



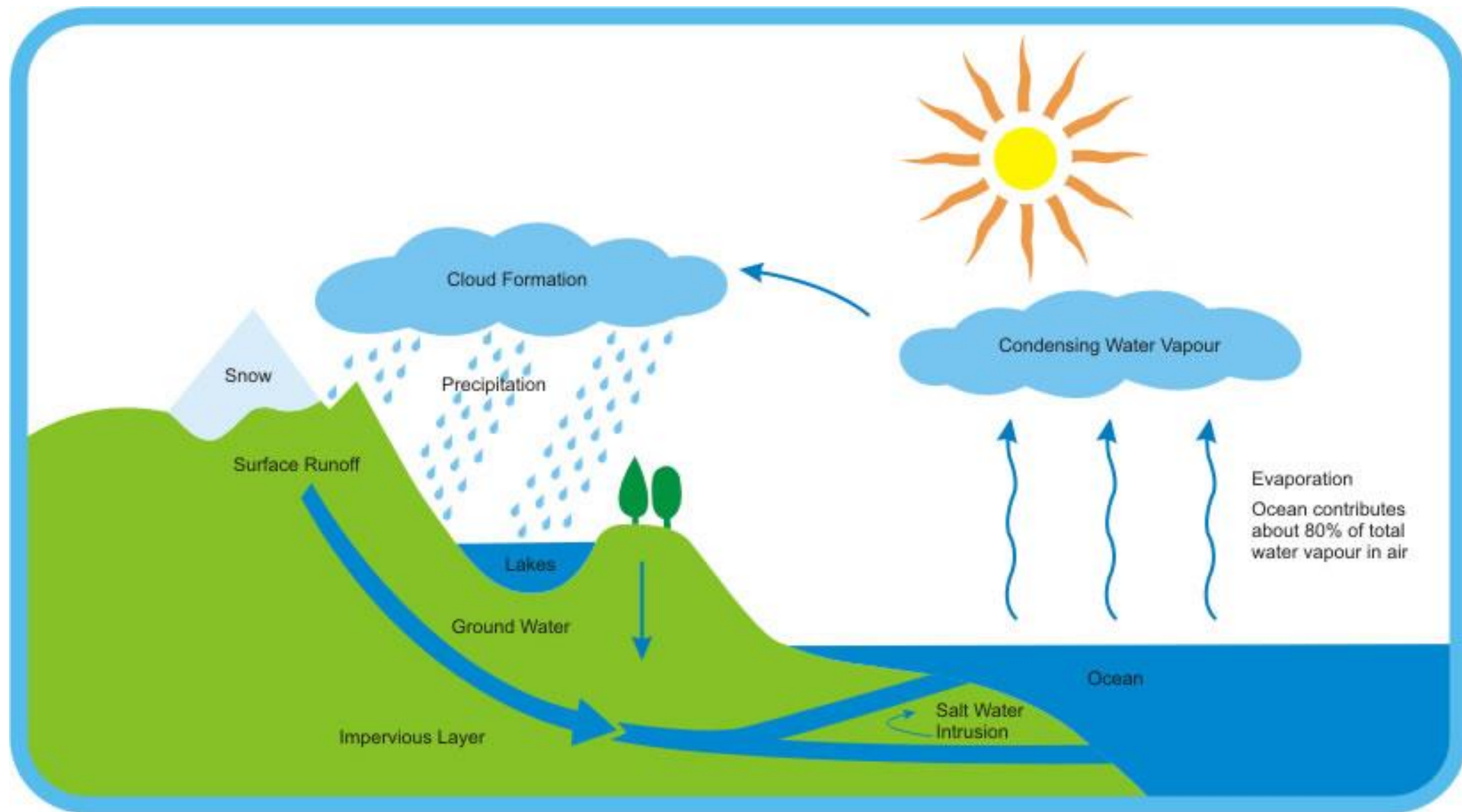
water  
footprint  
network

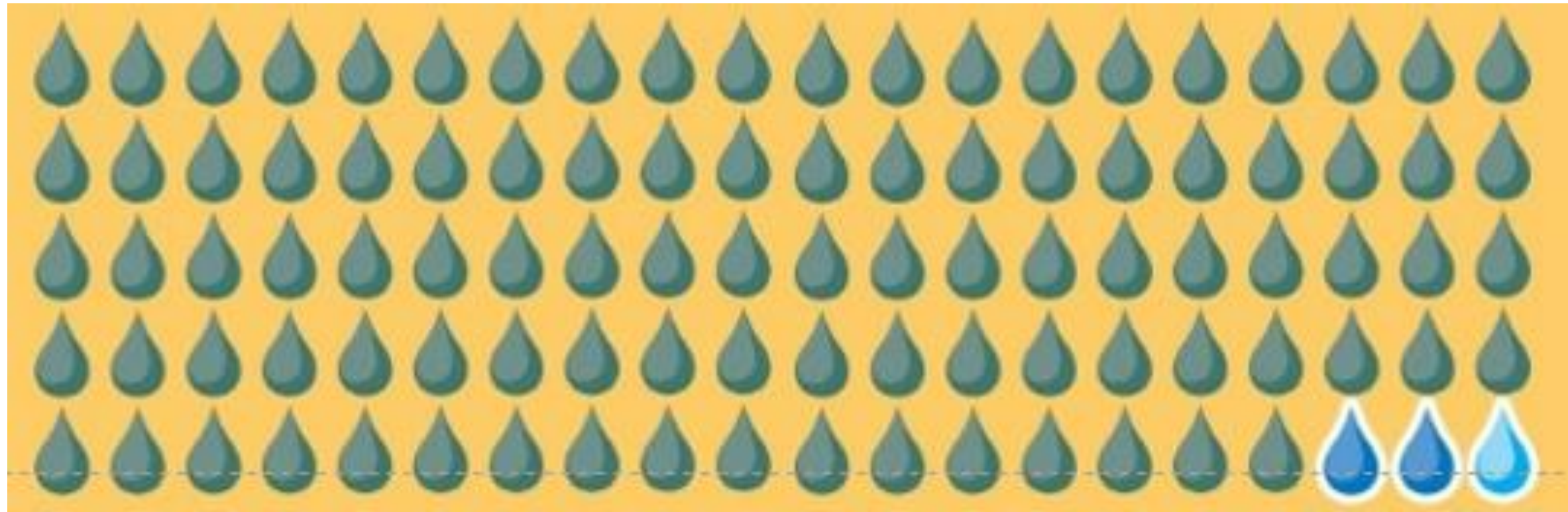
