



Confservizi Cispel Toscana

# WATER SERVICES PROVIDERS AND DAYLIGHTING RIVERS PROGRAM

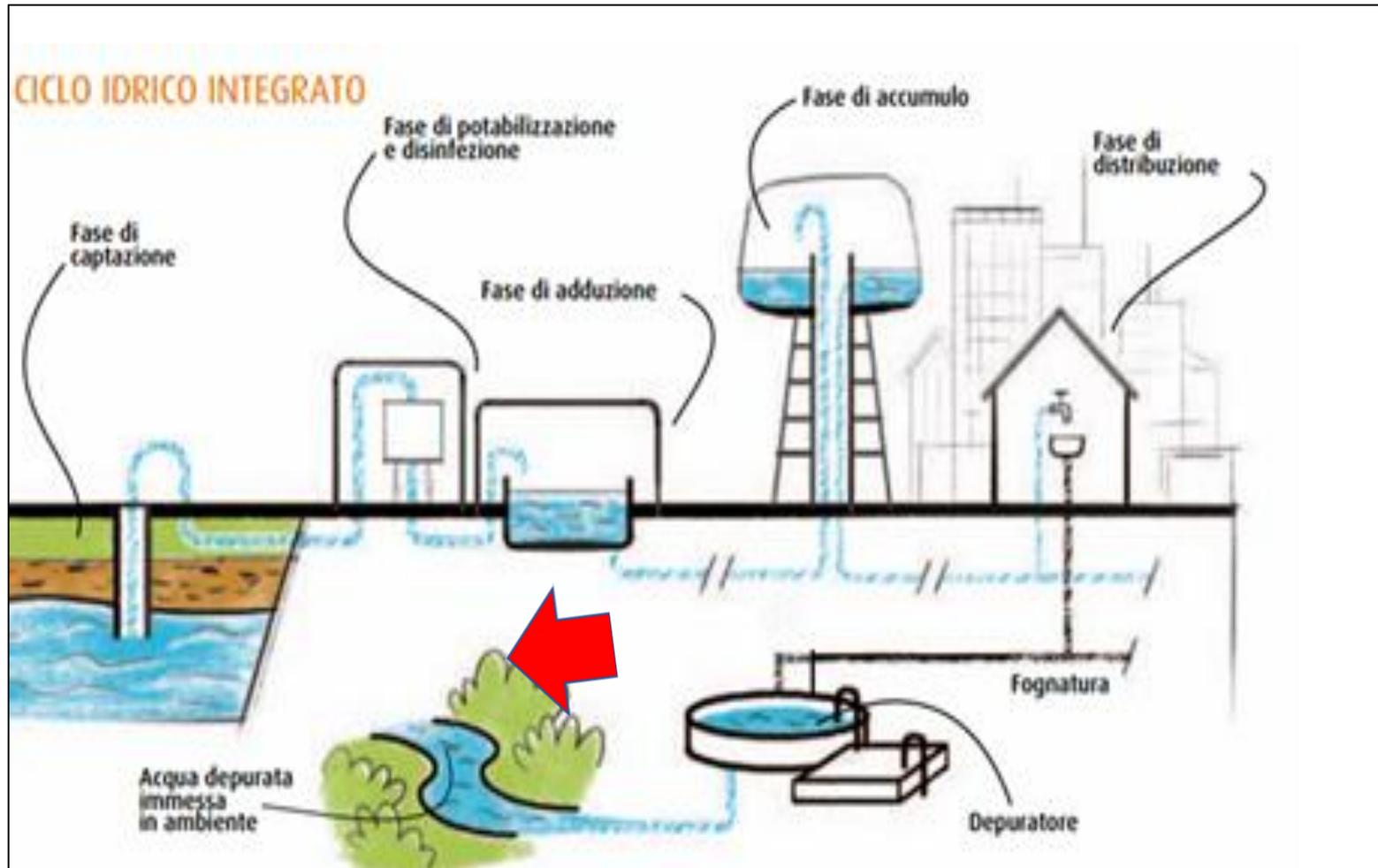
Sbandati Andrea

Confservizi Toscana, Florence, Italy,

# Water service providers and «water companies»

- Local companies providing water services to customers manage usually only the “artificial phase” of water cycle (pipelines, trunks, tanks, plants, meters).
- Connections with the environment are limited at the water withdrawal from rivers, lakes, sea or underground sources, and at the waste water (treated) releases, usually in rivers, lakes, or sea.
- So water service companies “manage water”, but are not involved in direct managing rivers; other public bodies usually are responsible for them.
- But at the same time providers are responsible of the use of water and of quality of water, thanks to their policies in supply and depuration.
