

A graphic illustrating the concept of a water footprint. It features two large, elongated water droplets, one at the top and one at the bottom, representing the 'footprint' of a person. Between them are two rows of smaller water droplets, one row on the left and one on the right, representing the 'steps' or 'actions' that lead to that footprint. The background is a light blue gradient.

# How Big Is Your Water Footprint?

<http://liveearth.org/en/save/water>

# What are the different ways we use water?

Other  
Household Use

Flushing  
Toilets

Cooking  
Drinking

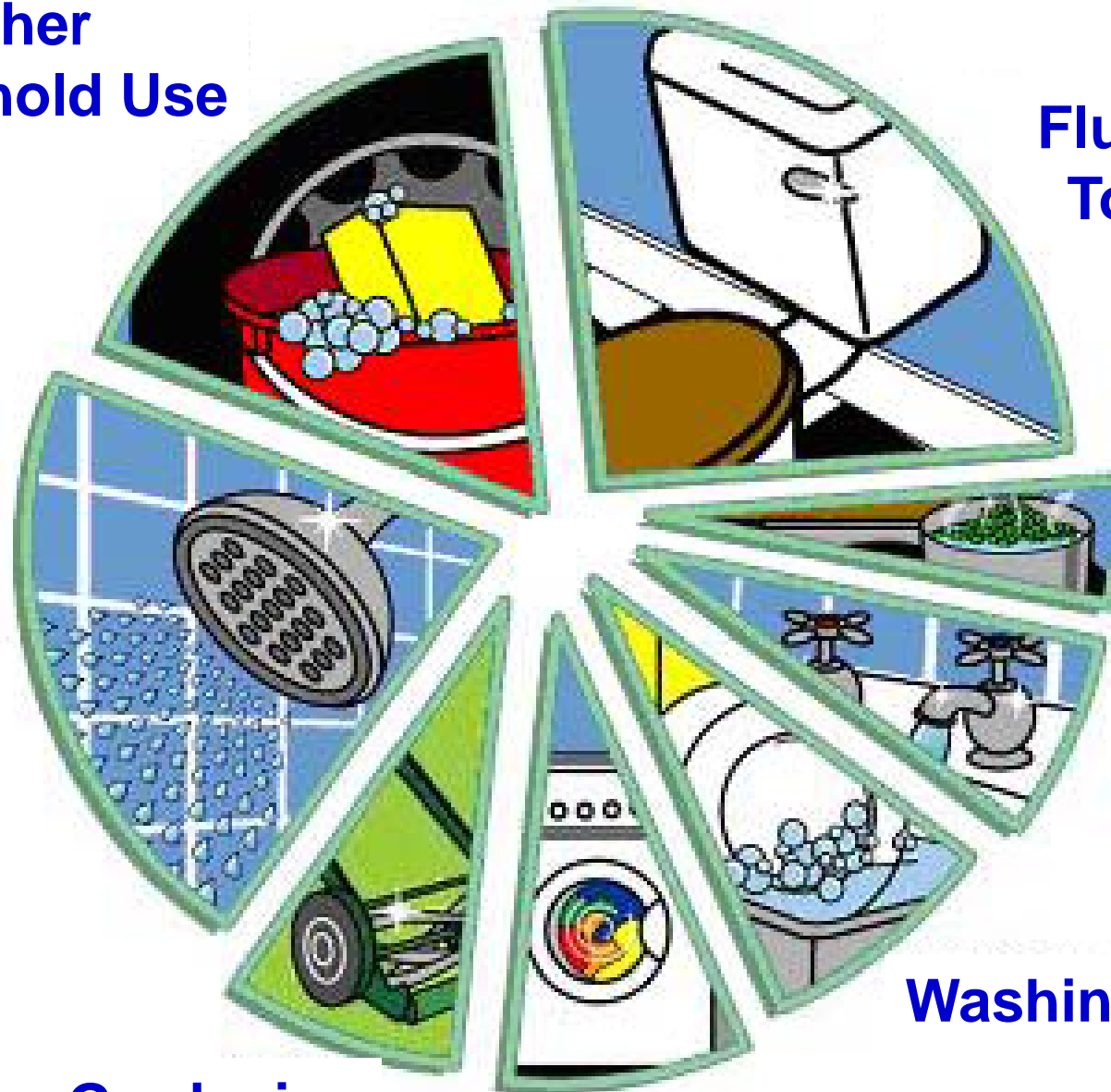
Sinks

Washing Dishes

Washing Clothes

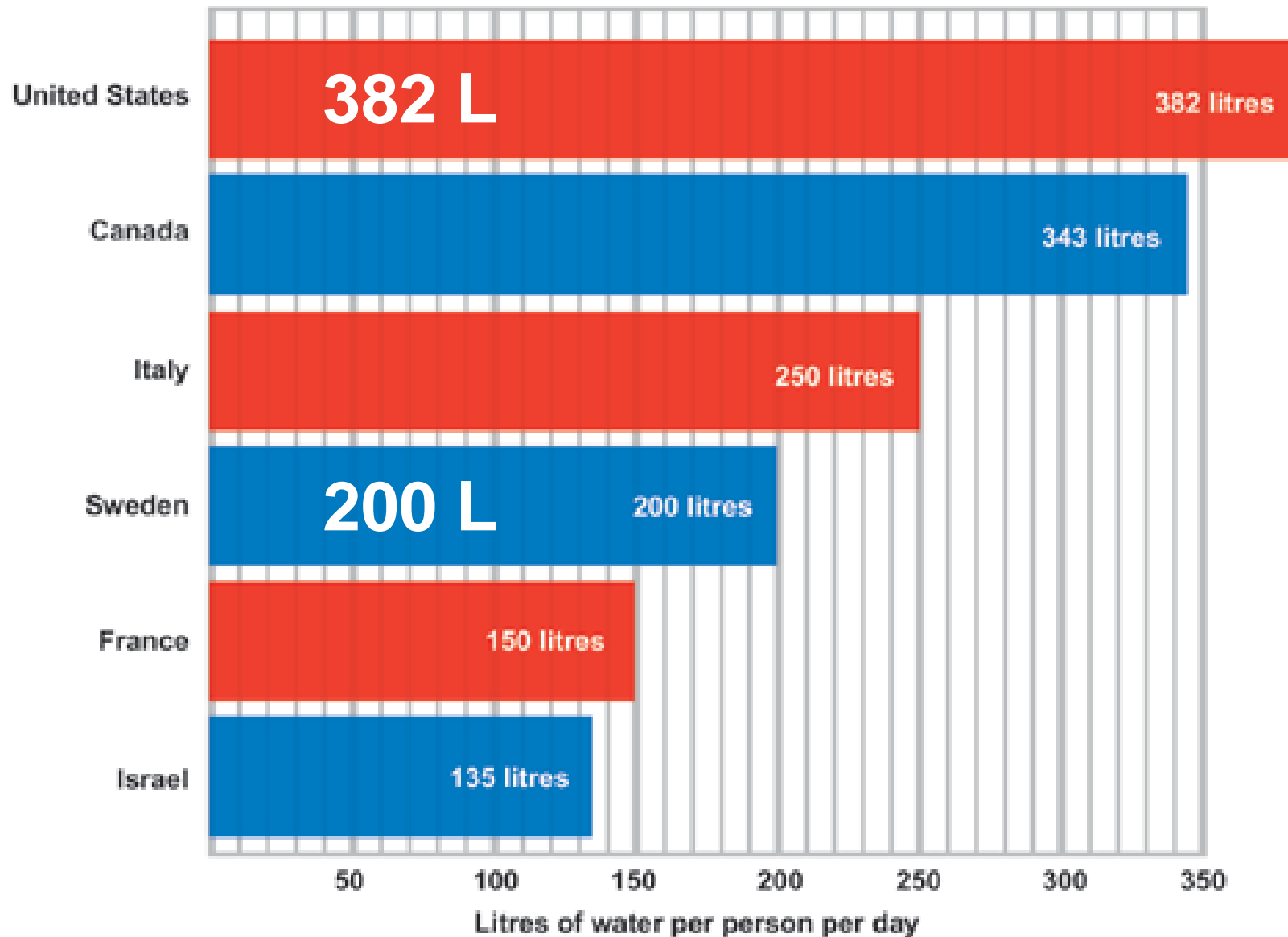
Gardening

Bathing  
Showering



# Average daily domestic water use (per capita)

## Direct Use



<http://www.ec.gc.ca/eau-water/default.asp?lang=En&n=F25C70EC-1>

**But what about the  
indirect uses as well?**

