

This event is part of GeoWeek 2025 at the University of Redlands

GIS ADDRESSING: POLITICAL, CULTURAL, AND GOVERNMENT CONTEXTS

with Carsten Bjornsson

Senior Business Development Manager, Esri

**WEDNESDAY
NOVEMBER 19, 2025**

Dinner at 5:30 p.m.
Talk 6:15 – 7:15 p.m.

University of Redlands, Casa Loma Room
1230 E Brockton Ave, Redlands, CA 92374



RSVP by November 10
<https://tinyurl.com/Carsten2025>

Globally, up to 70% of people lack an address. This raises a fundamental question: why is an address so important? In many regions, it forms part of a person's identity, enabling effective governance, access to essential services, and improved personal security.

This presentation explores the significance of addressing systems and illustrates how to establish a GIS-based framework in areas without one, using the Abu Dhabi ADAGS system in the United Arab Emirates as a case study.

We will show that addressing challenges are shaped by political, cultural, and governance contexts. Finally, we share lessons that broaden understanding of the global importance of addresses and offer practical strategies for guiding geospatial transformations.



ABOUT CARSTEN BJORNSSON

Carsten Bjornsson is a Senior Business Development Manager at Esri, where he has worked since 2001. He has led national and regional geospatial programs across the United States, the Middle East, Africa, and Asia. His expertise includes GIS, land administration, enterprise architecture, standards development, and spatial digital transformation. Carsten regularly advises governments and international organizations on national geospatial strategies. He previously served as Assistant Professor at University of Copenhagen. He holds a master's degree in cadastral surveying (geodesy) and land information systems from Aalborg University.

LEARN MORE
www.redlands.edu/csb