fair & smart use  
of the world's  
fresh water

# Water footprint



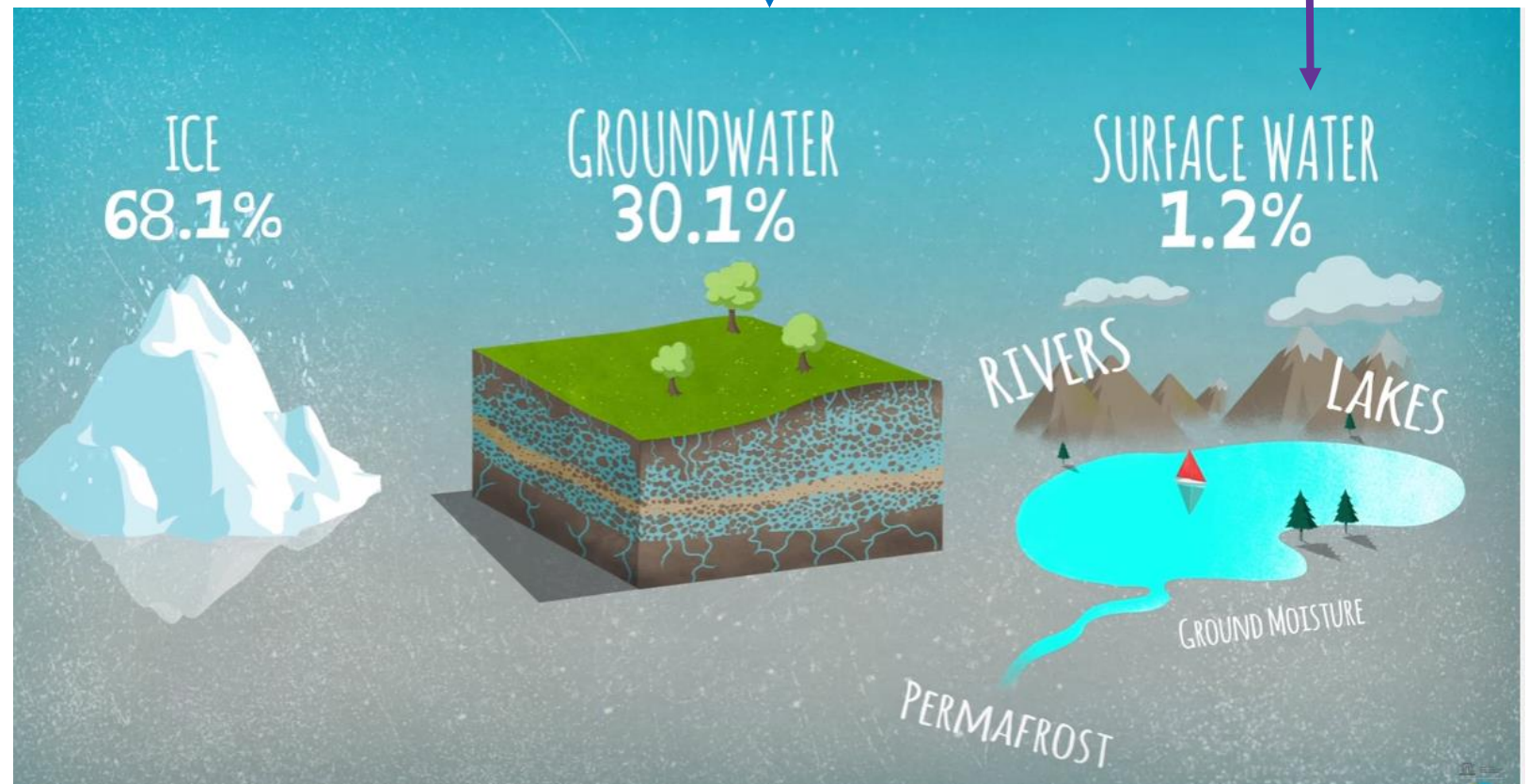
# Where is water?





