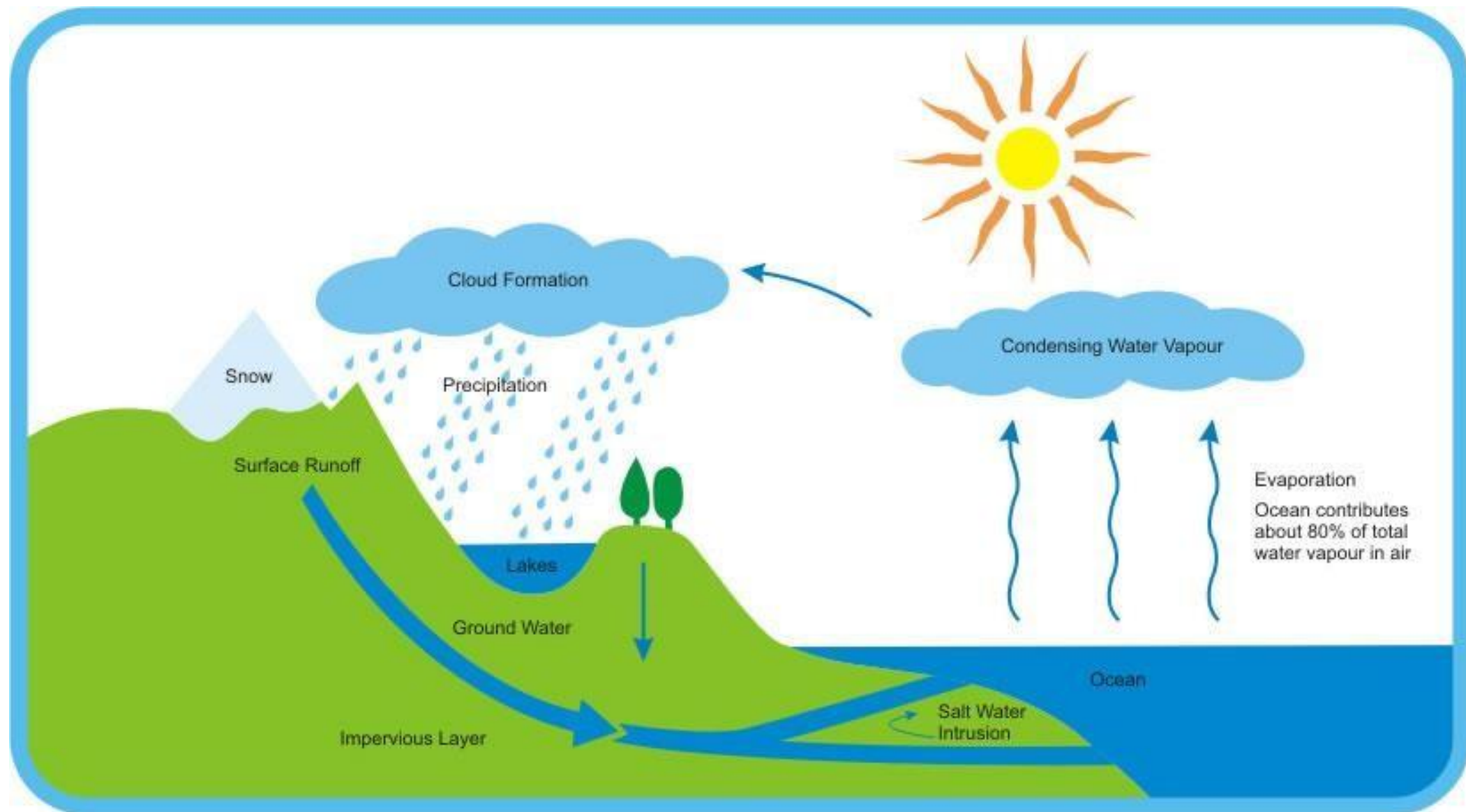
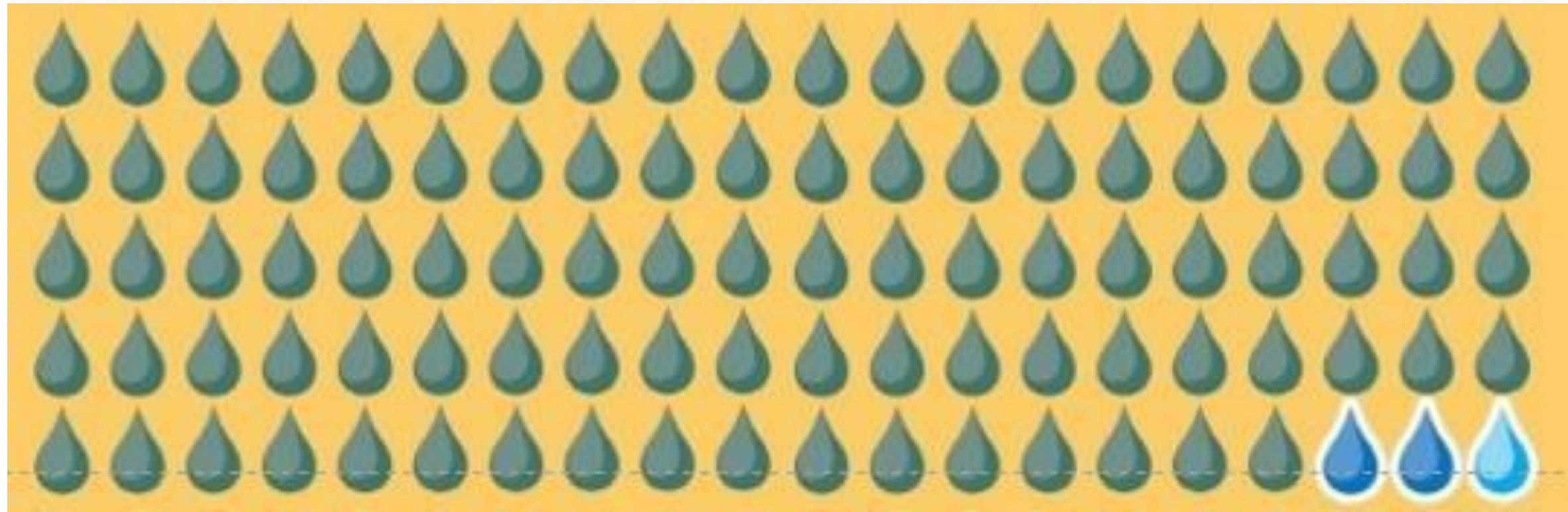


