

**AMIACQUE** SRL



**Meeting: Making Peace with Water**  
**AMIACQUE srl Milan (Italy)**  
**Tiziano Butturini Chairman**

The choose to dedicate the Universal Exposition at the most important resource for life (water), it's useful to think about of focus role that the “good”-water has in presents societies.

Obviously, the seriousness of problem is different country by country, but the waters qualities and their real availability for daily or productive goals, is a democracy, freedom and wellness basic sign.



What is considered “normal” for us, it’s not the same in many others countries

Territories exist however also in the West, where the access to the water from the house tap is not possible in evry moment of the day.



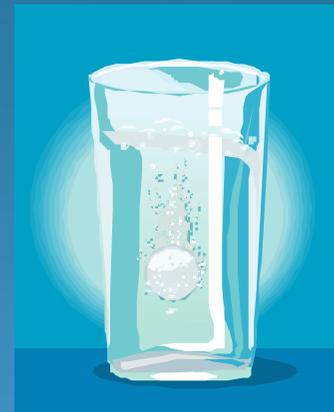
The populations, specially in Europe,  
perceive the water importance  
when there are difficulties.

Shortage of water

No water

Water cannot be used

Water without systems and suitable nets for the  
distribution, the collection and purification



Without a doubt, in the societies the water resource needs organization and infrastructures: for these reasons it needs Companies that, according to Services Regulations, have to guarantee the necessaries performances



The modern history of Europe documents the essential role of Municipalities and their companies to give services, starting from the water, in the cities.

In that period the criterions were not economic of sector: there were choices strategic and investments that were done proposing finishing lines of public health, quality of the life, urban efficiency, productive potentiality of the enterprises.



The water was rightly seen as a condition of development and prosperity

I believe that today it would be well to return, even if in new form, to these formulations.

Conceiving the water as simple business, it would be really myopic.

The public territorial Authorities have to define the standards of the service and make the relative controls.



The factor - management is not secondary

Nobody chooses what water gushes out from the tap for the domestic uses

An inescapable situation of local monopoly exists therefore.

Entrusting to some operator (even if with Contest) the management of the monopoly, necessarily for periods of time not breviums, determines a situation where the public activity of control easy clash with private interests who places the profit to priority.



It's better therefore that the public companies manage the water service: is not one of the several services local public.

In various legislations, certainly in Italy, there are the trend , on the contrary, to offend the possibility of the local Water Authorities to choose the managerial system, restricting the "inhouse" form as an exception



Sanctionatory proceedings have been started against the majority of the local Authorities for the custodies.

Appeals of reasoned reflection on things to do should emerge from this International Tribune



Making Peace with the Water means to think to the water resource as a criterion of common good.

The water has not be reduced as a goods.

The Public companies, that have to respect the rules and the controls of the Authorities, can acquit the essentielles operating roles in order to transform the objectives in truths.



## **The relationship with the citizen-customers has to be transparent.**

Citizens cannot be asked just to pay due pariss.  
First of all, it is necessary give an up-to-date label of the distributed water and provide all the informations about service performances characteristics



**Involving the citizens is the main objective of every Company that wants underliner and render strong her public aspect**

**The possible initiatives are very important in order to value, in any way, the public water, often railed from deceptive and interested advertising.**

**Our recent “Water Houses” experience in Milan, show how is possible obtain big results with a sew effort**



**AMIAACQUE** SRL



**In only 7 “Water Houses” nearby Milan, we are distributing 23.000 liters of water each day to thousand of people who came in the Parks to drink it there or to bring it at home**

**Water is natural, fresh or sparkling:**

**[www.casadellacqua.com](http://www.casadellacqua.com)**

We are avoiding yearly  
production and sell

of 5.5 million  
of plastic bottles

The experiment,  
supported from  
the Italian Environment

Ministry, is becoming regional and national



At the same time the “Water Houses”, in particular the Saharan Africa ones, are pools that have been done, thanks our financings, by international Not Governmental Organizations of voluntary service for the benefit of the local Communities.



**Making Peace with the Water to be  
in peace with ourselves**

**in order to give benefit to others  
to save the life**

**to give a future to the planet and  
humanity**