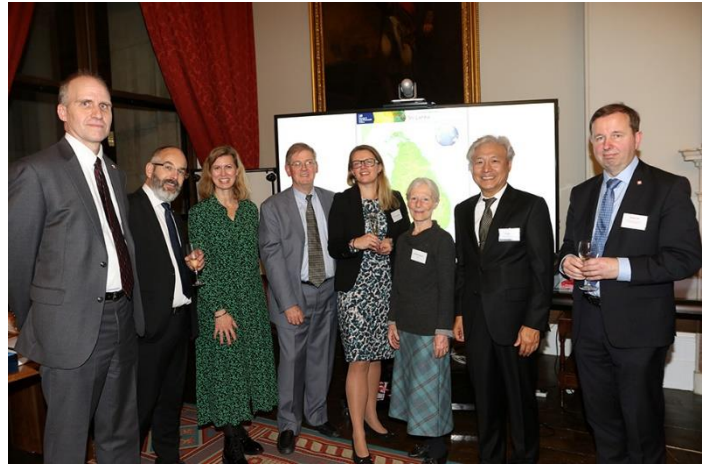


Photo credit: FCO



Pat Geelan

## SPECIAL PROJECTS AND NEWS ITEMS

### SYMPOSIA OF THE JOINT ICA/IGU COMMISSION ON TOPONYMY SINCE THE 1ST UNGEGN SESSION

#### **ICC pre-conference workshop “Role and structure of national place-name boards”, Tokyo, 15th July 2019**

The coincidence of the fact that Japan is in the process of establishing a national place-name board and the 29<sup>th</sup> International Cartographic Conference (ICC) took place in Tokyo triggered the idea to present in a pre-conference workshop potential members of this board some examples of good practice in other countries. This workshop was organized by Peter JORDAN and Kohei WATANABE and took place in the main ICC conference building Miraikan. It saw four examples presented: Poland’s national place-name commissions (by Maciej ZYCH, Poland), the Korean Committee on Geographical Names (by Sungjae CHOO and Hyo Hyun SUNG, both Republic of Korea), the Austrian Board on Geographical Names and Germany’s Permanent Committee on Geographical Names (both by Peter JORDAN, Austria). The papers as well as an intensive final debate with the predominantly Japanese audience may have conveyed some useful suggestions how to structure a future board of Japan.

#### **5th International Symposium on Place Names (ISPN) “Recognition, regulation, revitalisation: place names and indigenous languages”, Clarens, South Africa, 18-20 September 2019**

After four years the small town Clarens in South Africa, located in a fascinating scenery of table mountains near to Lesotho (see Figure) hosted again an event of the ISPN series organized by the [Joint IGU/ICA Commission on Toponymy](#) and the [Unit for Language Facilitation and Empowerment](#) at the University of the Free State (UFS). ISPN 2019 aimed to explore the link between the processes of researching, maintaining and restoring indigenous place names, and the preservation and promotion of the indigenous languages from which these place names originate.

The symposium was attended by about 30 linguists, geographers and cartographers from 10 mainly African and European countries, but also from Canada, and saw 20 paper presentations. Keynotes were presented by Peter JORDAN (Austria), who outlined current geographical and cartographic research directions in toponymy, and Charles PFUKWA (Zimbabwe), who highlighted the toponymy of the indigenous languages in his country and beyond. Peter E. RAPER (South Africa) very interestingly addressed Bushman influence on Early Cape names. Name changes and their political background with special reference to urban names was another major topic. Frédéric GIRAUT (Switzerland) presented the commendable initiative of an African neotonymy academic observatory network (<https://neotopo.hypotheses.org/category/african-neotonymy-observatory-in-network>). A final highlight of the symposium were papers on the use of place names in the South African sign language

presented by Susan LOMBARD, Emily MATABANE and Theodorus DU PLESSIS (all South Africa). Sign languages describe prominent, widely known geographical features by the visual appearance of a landmark, e.g. Cape Town in South Africa by the Table Mountain, and smaller places by a sign for the first letter of their written name.

The symposium witnessed the density of toponymic issues in the southern part of Africa, but also the wealth of toponymic expertise available there. It is planned to publish proceedings of the symposium and to have a next symposium in two years, very likely again in Clarens.