97%  
Salt water  
(oceans)

Earth's  
surface is  
about 70%  
water







We use water everyday. We drink, we shower, wash our clothes and dishes... But water is also in all the products we wear and consume: our clothes, shoes, in the food we eat... in all the stuff we buy, in the energy we use. The water footprint tells us how much water is actually used to produce all of these things. And we all have a personal water footprint which is related to what we eat, buy and use.







Water footprint  
Indicator of human  
appropriation of fresh water

# Water footprint components

Green water footprint  
rainwater  
incorporated into product



Blue water footprint  
surface or groundwater  
incorporated into product



Grey water footprint  
water needed to assimilate pollutants





Direct water footprint

3%



Indirect water footprint

97%





AquaPath video:

<http://waterfootprint.org/en/about-us/news/news/aquapath-launches-new-water-awareness-platform/>

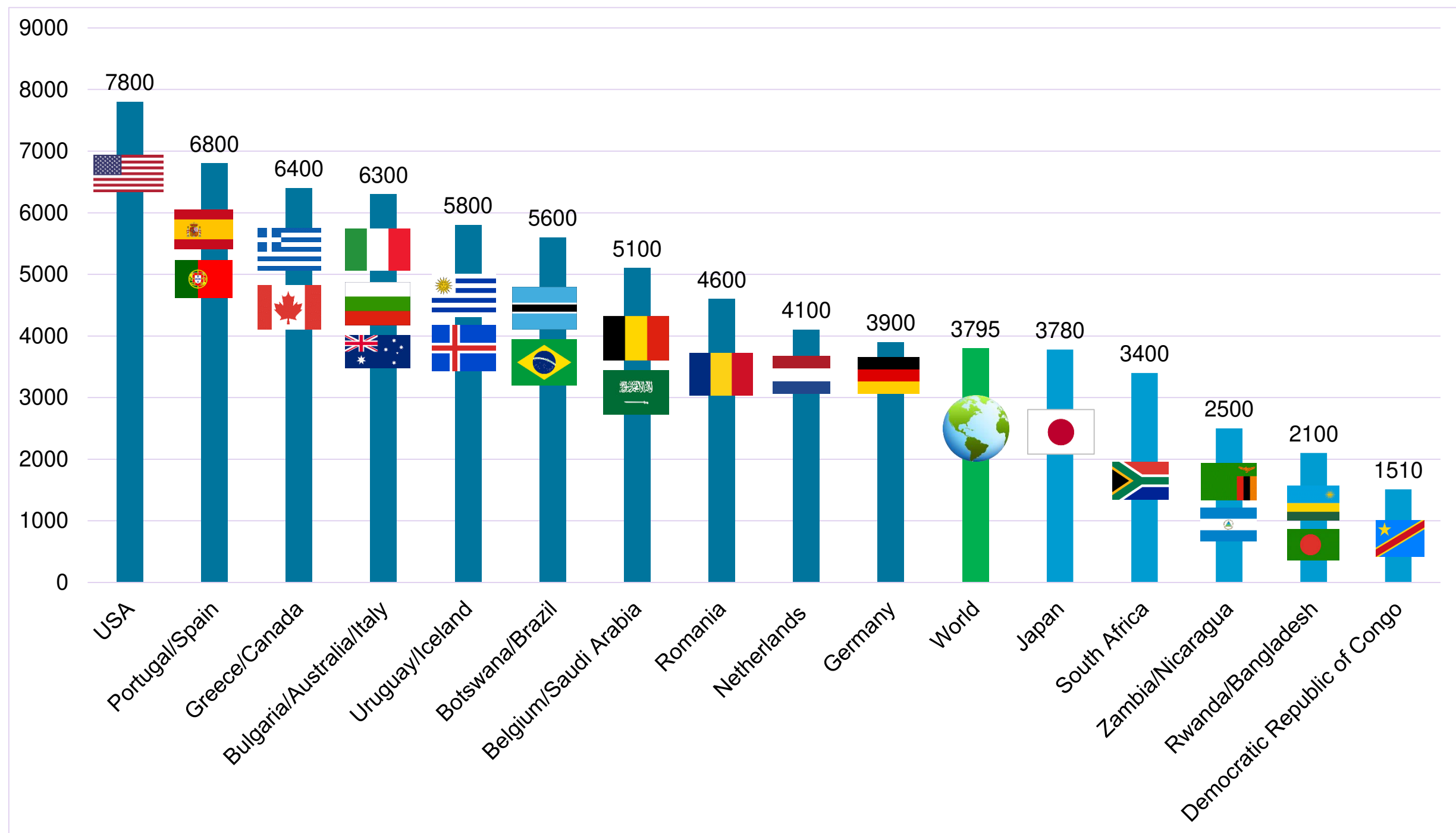


Let's go shopping for dinner  
**Game!**

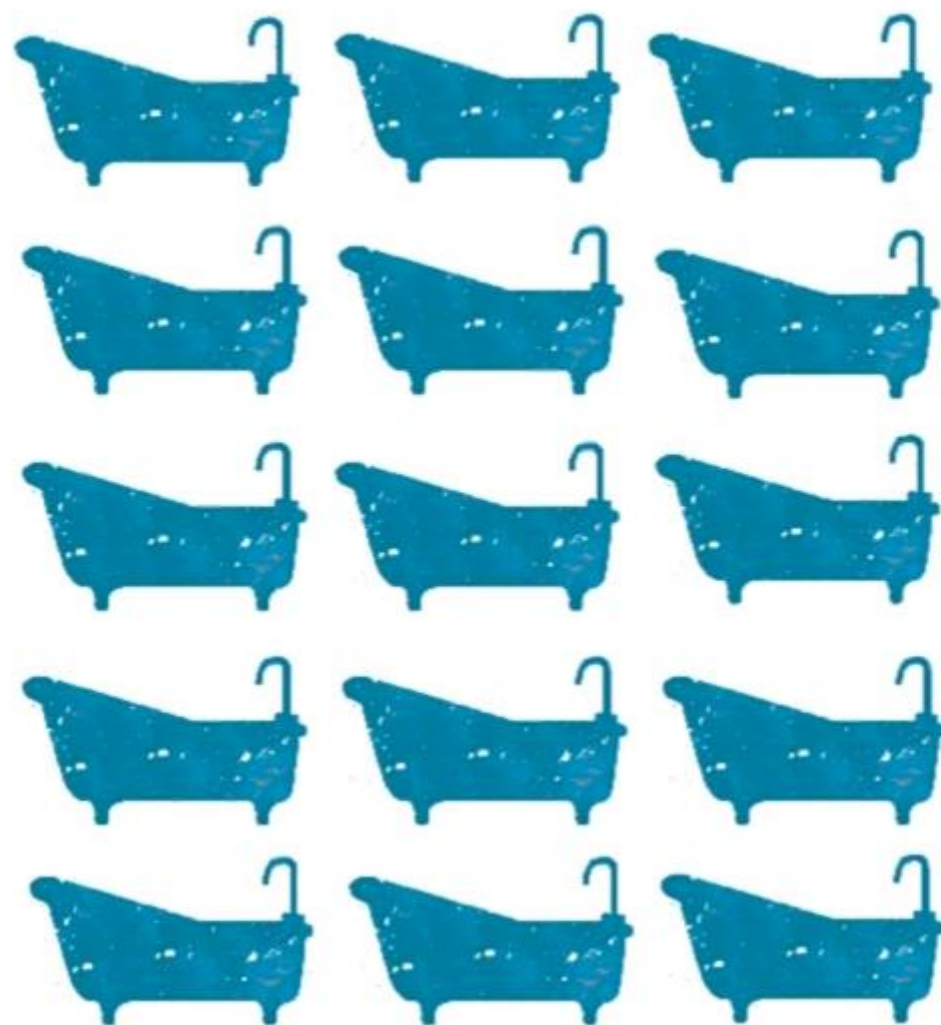


Game results

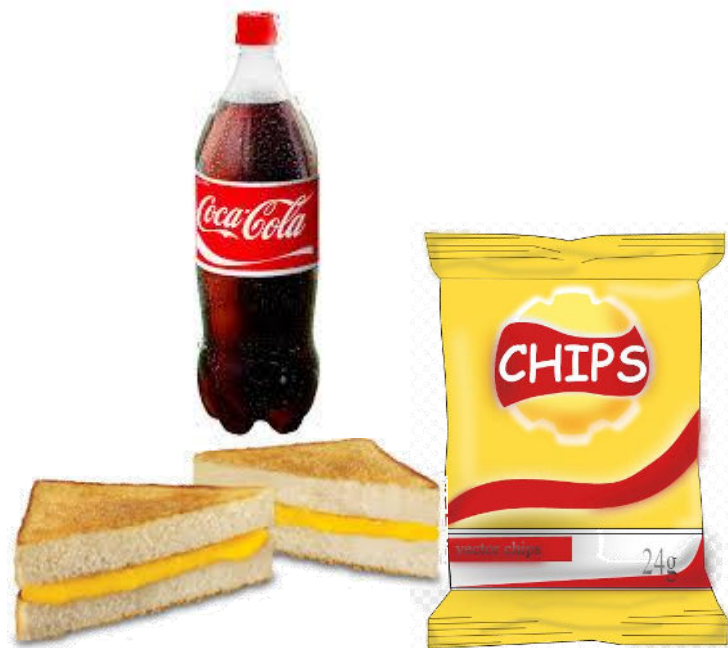
# Water Footprint of consumption – litres per day per person







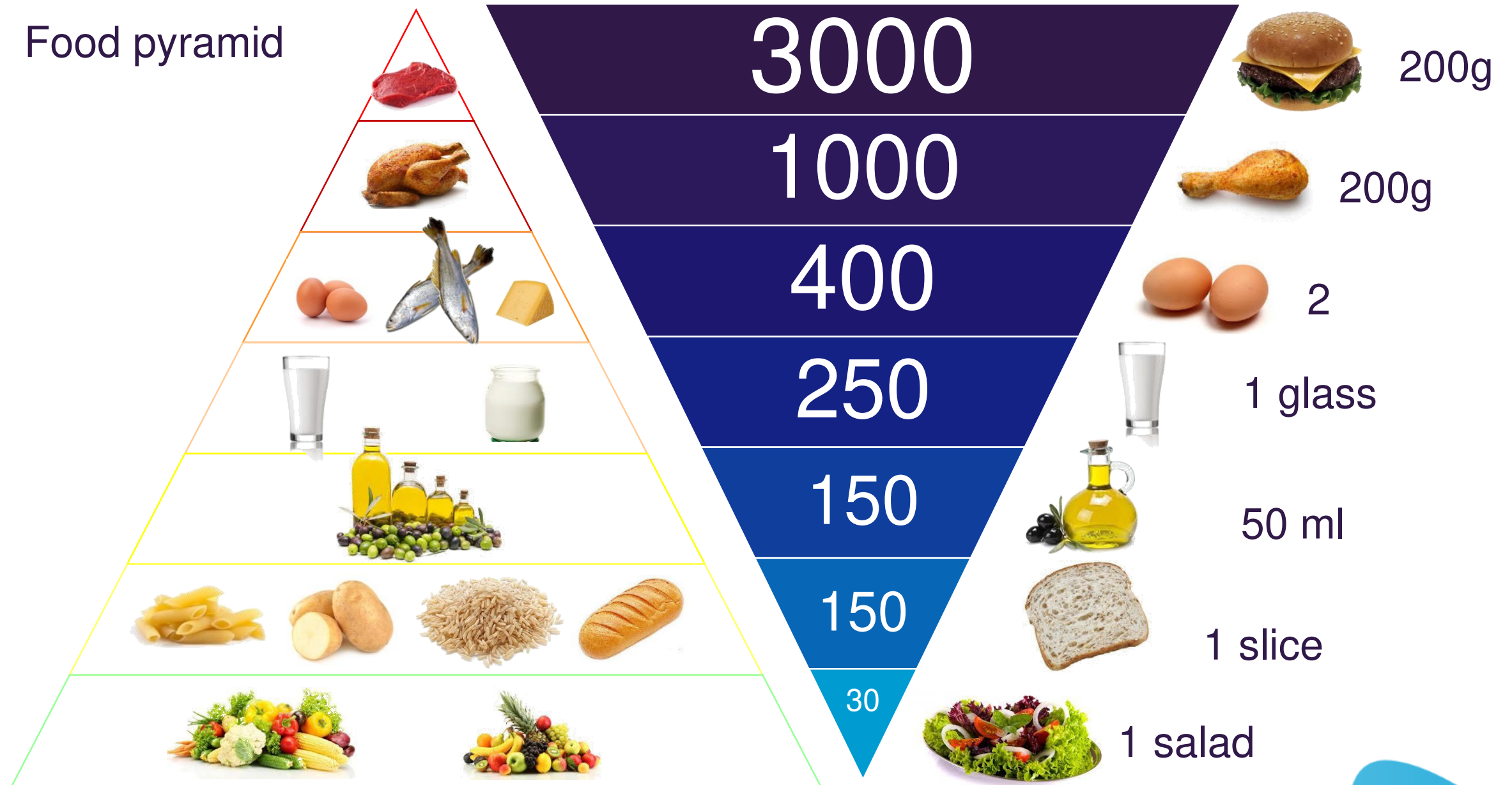
# Lunch time...





