An Address to Call Your Own

Submitted By: State Secretariat for Transportation and Urban Development (SETRAND).



Organization Profile

Organization Name: Government of the State of Alagoas

Organization Type: Subnational government

Website: https://www.setrand.al.gov.br/

Practice Details

Country(ies): Brazil

City(ies): Atalaia, Messias, Murici, Rio Largo, Paripueira e Satuba

Start Year: 2024 **Ongoing:** Yes **End Year:** N/A

Main Adequate Housing Components:



Housing Thematic Areas:

Housing Rights & Social Inclusion

Housing, Land & Spatial Planning

Relevant SDGs:



UN-HABITAT

Problem & Context

The lack of postal addresses in poor communities exposes a historical gap in urban policies, which have neglected territorial formalization as a basic condition of citizenship.The lack of street names and house numbers makes it difficult for the population to access public services, social programs, open businesses, and compete for jobs.Although Brazilian legislation has brought advances, addressing has not been defined as a mandatory step.The property deed, while describing the property's location and boundaries, does not fully specify the address. This lack compromises the property's precise identification, the legal security of ownership, and the effectiveness of urban inclusion. In this context, the "An Address to Call Your Own" initiative seeks to fill this gap, promoting social and territorial inclusion and urban management aligned with the SDGs and the New Urban Agenda.

Solution Developed

The initiative addressed the historic addressing deficit in informal communities in the Maceió Metropolitan Region (RMM), beginning with the communities of Nova Esperança (Satuba) and Matadouro (Messias). The beneficiaries are families living in poor communities historically neglected by public policies. The main objective is to promote territorial inclusion, access to basic services, and strengthen citizenship through the Social Interest Land Regularization process, which guarantees ownership and title to these areas. The initiative also seeks to assign formal addresses; provide technical assistance to municipalities unable to conduct the process locally; and structure the territorial and land base necessary for sound land management. The project combined technology, social innovation, and collaborative governance, such as: the creation of a Topography and Cartography laboratory linked to the University; the use of drones for cartographic mapping; a participatory methodology for defining street names; and inter-institutional integration between municipal, state, and federal governments, and academia.

Implementation

The implementation was done in stages.It began with cartographic surveys (drones) and field surveys to identify the urban layout and gaps.Afterwards,a consultation with the population was carried out to raise or define street names, valuing the local heritage and encouraging social appropriation of the initiative.The state team prepared the addressing project, applying technical addressing criteria.The project concludes with the installation of street signs and house numbers, followed by the official delivery of postal addressing certificates.The stakeholders were:the State Government-SETRAND(coordination and technical support);the Federal University-UFAL(mapping,technical support, and community outreach); local governments (mobilization, and legal validation,); The Court of Justice of Alagoas(legal support to REURB-S); and the Ministry of Cities (financial support). The community actively participated in naming the streets and validating the results. The project began in 2024 with preparatory studies and surveys and progressed in 2025 with field activities, community meetings, and the delivery of

the first addresses. The second phase is underway in two additional municipalities: Atalaia and Murici. The resources were made possible by an agreement between the Ministry of Cities and the Federal University of Alagoas (UFAL).

Enablers & Obstacles

The practice was promoted by the State Government of Alagoas, through the State Secretariat of Transportation and Urban Development-SETRAND and the Federal University of Alagoas-UFAL, with financial support from the Ministry of Cities. This enabled the creation of a laboratory equipped with equipment capable of producing cartographic mapping, including laser profiling and vectorization. Community engagement lent legitimacy to the process. The main obstacles were: the need for intense coordination with the municipal government; the lack of qualified technical personnel in the municipalities served; the lack of tools such as cartographic databases and master plans; initial resistance from residents; and the lack of specific legal provisions on addressing in federal legislation to guide the entire process. These challenges were overcome through institutional training, community dialogue, institutional partnerships, and the creation of officially recognized addressing certificates.

Results & Impact

By August 2025, the program had achieved significant milestones: completion of postal addressing in two communities – Conjunto Nova Esperança (Satuba) and Matadouro (Messias); progress in Murici, with numbering plates being manufactured; and the start of activities in Atalaia, Rio Largo, and Paripueira. In total, more than 700 homes have been covered on 23 streets in the municipalities served. Immediate impacts include expanding the citizenship of previously invisible low-income families, who now have official addresses, access to public services, social programs, and other urban policies, as well as official proof of residence that can be used to expand access to citizenship and employment and income opportunities. In the medium and long term, the practice strengthens the Social Interest Land Regularization (REURB-S), values properties that were irregular, integrates communities into urban planning and enables applicability on a regional scale, contributing to the reduction of territorial inequalities in the state of Alagoas.

Replication & Scale Up

The initiative is currently being replicated in other municipalities in the Maceió Metropolitan Region. After completion in Satuba and Messias, the initiatives expanded to Murici, Atalaia, Rio Largo, and Paripueira. The main factors enabling this expansion are municipal and state political support, the consolidation of a technical methodology, inter-institutional cooperation, and community engagement. These elements ensure adaptability and viability for replication in different urban contexts, both in Alagoas and in other similar contexts.

The practice can be expanded with the creation of a permanent and itinerant technical assistance center, in the form of a mobile unit, designed to train and support municipalities without technical staff. The methodology is being systematized in a manual that will present a step-by-step guide to facilitate the different stages and expand the initiative's reach. Furthermore, the plan is to develop an application capable of gathering and systematizing information on each residential lot, forming a single, scalable collection for the entire state.

Policy Uptake

This housing practice is a new or innovative practice that is not yet adequately or fully integrated into formal policy frameworks.

The current legal framework only addresses land regularization, leaving addressing as an implicit and secondary action. Once integrated into the land regularization process, addressing can streamline steps and expand social reach. It can also be implemented independently, guaranteeing official proof of residence, essential for access to services, public policies, and employment opportunities. The practice was incorporated into the National Addressing Guide, launched in July 2025 by the Ministry of Cities, indicating its potential for institutionalization.

Lessons & Takeaways

Two aspects are currently being reviewed in practice. The first is the initial phase, which highlighted the importance of pre-training municipal teams to work on field registration and public outreach, thus creating permanent local hubs. The second is the participation strategy: instead of general public hearings, we opted for street-level consultations, which made the process more agile and productive. The broad public hearing remains, but is limited to the stage of approval and officialization of street names by the city council, ensuring institutional legitimacy.