- Water companies usually know very well the local water resources, they stock a lot of data and information, so they are indeed one of the most important subjects of water policies.
- Customers and public opinion then know very well local water service providers, and expect from them to be a water operator in all the aspects (a water company). For example people consider the service provider responsible of the quality of the river and channels crossing the cities, appreciating the possibility to use again the river for different activities and complaining for pollution.
- For this reason communication and information strategies of companies toward customers and citizens must consider the water resources as a whole, the natural cycle, the life of rivers first of all.

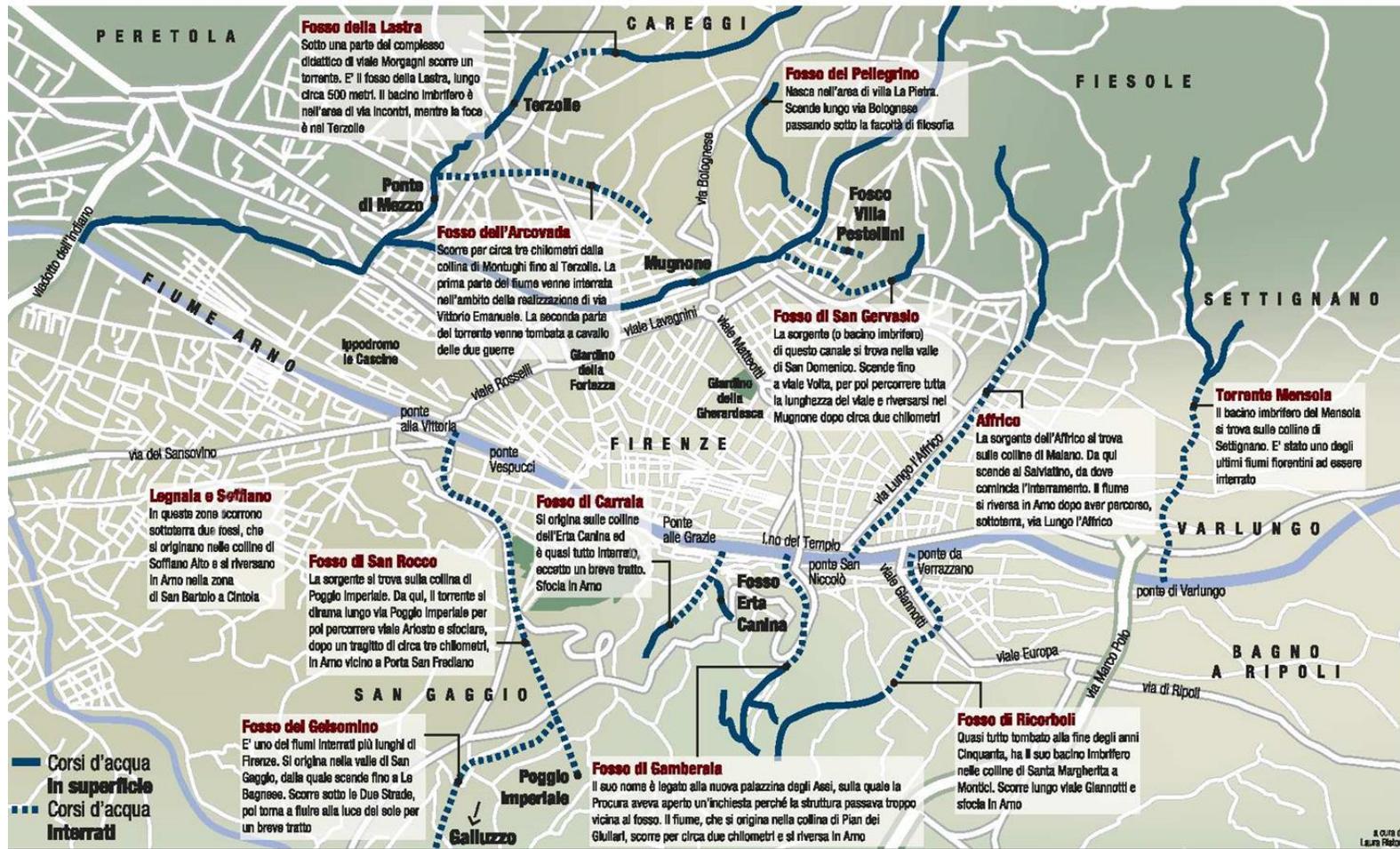
# Water services providers: artificial cycle management. Connected with natural