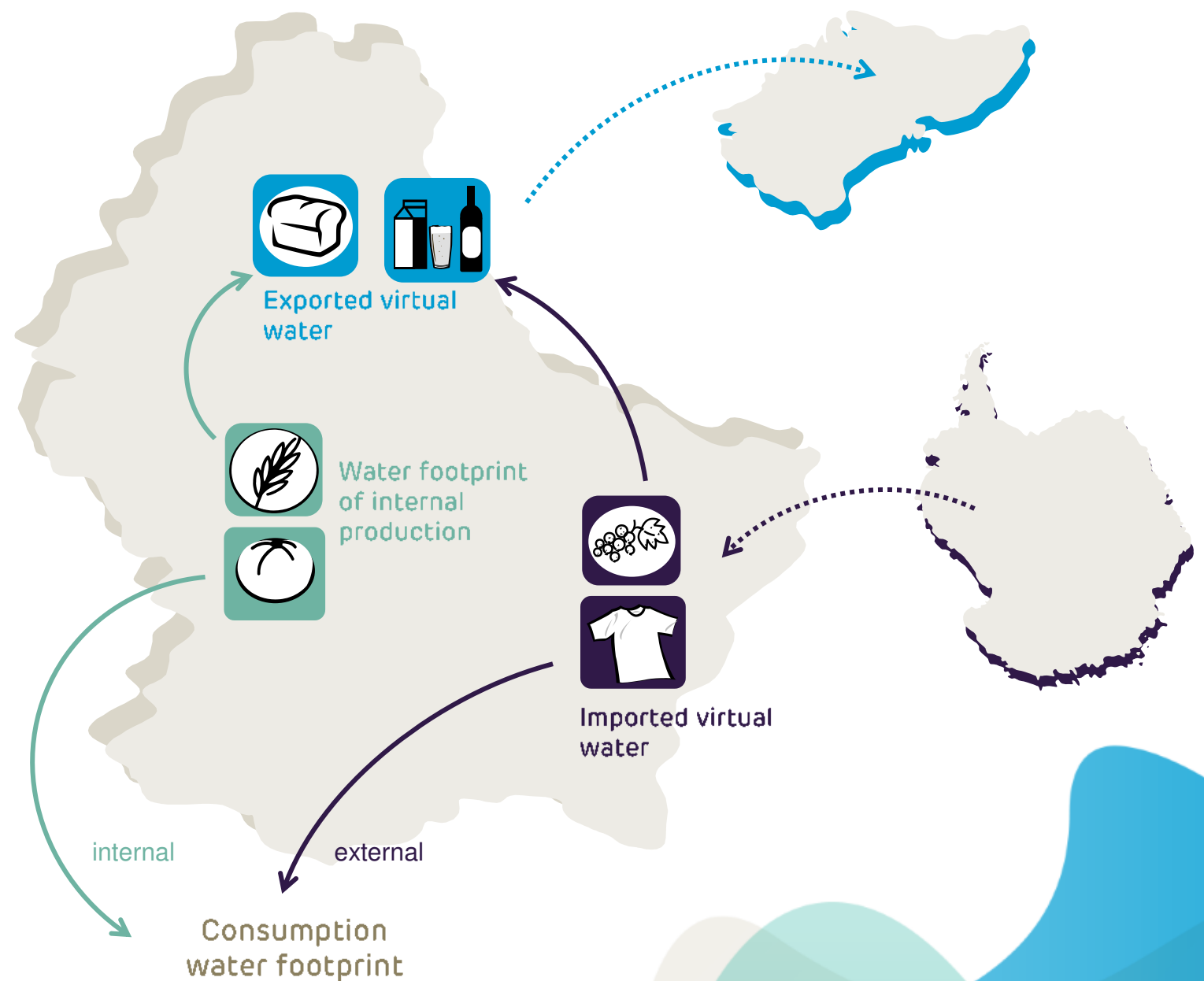


## Food pyramid



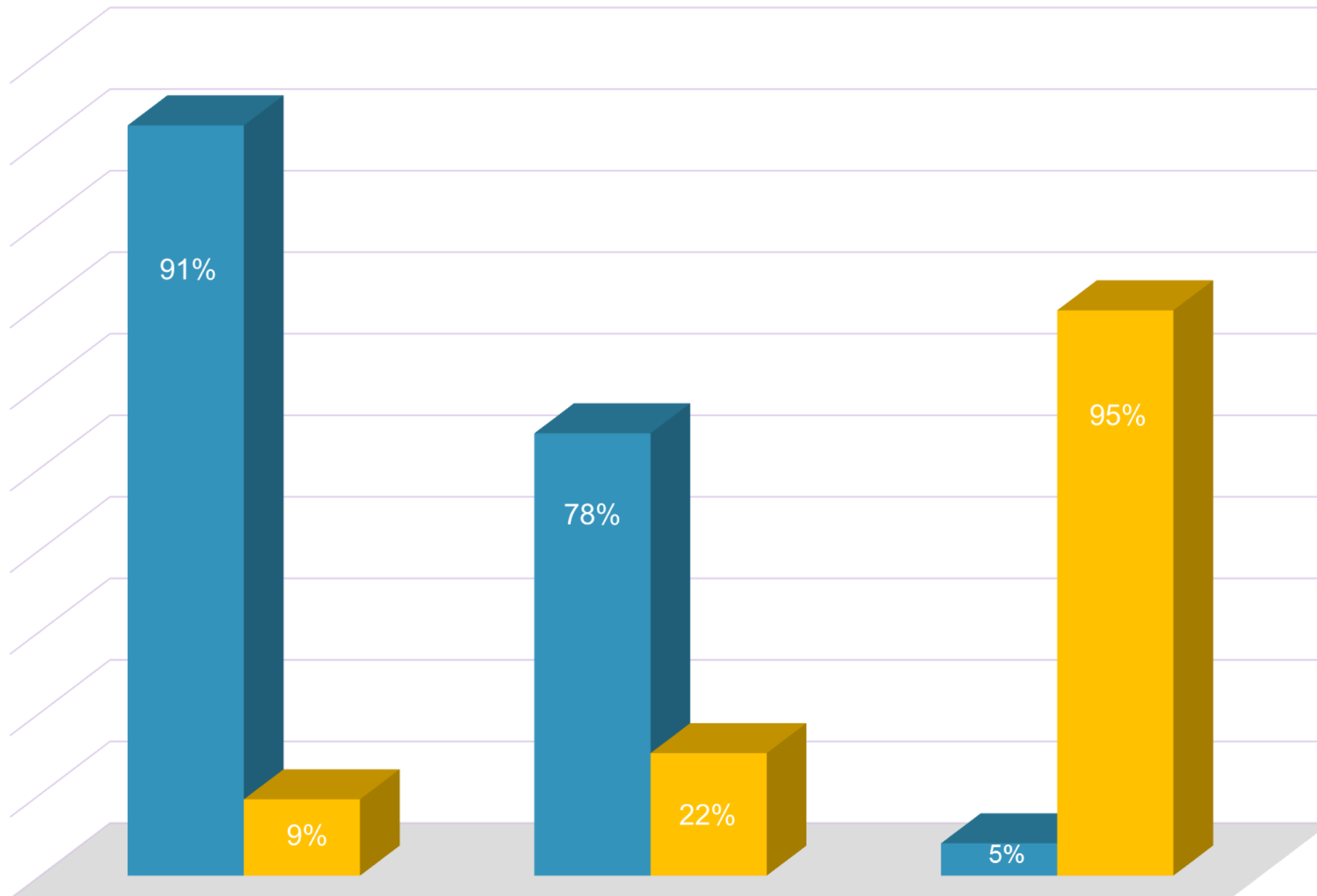
# Water footprint of a country

- Two perspectives
  1. Consumption water footprint
  2. Production water footprint