**What you eat  
+ What you buy  
+ What you use**



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**YOUR WATER FOOTPRINT**

**virtual-water**

**volume of freshwater used to produce the product,  
measured at the place where the product was produced**

# Virtual Water of a Cheese Pizza

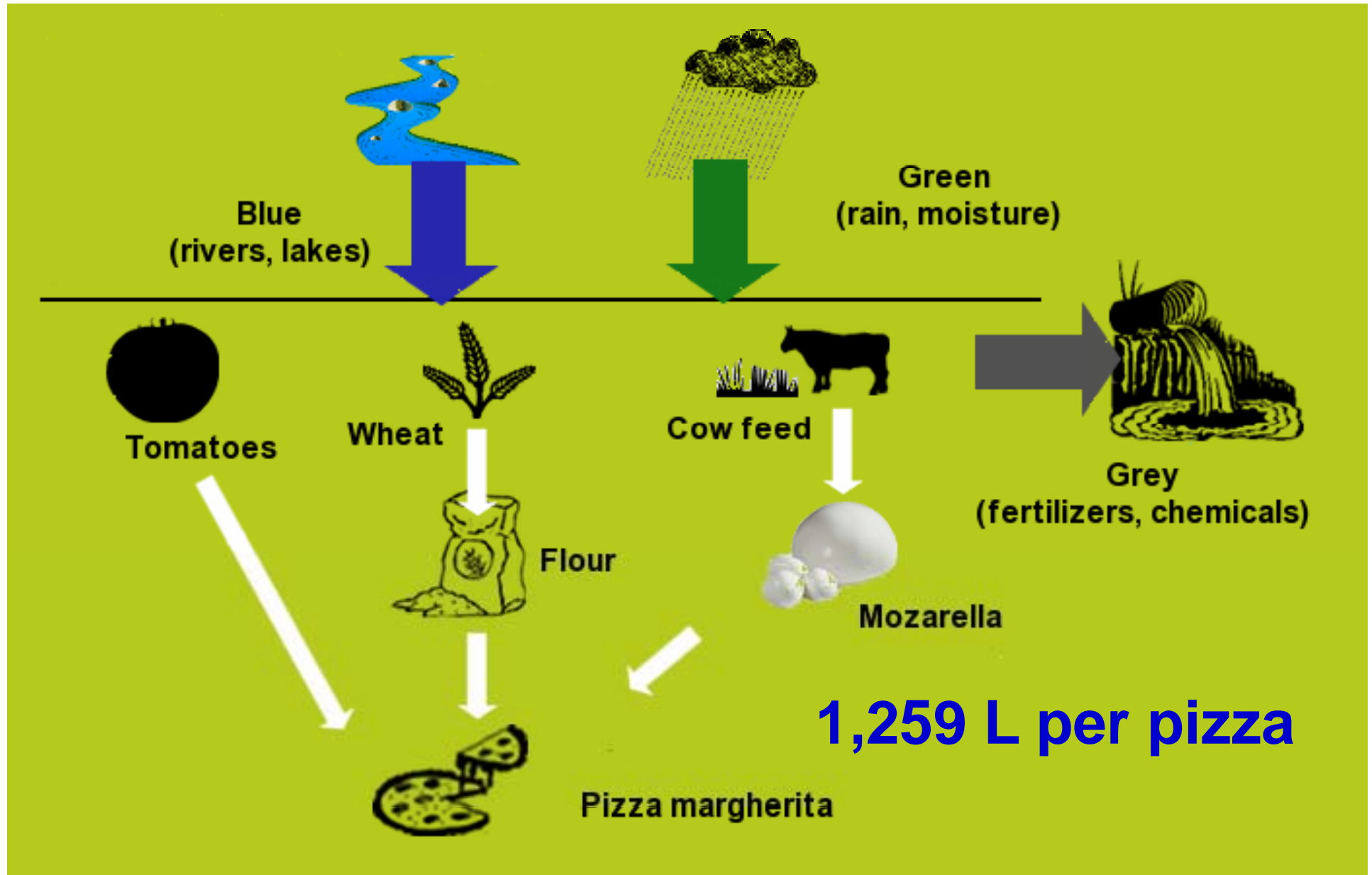
**Flour (wheat)**

**Tomatoes**

**Mozzarella**



# Virtual Water of a Cheese Pizza





**Rank from  
Largest to Smallest  
