

**Location**

Italy

**Users**

The artists, citizens and tourists.

**Maintained by**

Lorenza Cossutta, Giulia Gabrielli, Isabella Sannipoli.

**Duration**

2006 - 2008

**Category**

economy, environment, social

**Nr. and Title**

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# 100% Pubblica

**Initiator(s)**

Lorenza Cossutta, Giulia Gabrielli, Isabella Sannipoli

**Description**

Italians were the first consumers of bottled mineral water in the world, and this produces high costs and levels of pollution from plastic bottles. The project 100% Pubblica puts attention on the issue of water privatisation. Through this initiative, bottles of 0.5 lt. of water and a map of the public fountains were given to people. This project also allows users to explore areas of the city outside the canonical tourist paths.

**Goals**

The aim is to promote the use of water as public goods, a human inheritance, a cooperation and solidarity source, respecting the further generations' rights.

To make people aware that water is a primary and vital resource and should be free for everyone.

To stop plastic consumption.

**Beneficial outcomes**

Citizens and tourists got free bottles of water and a map of the town displaying public fountains.

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