

SWITCHED

Search for Software, Reviews and More!

SEARCH >

Main Audio/Video Cameras Car Tech Cell Phones Computers Video Games Reviews

Send Feedback About

WEB

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

BY MATTHEW ZURAS — MAR 3RD 2010 AT 4:00PM



Claudio Agrelli 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. Agrelli 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.

Agrelli is taking steps to create Partenope City membership cards, which he says will reap real rewards in the analog world. "It's a bit different from a loyalty card, as it's not based on economic advantages, but on moral and ethical codes," he tells the BBC. But he goes on to say that subscribing business owners could "offer a [Partenope City] citizen a cup of coffee or a discount if they buy in their shop." So we're not entirely sure if Agrelli has really thought out his ethical system, especially if people are coerced into the program with the promise of cheaper or free goods. Wouldn't you pledge to never step foot outside of a crosswalk if you knew it meant free espresso?

The point is, Partenope City sounds like an altruist's dream, but -- as is typically the case -- a dream is all that it is. People must *want* to follow the rules to truly subscribe to the idea of Partenope, and Agrelli may be hard-pressed to find more than a handful of locals willing to take the pledge. (Then again, maybe the people of Naples are more inclined to subscribe to the [Kantian categorical imperative](#) than are we embittered New Yorkers.) Of course, the crossover between online and real-world community activism is incredibly important, but most successful grassroots organizations have slightly more pointed charters than simply directing people to be nice to one another. [From: [BBC](#)]

Tags: [altruism](#), [claudio agrelli](#), [ClaudioAgrelli](#), [ethics](#), [grassroots](#), [italy](#), [naples](#), [partenope city](#), [PartenopeCity](#), [top](#)

SOURCE PERMALINK EMAIL THIS SHARE COMMENTS (0)

Sponsored Links

[Axolotl® - Official Site](#)

Health Information Exchange LeaderDiscover Our Proven HIE Results.

[www.axolotl.com](#)

[Daptiv Partner Program](#)

Reseller and Affiliate OpportunititesContact us For More Info!

[www.Daptiv.com](#)

[Scott Klososky](#)

Helps organizations learn to winwith innovative technology concepts

[www.klososky.com](#)

Missed a day of The New York Times?

With Times Reader 2.0, you'll always have the past 7 issues on hand.

[LEARN MORE >](#)



ADVERTISEMENT

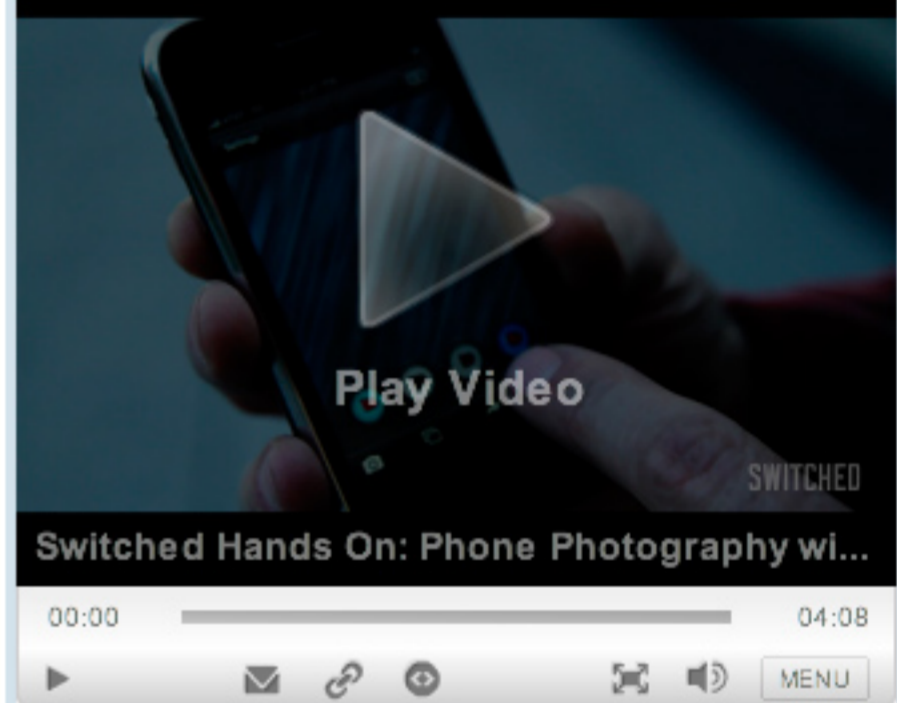
SWITCHED +

[Follow Switched](#)



What are you waiting for? Become a fan of Switched on Facebook.

Switched Video



[For more videos, click here.](#)

Most Commented On

[Gamers Beware! PlayStation Catastrophe Still Plaguing PS3s](#) (84)

[Microsoft to XP Users: 'Don't Press F1'](#) (81)

[Why 'We Will Not Pay For Facebook' and Gold Membership Scams Refuse to Die](#) (61)

[Student's iPod Blows Up in Class](#) (50)

['Bloom Box' Fuel Cell Offers Power for Your Entire House](#) (33)

Most Popular

Most Emailed Stories

Editors' Picks

[What's the Best Point-and-Shoot Camera Under \\$150?](#)

[Ready for Blast Off: Bangin' Songs From Outer Space](#)

[Top 5 Comedians Who Tweet \(and 5 Who Should\)](#)

[Why 'We Will Not Pay For Facebook' and Gold Membership Scams Refuse to Die](#)

[Five Things to Consider When Buying a Computer](#)

Ask & Answer about Gadgets

[Ask the Community](#)

Got a question about Gadgets? Type your question here...

[Ask Your Question](#)