



# Mission Model Canvas

## Project title:

Rethinking Rainwater Use

## Created by:

Collective EcoFountain

## Date:

2025 July 13th

### Partners & Support 🤝

- Verein Brunnen Gehr  
Sektion Winterthur
- pro fontaines chaudes:  
Schweizer Verband für  
Brunnenheizer:innen
- City of Winterthur  
(Stadtentwicklung,  
Infrastruktur)
- Water management  
experts
- Foundations and public  
sponsors
- Local community &  
volunteers

### Activities 🌟

1. Feasibility study for  
rainwater collection,  
storage, treatment, and  
reuse
2. Technical and ecological  
analysis (e.g. filtering,  
drainage, health)
3. Stakeholder  
engagement and design  
with city, community, and  
water experts

### Project 📁

*"Rethinking Rainwater Use: A  
Preliminary Study on Sustainable  
Rainwater Use for a Hot Public  
Eco Fountain"*

In Winterthur public village  
fountains are transformed into  
warm bathing spaces in winter. A  
major urban redevelopment  
project in Winterthur opens the  
opportunity to realize a pilot eco  
friendly fountain as part of the  
area's transformation. It will not  
only be heated permanently by  
district heating, but also uses  
captured rainwater from  
surrounding surfaces. This  
climate-wise solution connects  
people, saves resources, and  
shows how public water  
infrastructure can be reimaged.

### Relationship, Community ❤️

- Open structure of  
participation via Verein  
Brunnen Gehr
- Guests co-finance via  
donations and  
contribute ideas
- Public events,  
discussions, and  
shared bathing  
moments

### Target Groups 👥

- Urban residents of a  
former industrial site  
seeking sustainable  
and social bathing  
experiences
- Cities and towns  
interested in  
decentralised water  
reuse and public space
- Climate-conscious  
citizens and activists
- Planners and architects  
in water management

## Ressources 🏗️

- Arising opportunity as part of a major urban redevelopment project in Winterthur
- Technical knowledge (hydrology, engineering, urban design)
- Experience from operating heated fountains in Winterthur

## Channels 📱

### 1. Climate Impact

- Replaces drinking water with rainwater
- Reduces urban stormwater runoff
- Low-emission heating (permanently by district heating)
- Strengthens resilience through local circular systems

### 2. Scaling / Expansion

- Blueprint for other villages or city districts
- Adaptable to different fountain types or heating models
- Modular implementation depending on local conditions

## Budget

### 1. Feasibility Study for Rainwater Collection, Storage, Treatment, and Reuse

- **Scope:** Data research, concept development, preliminary technical planning
- **Estimated cost:** approx. **10,000 – 15,000 CHF**

### 2. Technical and Ecological Analysis (filtering, drainage, health)

- **Scope:** Sample testing, ecological assessment, technical evaluations (e.g., filtration systems, legal compliance)
- **Estimated cost:** approx. **10,000 – 25,000 CHF**

### 3. Stakeholder Engagement & design (municipal authorities, community, water experts)

- **Scope:** Workshops, interviews, facilitation, design, reporting
- **Estimated cost:** approx. **10,000 – 15,000 CHF**

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**Total Estimated Cost: 30,000 – 55,000 CHF**

## Impact

### 1. Climate Impact

- Replaces drinking water with rainwater in fountain uses
- Reduces urban stormwater runoff
- Low-emission heating (future district heating)
- Strengthens resilience through local circular systems

### 2. Scaling / Expansion

- Blueprint for other villages or city districts
- Adaptable to different fountain types or heating models
- Modular implementation depending on local conditions