Table mountains as landmarks of the Clarens region  
(Photo: Cosimo PALAGIANO)

#### **Symposium “Place names and migration”, Vienna, 6-8 November 2019**

Migration is a global and all-time phenomenon. Ever since humankind exists, people were migrating – individually or in groups. Concerning place names people can migrate to rather scarcely named areas but also to areas that have a densely and well-established namescape. Especially in the latter case it is interesting to look on how people – often with a different linguistic and cultural background – deal with the situation. Very much depends also on the political background of migration: Does it occur in the context of conquest and colonization or is it not associated with political power? And how do host societies react to the naming practice of migrants?

These and other questions were in the focus of a symposium organized at the occasion of the 50<sup>th</sup> anniversary of the Austrian Board of Geographical Names (AKO) by AKO, UNGEGN’s Dutch- and German-





speaking Division (DGSD), the Joint ICA/IGU Commission on Toponymy, the Austrian Federal Office of Metrology and Surveying (BEV) and the Austrian Geographical Society (ÖGG) in the premises of BEV. Toponymists from 16 countries and four continents presented 27 papers, among them several current and former UNGEGN members like Sungjae CHOO, Peter JORDAN, Young-Hoon KIM, Ferjan ORMELING, and Cosimo PALAGIANO. The event was honoured by the presence of the former UNGEGN chair Helen KERFOOT as well as the current UNGEGN

chair Pierre JAILLARD. Peter JORDAN had the pleasure to invite all participants for a social dinner at the occasion of his 70<sup>th</sup> birthday.

**Peter Jordan**

ICA co-chair, Joint ICA/IGU Commission on Toponymy  
Austria

Email: [Peter.Jordan@oeaw.ac.at](mailto:Peter.Jordan@oeaw.ac.at)



Ljubljana (provided by M. Gersic)

## 23<sup>RD</sup> MEETING OF THE WORKING GROUP ON EXONYMS, LJUBLJANA MARCH 2020

### Call for Papers

Tokyo, 16 October 2019

*Dear friends and colleagues,*

As already announced earlier, we have planned the 23<sup>rd</sup> UNGEGN Working Group on Exonyms Meeting to take place 19-21st March 2020 in Ljubljana, Slovenia. This meeting will be held together with the Terminology Working Group, and will be hosted by the Anton Melik Geographical Institute, Slovenian Academy of Sciences and Arts (Gosposka ulica 13, Ljubljana).

The meeting schedule is to have paper presentations and discussions on 19th (Thu, whole day) and 20th (Fri, morning) March 2020, followed

by the Terminology Working Group in the afternoon of 20 Mar, and a fieldwork excursion on 21st Mar (Sat).

There is no participation fee for the meeting, but there may be a small charge for the excursion. Participants are asked to arrange for their transportation and accommodation on their own. A small list of hotels near the meeting venue is attached below for your information. Meals during the meeting are also to be paid by the participants.



As for the leading theme for this meeting I would like to suggest "Remaining ambiguities of the endonym/ exonym divide". Notions such as "exonymoids" and "endonymoids" have been suggested in the past, where do they fit in the scheme of things? Would a proposition of a "third term" in addition to endonym and exonym be useful?

As usual in the previous meetings, any other topics connected with exonyms are also welcome, such as more practical case studies on implementing existing resolutions on exonyms. You are also very welcome to introduce a new topic that needs to attract our interest in your opinion. And you are of course always welcome to report about your own projects connected with exonyms.

At the moment we don't have plans on publishing a book containing the proceedings, but probably we can collate the papers into a pdf file and make it available to the public.

As always, the meeting is by no means confined to Working Group or UNGE GN members (if such membership existed). Everybody interested is very welcome.

