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Partenope City, the World's First All-Ethical Town, Only Exists Virtually

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Claudio Agreli must think that the average Neapolitan is a total scumbag. Why else would he found Partenope City, an online community exclusive to the people of Naples who pledge to live by an altruistic ethical code? The 35-year-old Naples native spoke recently with the BBC, saying that he believes people have forgotten common courtesies like dumping litter in

garbage cans instead of on the sidewalk, or refraining from ripping off their customers. Agreli told the BBC, "I wanted to use technology to re-found the old city, but people it with real people, and base my city on ethical values where people respect the rules."

Partenope City -- christened after the original Greek name of Naples -- is a cross between Google Maps, a message board, community action portal, and IRL role-playing game. Its roughly 2,000 current members pledge to live by an ethical code that benefits the larger community, and use the site's message board to discuss local issues and "to propose projects, laws and initiatives." (An English translation of the code appears at the bottom of the page.) A customized Google map allows users to mark locations around Naples and share news about them, while a virtual daily newspaper aggregates peoples' views.

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