Water Footprint**





**Tomato**  
**(114g)**  
**25 L**

**Banana**  
**(176g)**  
**140 L**



**Potato**  
**(214g)**  
**60 L**

**Avocado**  
**(168g)**  
**200 L**



**Babybel**  
**(25g)**  
**130 L**

**Chocolate**  
**(33g)**  
**570 L**





## Per Kg



**Tomato**  
**214 L**

**Avocado**  
**1173 L**



**Potato**  
**287 L**

**Babybel**  
**5060 L**



**Banana**  
**790 L**

**Chocolate**  
**17,196 L**



1 cup of coffee



140  
litres

1 hamburger



2400  
litres

2 L bottle of soda



400  
litres

1 pair of jeans



1900  
litres



**Match the  
Item with its  
Country of Origin**



**Sweden  
Spain  
Israel  
Dominican Republic  
Mexico  
France**





**Spain**  
**214 L**



**Israel**  
**1173 L**



**Sweden**  
**287 L**



**France**  
**5060 L**

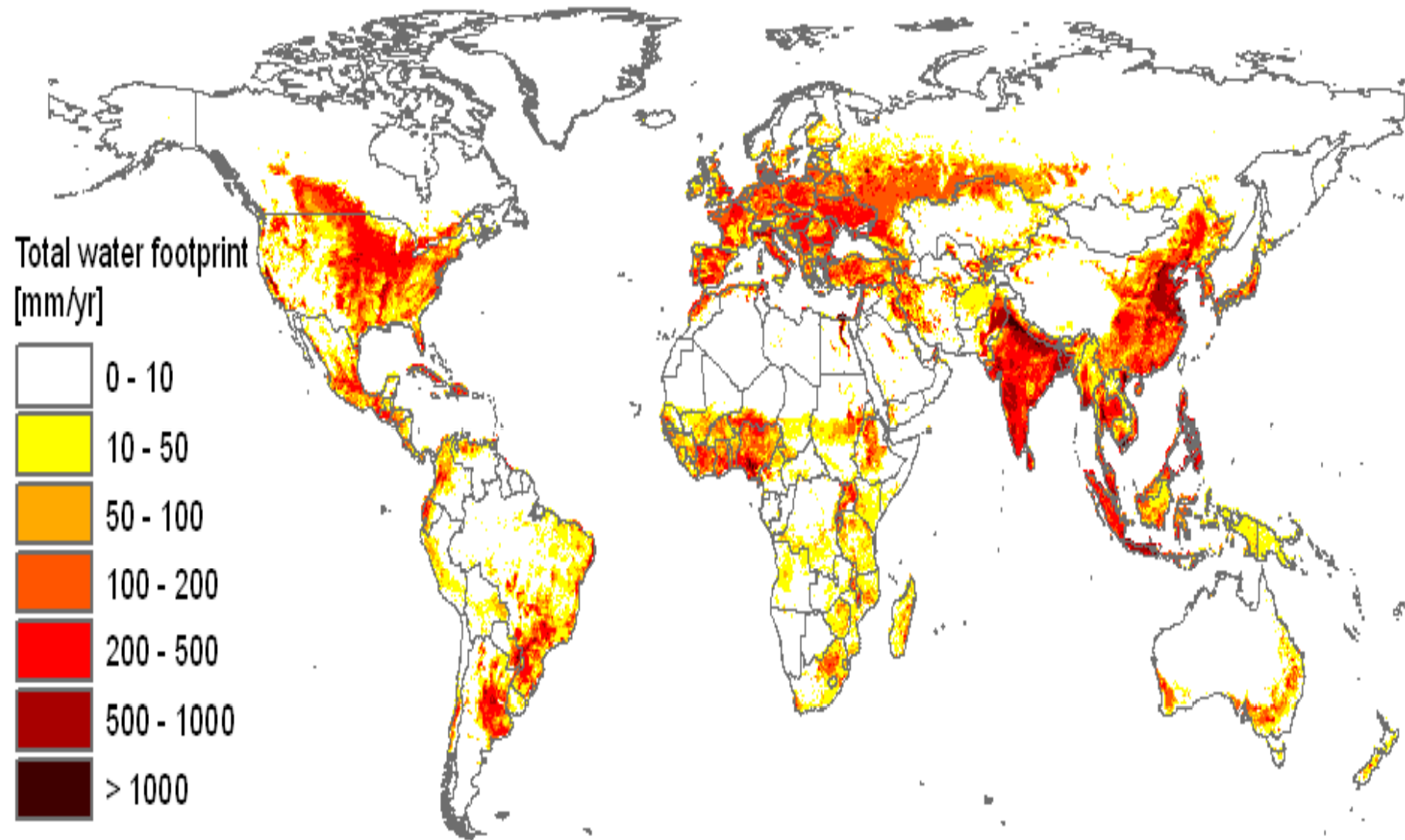


**Dominican Republic**  
**790 L**

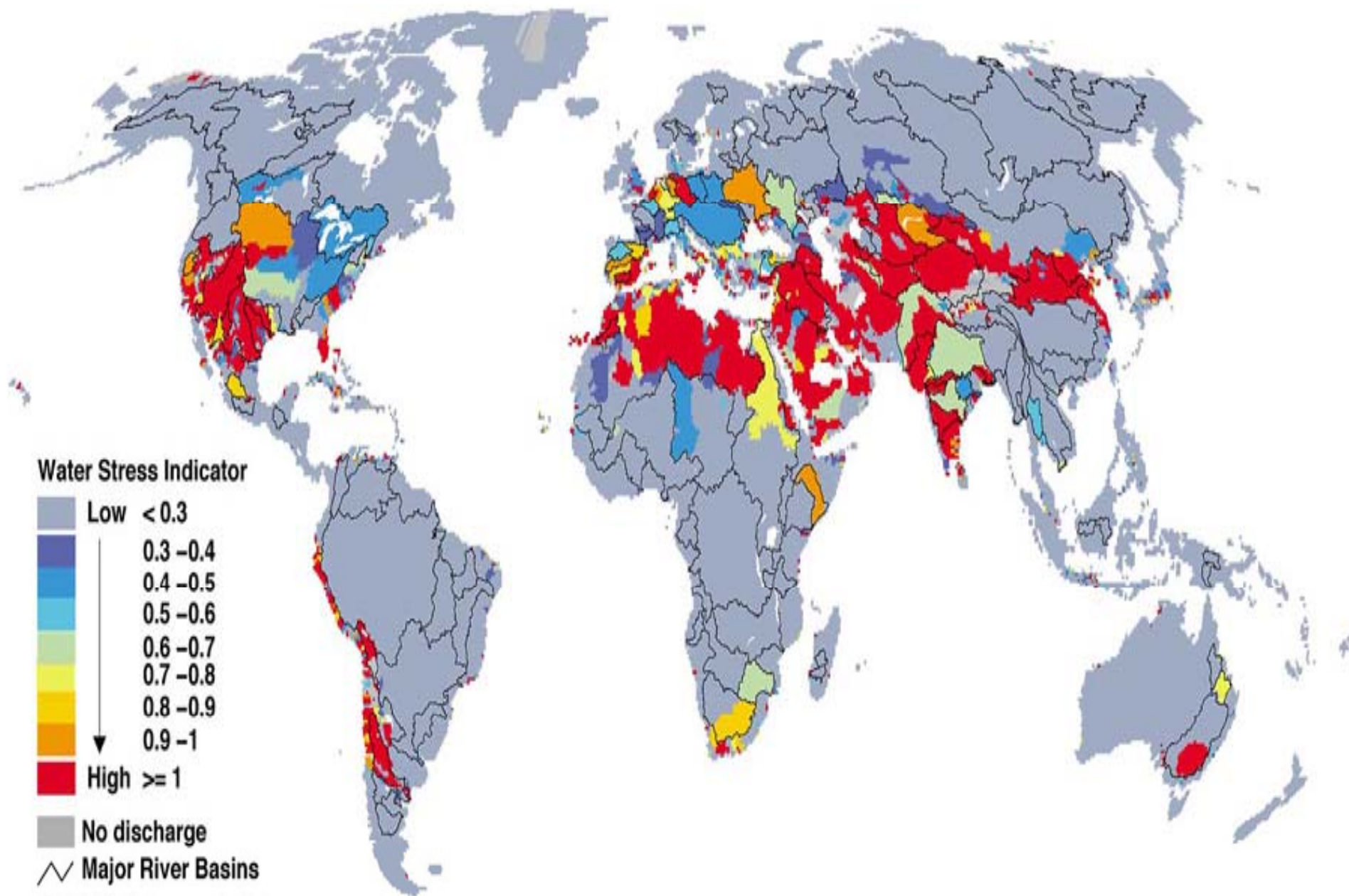


