

Postal Operations Council

STANDARDS BOARD

Brussels, 30 January 2001

Identify address and other related elements and apply standard definitions to these elements to facilitate the collection and exchange of International Name and Address Information. The tasks proposed herein support the UPU Congress Resolution C87 and Tactic 4.3.3 of the Union’s Strategic Plan (Request for Status P).

Proposal by the POC POST*Code Project Team / POST*Code “Technological Development” Sub-Project Team chaired by the USPS.

Subject	References Paragraphs
<p>Proposal for the acceptance of a standard to identify and define address elements to facilitate the collection and exchange of international name and address information as a new work item (Status P). This project includes identifying and defining international name and address information in consultation with the CEN, UN/EDIFACT subcommittees, UPU Standards Board, members of the UPU Direct Marketing Advisory Board (DMAB) and other interested member nations and parties.</p>	<p>1 - 14</p>
<p>Decisions expected</p> <p>The TSB is requested to agree that:</p> <ul style="list-style-type: none"> - Status P should be given to this subject. 	

- 1) This document is a proposal for the identification and definition of address elements and other related work items contained within UPU Congress Resolution C87 and tactic 4.3.3 of the Unions Strategic Plan to facilitate name and address information exchange as a new work item (Request for Status P). The POST*Code “Technological Development” Sub-Project Team submits that this proposal supports the goal to make POST*Code more functional in relation to addressing by allowing the automatic formatting of addresses.
- 2) Efforts are currently underway to create an international address standard in both the UN/EDIFACT Subcommittee and in the CEN as well as other efforts by the UPU’s POC POST*Code Project team. To be inclusive and complete, all such efforts will require input from the members of the UPU. Therefore, it seems appropriate to formalize this project’s status within the UPU standardization process and combine our efforts with those of the CEN and UN/EDIFACT.

- 3) This document contains all required information for a new work item. The checklist required for a Status P to be granted is reproduced on the next page. A reference is included behind each topic indicating where the relevant information can be found in the document.
- 4)

Information to be provided in an application for Status P (new work):	Information can be found in:
Subject, including the title of the proposed standard (proposals must be encouraged from all interested parties, i.e. postal administrations and trading partners).	I
Scope of proposed standard. What it covers and what it excludes.	II
A preliminary assessment of the relationship of the proposed standard to: <ul style="list-style-type: none"> - Other existing standards; - Other standards related projects; - The activities of other international bodies. 	III
A preliminary assessment of the purpose and justification of the proposed standard, including: <ul style="list-style-type: none"> - The technical advantages which would result from the adoption of the proposed standard; - The benefits and potential costs of the proposed standard covering the interests of all member administrations of the UPU and stakeholders. 	IV
Proposal for the consultation group that would provide information to the POC POST*Code Project Team in the project work related to the development of the standard and the participants of the group.	V
Description for the completion of the next phase. At least the following information should be provided: <ul style="list-style-type: none"> - Responsibility for this phase; - Participants; - Deliverables; - Milestones. 	VI

I. Subject and Project Title

- 5) This project goal is to establish a standard for the identification and definition of address elements to facilitate international name and address information exchange . Complete and properly formatted addresses:
- improve the likelihood that the intended recipient will receive their mail
 - speed the delivery of the mail piece
 - are less costly for the post to deliver thus helping the post control postage fees

Mail reaching the intended customer, at a reasonable cost with prompt delivery will lead to greater stakeholder satisfaction.

- 6) The proposed title for this project is "**Identify and apply standard definitions to international address elements**".
- 7) The ongoing name and address information Message in Development (MID) in the UN/EDIFACT Subcommittee is PROLST. Members of the direct mail marketing industry with assistance from the UPU DMAB have been leading this project. There is also an ongoing CEN project CENTC 331 WI015, Postal Services - Address Data Bases.
- 8) It is important that this effort works in cooperation with ongoing international standards projects such as the CEN project CENTC 331 WI015 Postal Services - Address Data Bases, POC POST*Code Project Team and other standards efforts to avoid, as much as possible, any formatting and interpretation differences among the respective standards.

II Scope of the proposed project

- 9) This project proposes to:
 - Identify and define international address elements
 - Define an element by element order of presentation for each country
 - Note optional and mandatory address information
 - Specify address element abbreviations and rendition instructions by country
 - Determine by country the preferred and acceptable character sets (Romanji, Kanji, Cyrillic, etc.)

III An assessment of the relationship of the proposed standard to other existing standards, standards-related projects, and the activities of other international bodies

- 10) A potential international name and address standard is conceivably related to the following:

<i>Related postal standards:</i>	
Standard Reference	Title

- Related international name and address standards efforts are the CEN and UN/EDIFACT projects in development (Postal Services - Address Data Bases, PROLST).
- Standards-related projects, any regional international name and address EDI projects, any other international name and address standardization work, and other pertinent efforts:
 - The Graphic Communications Association (GCA) is working on an international address standard (ADIS).

- The US Federal Graphic Data Committee (FGDC) also has a project, Address Data Content Standard in the Subcommittee on Cultural and Demographic Data.

IV Purpose and justification of the proposed standard

- 11) With the advent of the Internet, companies that had been solely domestic enterprises have suddenly found themselves involved in international commerce. Cross-border mail is increasing substantially. Companies that developed customer databases based upon domestic addressing requirements are suddenly finding these databases entirely inadequate for the storage of multinational address information. To complicate the matter, international address information is not readily available, and what is available is frequently not maintained in a timely manner. This standard, developed by the UPU, would serve as a guideline for companies and posts to look to for assistance not only in maintaining international name and address information but also with exchanging and printing international address information.
- 12) The mere fact that so many organizations are trying to develop international name and address standards is indicative of the need for the information.

V. The Development Group

- 13) The development group should consist of members from interested posts under the direction of the chair of the POST*Code “Technological Development” Sub-Project Team. This effort would be supplemented by consultation with the CEN, UN/EDIFACT subcommittees, the UPU Standards Board, UPU Direct Marketing Advisory Board, and other interested member nations, stakeholders and parties.

VI. The Next Phase

14) These follow up actions are now proposed:

- Establish a Development Group with a vested interest in the development of an international name and address standard.
- Review the work already underway in the CEN, UN/EDIFACT and GCA.
- Identify an initial country or group of countries that are prepared to work with the development group to:
 - Identify address elements
 - Define a line by line order of presentation (template) for each country
 - Identify order and location of address elements within the country template. There may be several resulting sub-templates based on variations in types of addresses within a country
 - Note optional and mandatory address information
 - Specify acceptable address abbreviations and rendition instructions
 - Determine preferred and acceptable character sets (Romanji, Kanji, Cyrillic, etc.)
- Develop, publish and support a procedure that makes the information easy to maintain.
- When complete, the information should be made available on the UPU and or POST*Code WEB site and its use encouraged by all stakeholders.