# Water service providers and Daylighting rivers

- With this approach Tuscany water service providers could be involved in programs concerning daylighting rivers.
- In all the cities many rivers have been covered or moved, and renaturalization projects have been started.
- The following figure describes all the rivers and creeks covered in the urban area in the past and transformed in underground channels for stormwater drainage.
- Sometimes these underground channels were or are involved in illegal waste water discharge and used as sewages. So in those cases the waste water company has been obliged to remove illegal discharges.
- In Italy water service providers have competence in waste water sewages, whether in case of “only waste water” pipelines, or “mixed sewages” (collecting also stormwater), but they are not involved in “only stormwater” drainage system, duty of the municipality offices.
- So water providers in Italy are not the public body with competence in rivers or stormwater channels (they are municipalities, provinces, Regions, State or land reclamation consortia), but are interested in being involved in daylighting rivers programs.

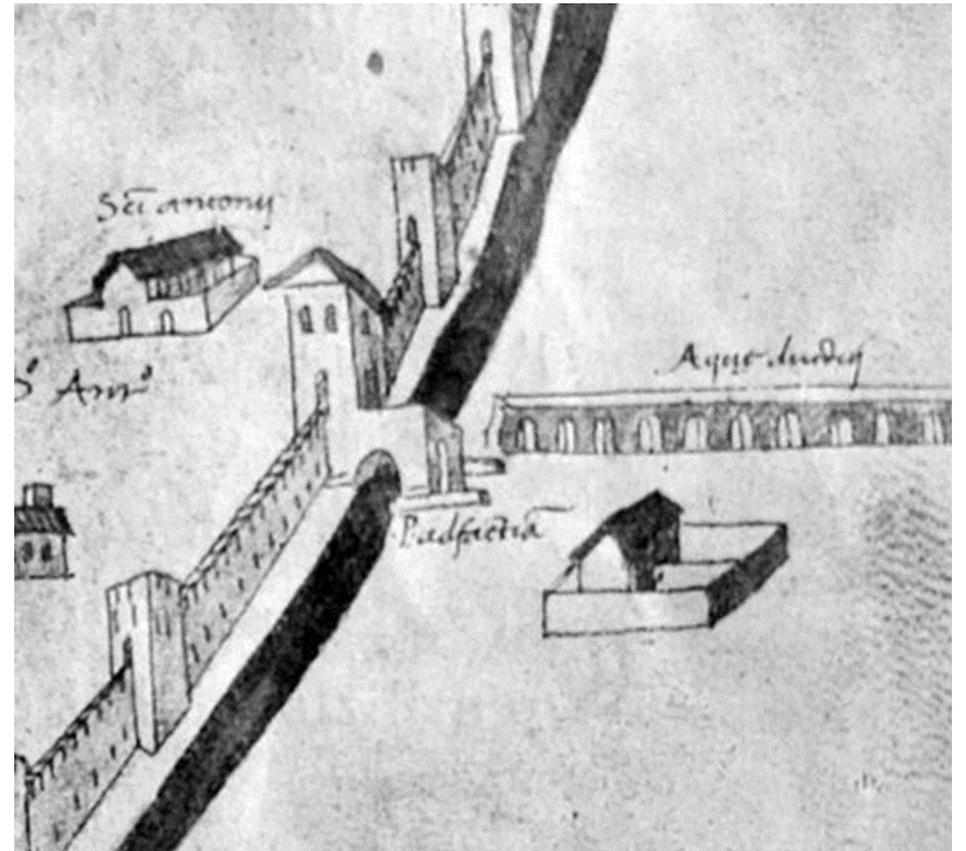
# Florence covered rivers



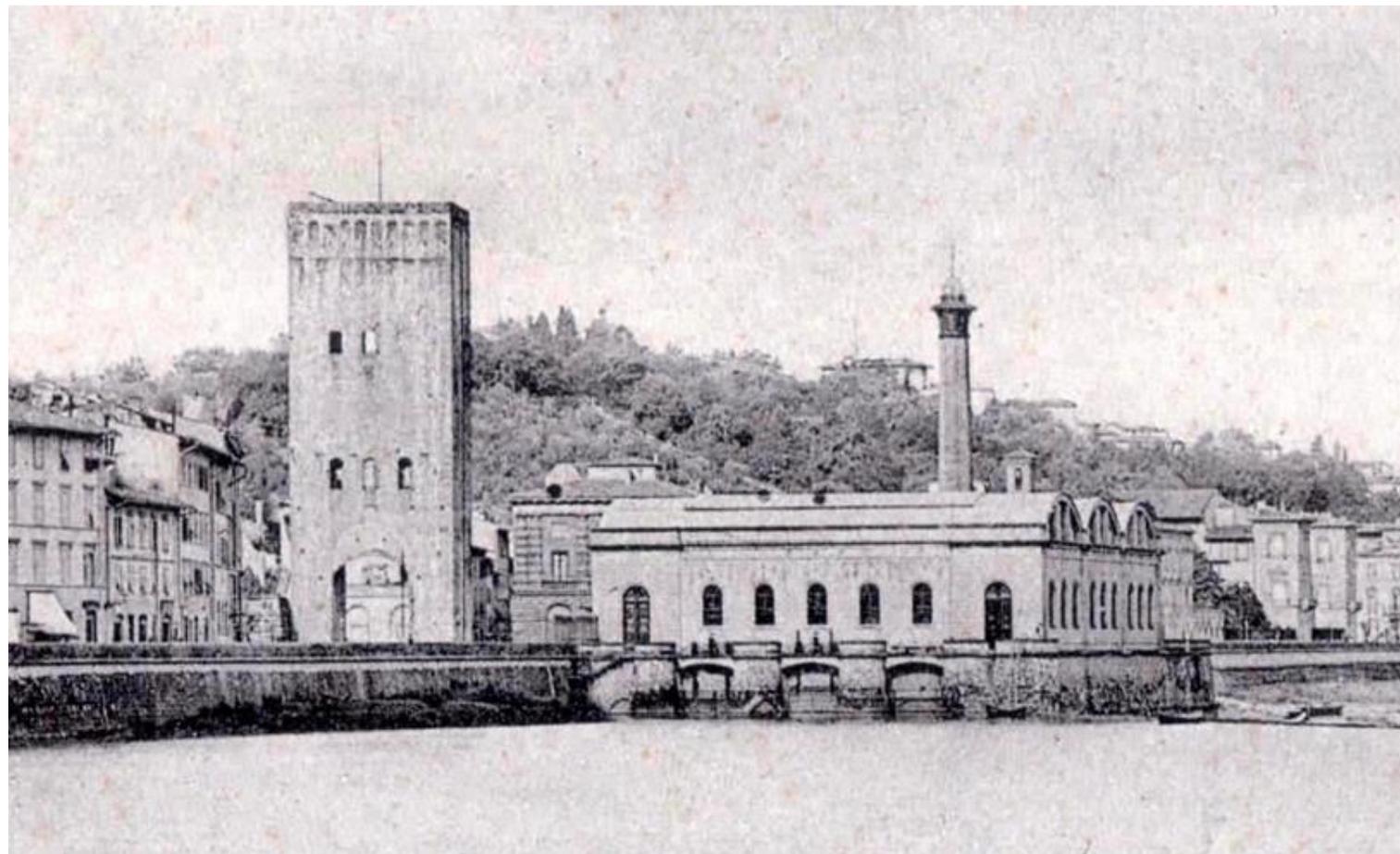
# Water storytelling...