**Mexico**  
**17,196 L**

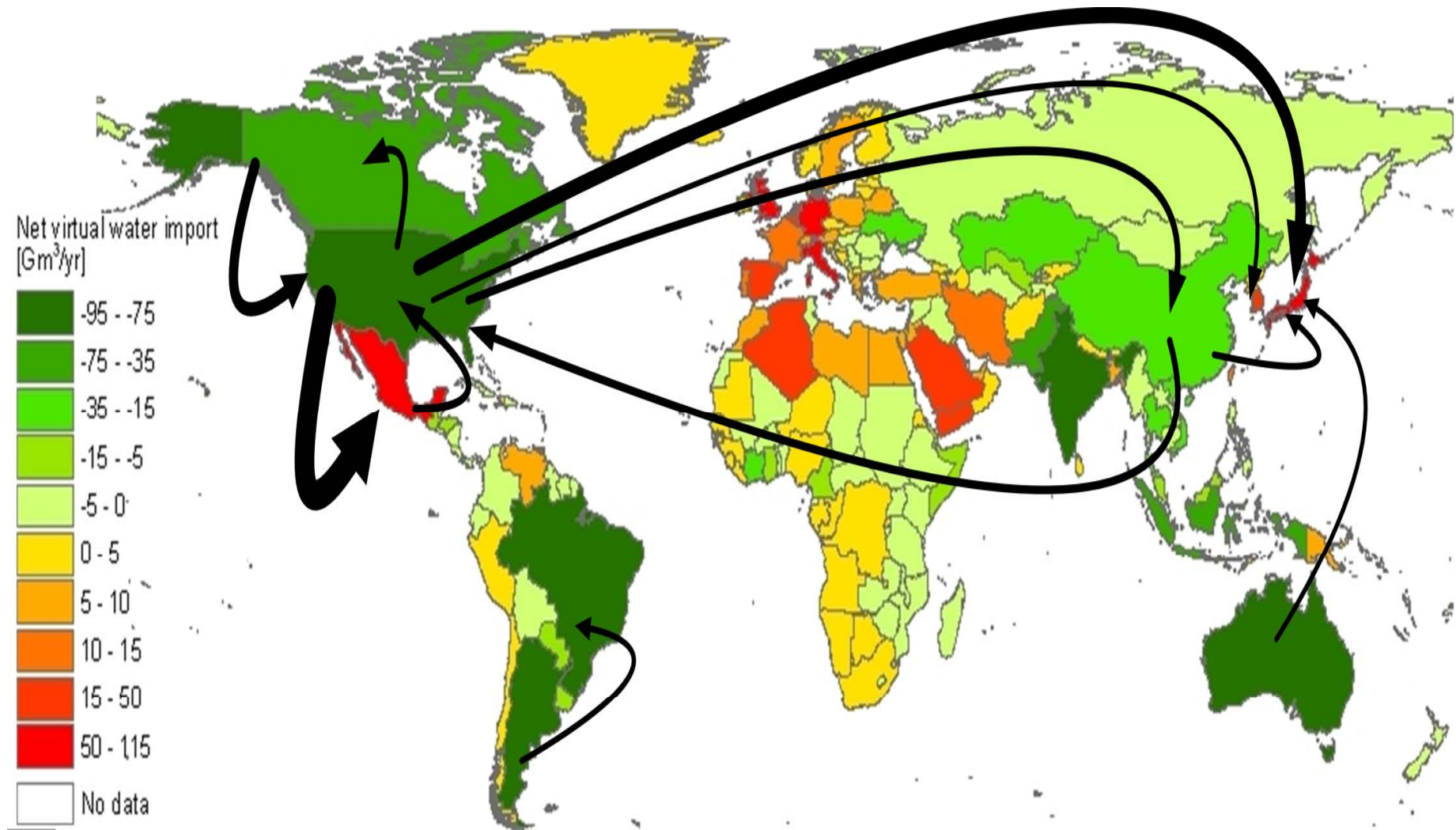
# Water production



Mekonnen, M.M. and Hoekstra, A.Y. (2011)



# Virtual water flows



Mekonnen, M.M. and Hoekstra, A.Y. (2011)

# Ways to Reduce Your Water Impact?

**Check Place of Origin**

**Choose Less Water Intense Products**

**Watch Food Waste**



**LOVE**  
**FOOD**  
**hate waste**

**[www.waterfootprint.org](http://www.waterfootprint.org)**