## Water footprint of consumption INTERNAL and EXTERNAL



Brazil



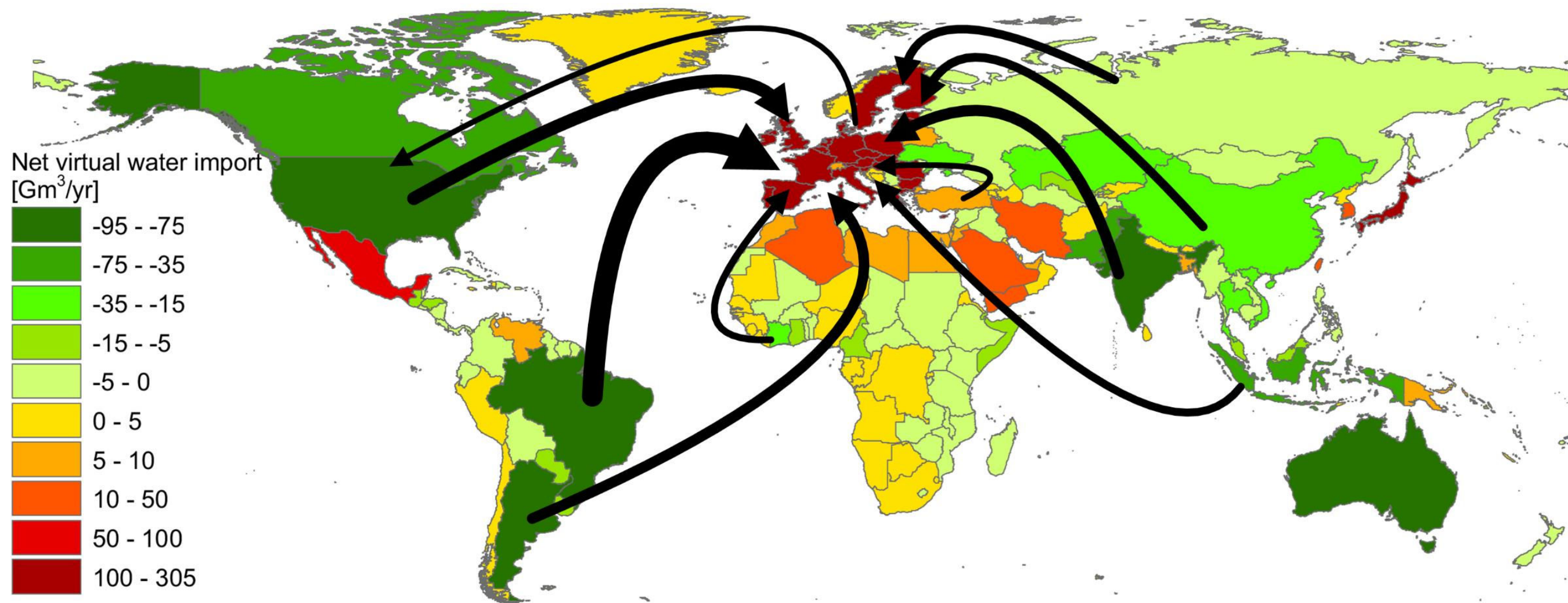
World average



The Netherlands

# Virtual water imports to Europe

(Millions of cubic meters per year)





# Aral sea



10 000 litres of water  
Pair of jeans



[http://earthobservatory.nasa.gov/Features/WorldOfChange/aral\\_sea.php](http://earthobservatory.nasa.gov/Features/WorldOfChange/aral_sea.php)



Where is water?



<https://www.youtube.com/watch?v=b1f-G6v3voA&feature=youtu.be>



## What can you do?

- Be aware of your personal water footprint
- Make choices about what you eat and buy having that in mind
- Don't waste food; don't buy things you don't need
- Save water at home
- Tell your family and friends about the water footprint
- Check out the personal water footprint calculator. Try it at home with your family: <http://aquapath-project.eu/calculator/calculator.html>
- Check out the water footprint product gallery to check the water footprint of products: <http://waterfootprint.org/en/resources/interactive-tools/product-gallery/>
- Check out your AquaPass booklet