Best Regards,

**Kohei Watanabe**

Convenor of exonym WG

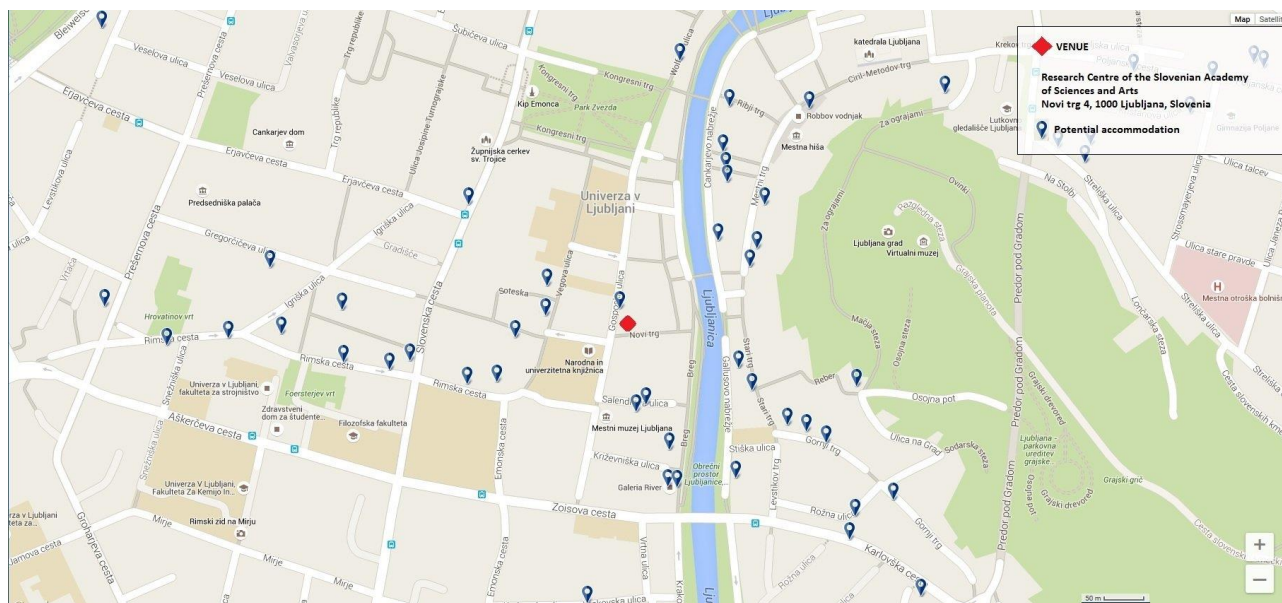
Email: [kw10004@cam.ac.uk](mailto:kw10004@cam.ac.uk)

### Registration

Please register for participation, excursion and paper presentation by using the form sheet attached and return this sheet by email by 2 Feb 2020 at the latest (earlier will be appreciated).

### Deadlines

- 2 Feb 2020: Registration for meeting and excursion, announcing paper title
- 8 Mar 2020: Full paper submission (The full papers will be disseminated to all participants some days before the meeting).



### **Accommodation:**

Please mind that reserving accommodation is your own responsibility.



**Registration form**

Please return to kw10004@cam.ac.uk by 2 Feb 2020

Name : \_\_\_\_\_

Affiliation : \_\_\_\_\_

Country: \_\_\_\_\_

E-mail: \_\_\_\_\_

I will participate in the meetings in Ljubljana, Slovenia, and will take part in the following events:

- Working Group on Exonyms Meeting 19 - 20 March 2020
- Working Group on Terminology Meeting 20 March 2020
- Fieldwork excursion (21th March, fee: tba)
  
- I wish to present a paper at the 23rd Working Group on Exonyms Meeting

Title.....

Author(s).....

Any other remarks: .....



## SIXTH HIGH LEVEL FORUM ON UNITED NATIONS GLOBAL GEOSPATIAL INFORMATION MANAGEMENT

20-22 April 2020, at Royal Holloway College,  
University of London in Windsor, United Kingdom



The UN-GGIM Secretariat, in collaboration with the Government of the United Kingdom, through the Ordnance Survey of Great Britain, will be hosting the Sixth High Level Forum on United Nations Global Geospatial Information Management from 20-22 April 2020, at Royal Holloway College, University of London in Windsor, United Kingdom. With an overarching theme **'Changing the World – Geospatially'**, the Sixth High Level Forum will discuss the policy relevance, challenges, and role of geospatial trends, technology and innovation to address local, regional and global challenges. This will include delivering positive social, economic and environmental outcomes through the Integrated Geospatial Information Framework and the third iteration of the Future Trends Report, whilst considering how the rapidly changing geospatial environment gives opportunities to accelerate progress towards delivering the 2030 Agenda.