- Important is the role of companies in information and education programs, to tell to citizens and students stories about the changing of status of rivers and channels.
- In Florence in 2020 the company Publiacqua started an educational program about the historical aqueducts (from roman one, to Renaissance, to '800's). An important way to have contact with customers, improve company reputation, enforce local identity.
- It's important for the local water provider to tell the customers the story of water in that area. A storytelling that usually is much appreciated by people and tourists.
- The story of water in a city is made by many different tales.
- The most important for a water service provides is the story of fresh water systems and waste water organization in different centuries. The story of a city is mostly the story of its water: rivers, lakes, seas, springs, underground resources. Current organization of water services is the final part of a long story of aqueducts and sewages. And it's important to tell the customers this story.
- The case of Florence is very interesting, but all the cities has a story to tell.

# Roman Aqueduct



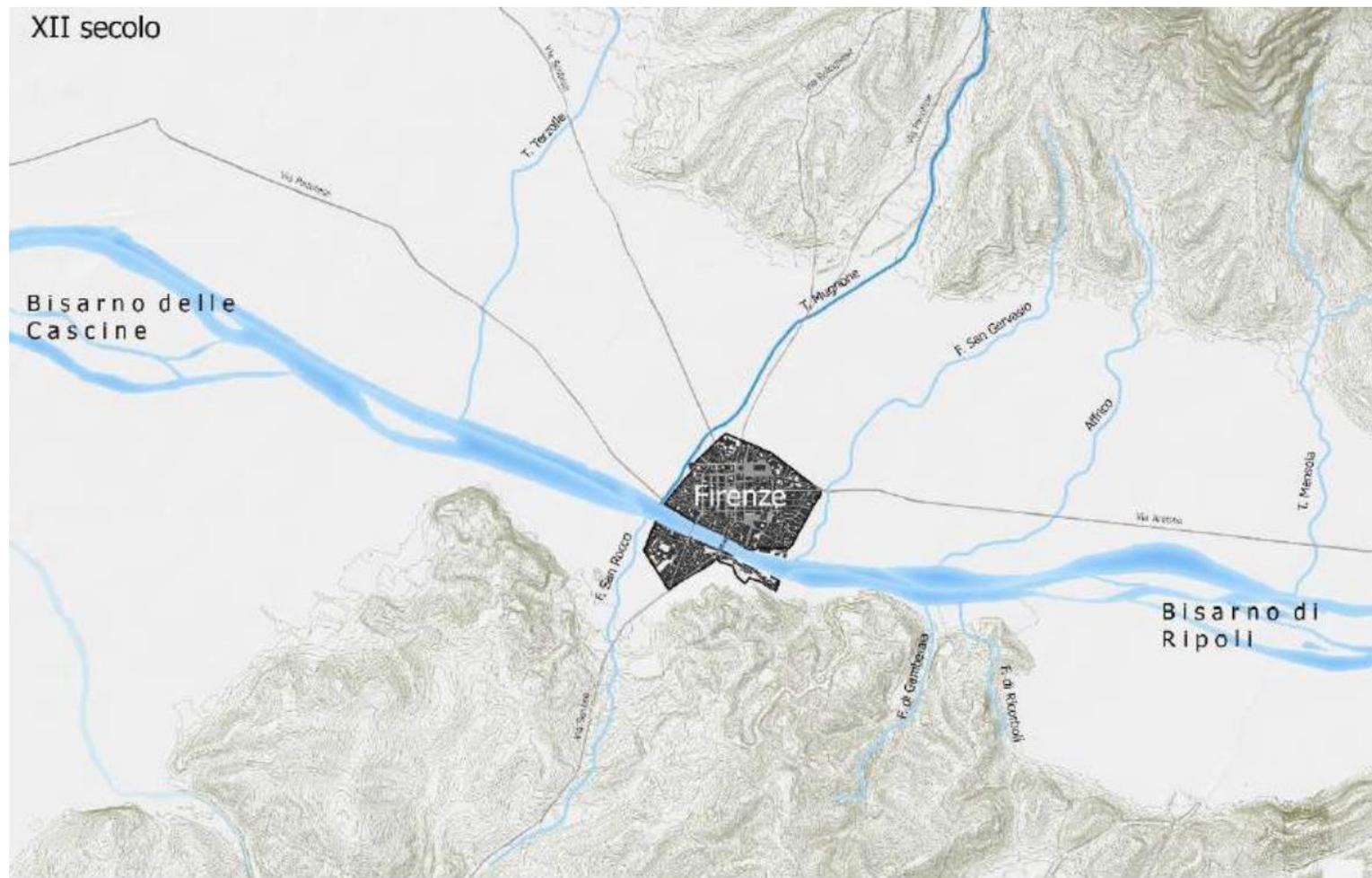
# The «Water factory»



# «Carraia» tank



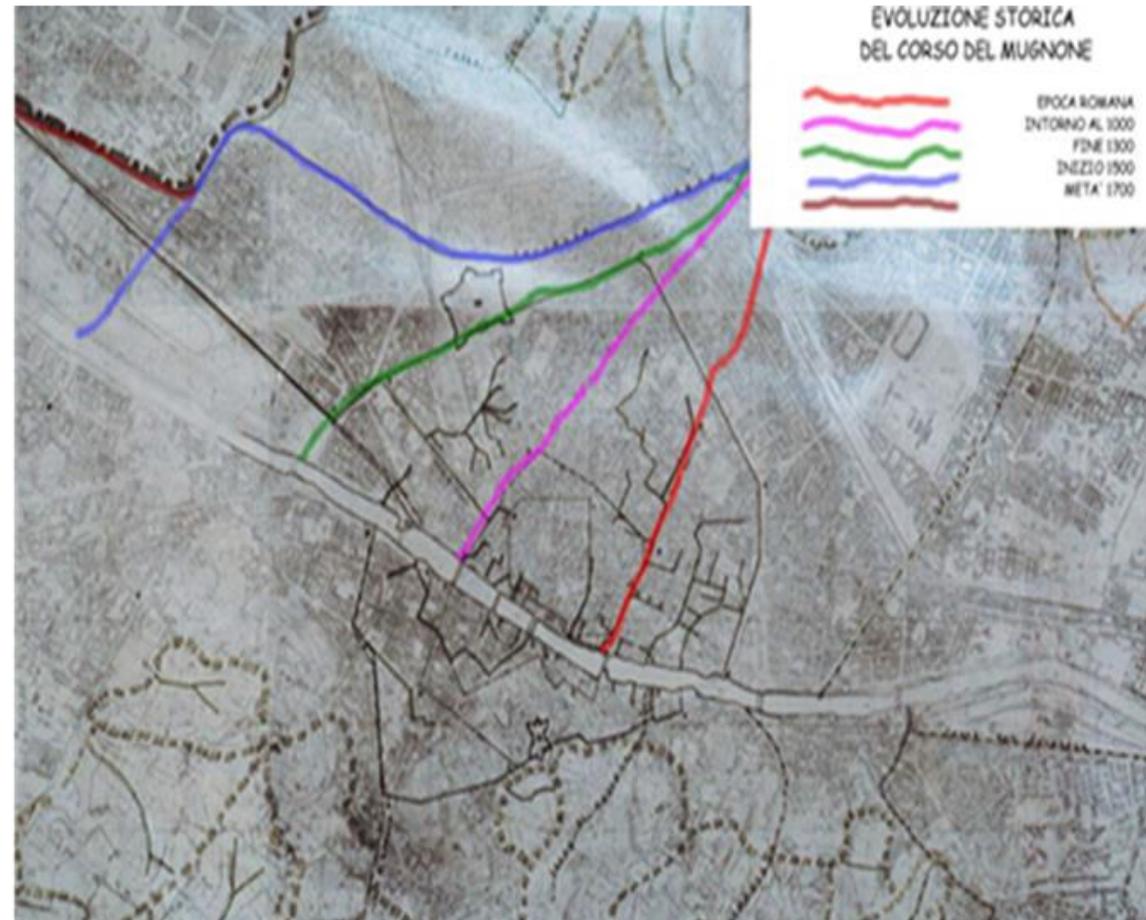
# River path changed



# «Macinante» channel



# Mugnone path changed (for the walls...)



# Thank you for attention

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