We ask that you share this information with pertinent government agencies and other relevant stakeholders in your country who would benefit from participating in the High-Level Forum. Background, outcomes and overview of the daily Forum programme is contained in the Concept Note provided with this letter, and which is also available on the event's webpage at [http://ggim.un.org/meetings/2020/6th\\_HLF](http://ggim.un.org/meetings/2020/6th_HLF).

Additional information on the Sixth High Level Forum, including registration, will be posted on the event's web-page as it becomes available.

**UN-GGIM Secretariat**  
Email: [ggim@un.org](mailto:ggim@un.org)



## IN MEMORIAM: ALAN RAYBURN (1932-2019)

Alan Rayburn represented Canada at the UN Conferences on the Standardization of Geographical Names and at UNGEGN sessions from 1975 to 1987. He was a member of several working groups (Toponymic Training, Automated Data Processing, Undersea and Maritime Feature Names) and chaired the United States/Canada Division between 1981 and 1987. At the 3<sup>rd</sup> UN Conference in 1977, Alan was Rapporteur of Committee I (National standardization) and was then elected as UNGEGN Rapporteur, a position he held from 1977 to 1987.



In 1987 Canada hosted the 5<sup>th</sup> UN Conference at the International Civil Aviation Organization (ICAO) in Montréal. Dr. Jean-Paul Drolet, then Chair of the Canadian Permanent Committee on Geographical Names (CPCGN) and Deputy Minister of Natural Resources Canada, instigated this arrangement, but Alan Rayburn was responsible for the Canadian organization of the Conference.

Mr. Rayburn earned his BA (history and geography) from the University of Western Ontario and his MA from the University of Kentucky. His career in the public service of Canada started in 1957 in the Geographical Branch engaged in aspects of economic geography that led to secondment to undertake a land-use study of Ceylon (Sri Lanka).

On his return to Canada, Alan's work focused on toponymic research accomplished through field studies in Eastern Ontario, Prince Edward Island and New Brunswick, leading to publication of *Geographical Names of Renfrew Country* (1967, 1989), *Geographical Names of Prince Edward Island* (1973), and *Geographical Names of New Brunswick* (1975). In 1973 Mr. Rayburn was appointed Chief of the Toponymy Division and Executive Secretary of the Canadian Permanent Committee on Geographical Names (CPCGN). During Alan's tenure, the card records maintained since the early days of the Board in 1897 were used to create the digital Canadian Geographical Names Data Base; the Secretariat's twice-annual publication *Canoma* was initiated (being published from 1975-2001); international symposia were organized on geographical names databases and indigenous names; and an agreement was reached with the United States Geographic Names Board (USBGN) on names of features crossing the international boundary.

After retiring from Natural Resources Canada, Mr. Rayburn continued his passion for toponymic research, publishing *Place Names of Ontario* (1997) and *Dictionary of Canadian Place Names* (1997, 2010). He was long associated with the Royal Canadian Geographical Society and author of 75 columns on the history of place names in Canada for *Canadian Geographic* during the 1980s and 1990s. The first 61 were combined into the book *Naming Canada* (1994), which was expanded to include the rest in 2001.

From 1979 to 1982 he was President of the Canadian Society for the Study of Names, and in 1985 was President of the American Name Society. Alan Rayburn was married for nearly 60 years to Mary Teresa Fox; they were parents of three sons.

### **Helen Kerfoot**

Honorary Chair, UNGEGN

Email: [hkerfoot@rogers.com](mailto:hkerfoot@rogers.com)



## UPCOMING EVENTS



### **Sixth High Level Forum on United Nations Global Geospatial Information Management**

*20-22 April 2020, at Royal Holloway College, University of London in Windsor, United Kingdom*

Contact: [gqim@un.org](mailto:gqim@un.org)

### **23rd UNGE GN Working Group on Exonyms Meeting**

*19-21 March 2020, Ljubljana, Slovenia*

Contact: Kohei Watanabe (email: [kw10004@cam.ac.uk](mailto:kw10004@cam.ac.uk))