Water footprint



Where is water?

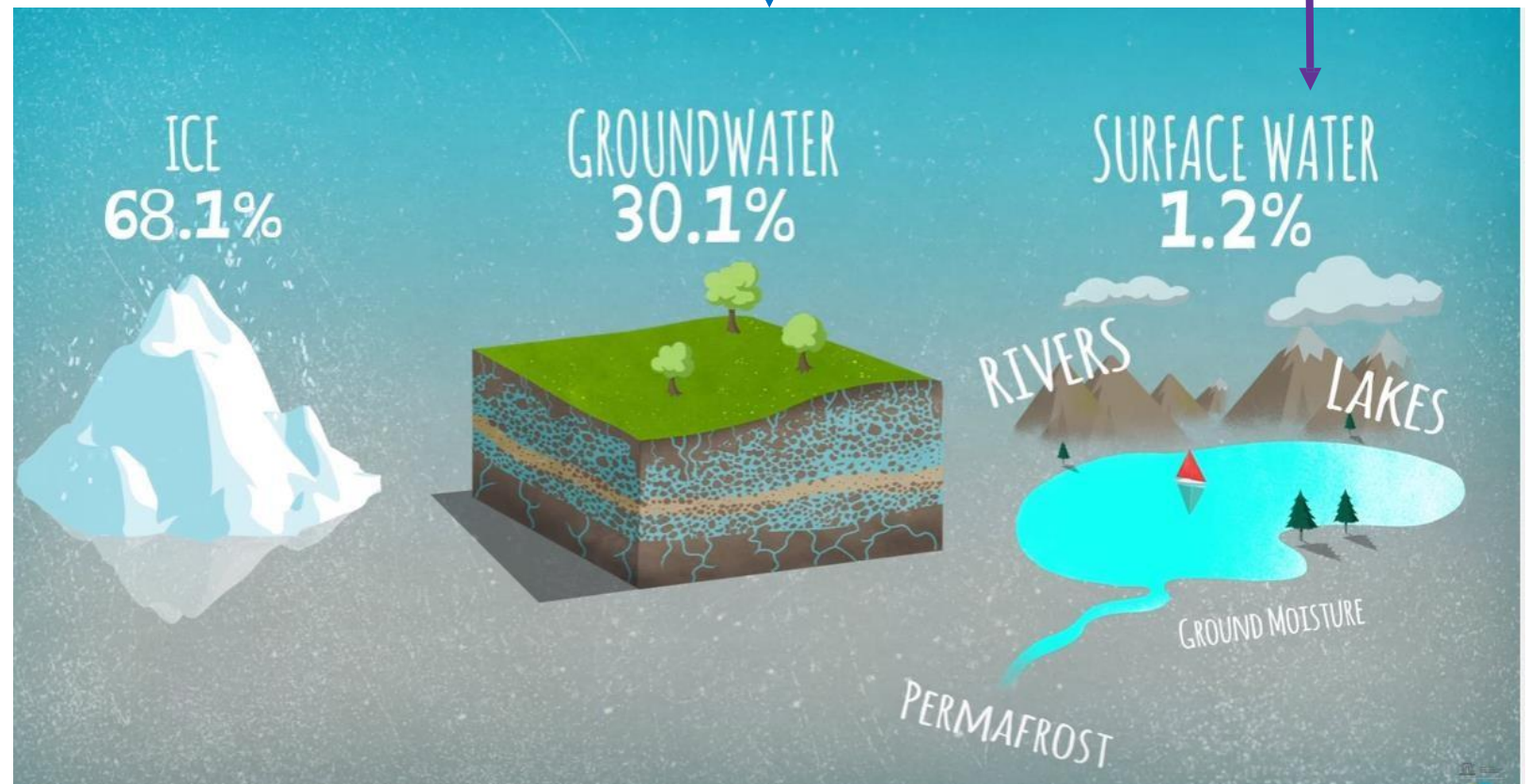




97%

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

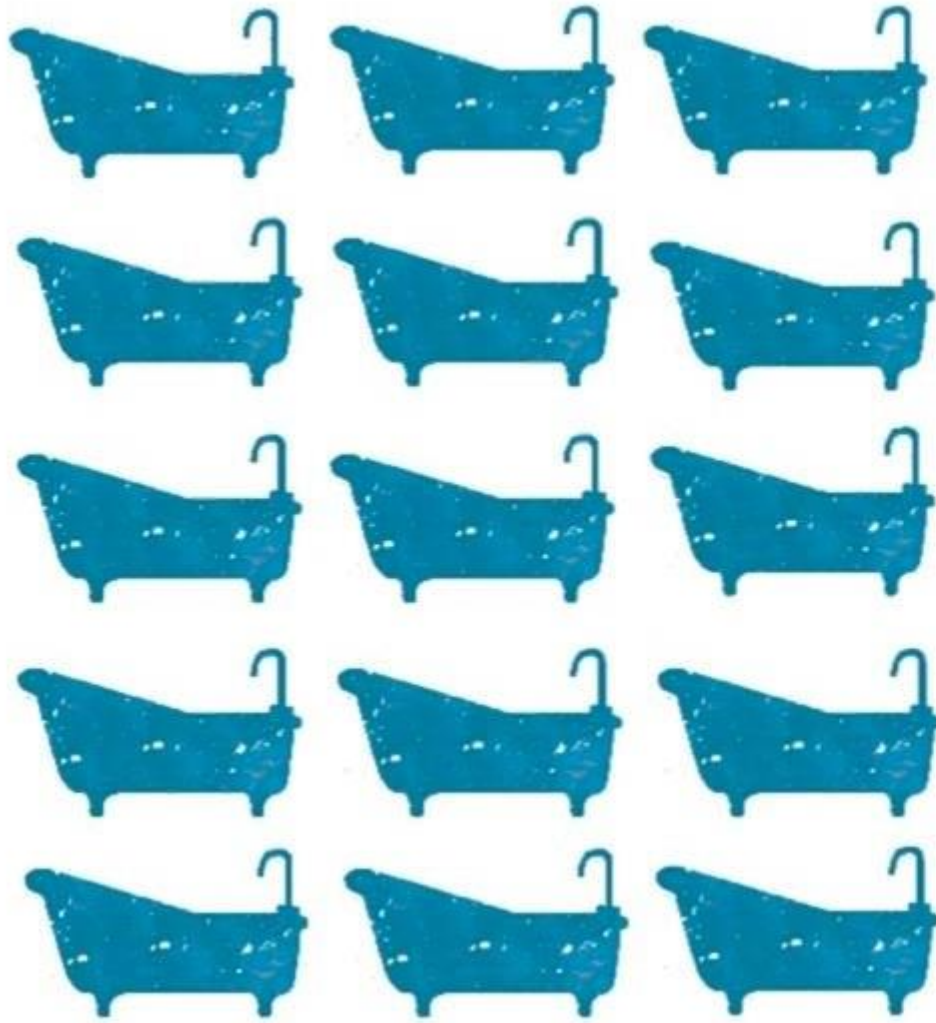


Blue water footprint
surface or groundwater
incorporated into product



Grey water footprint
water needed to assimilate pollutants





Direct water footprint

3%

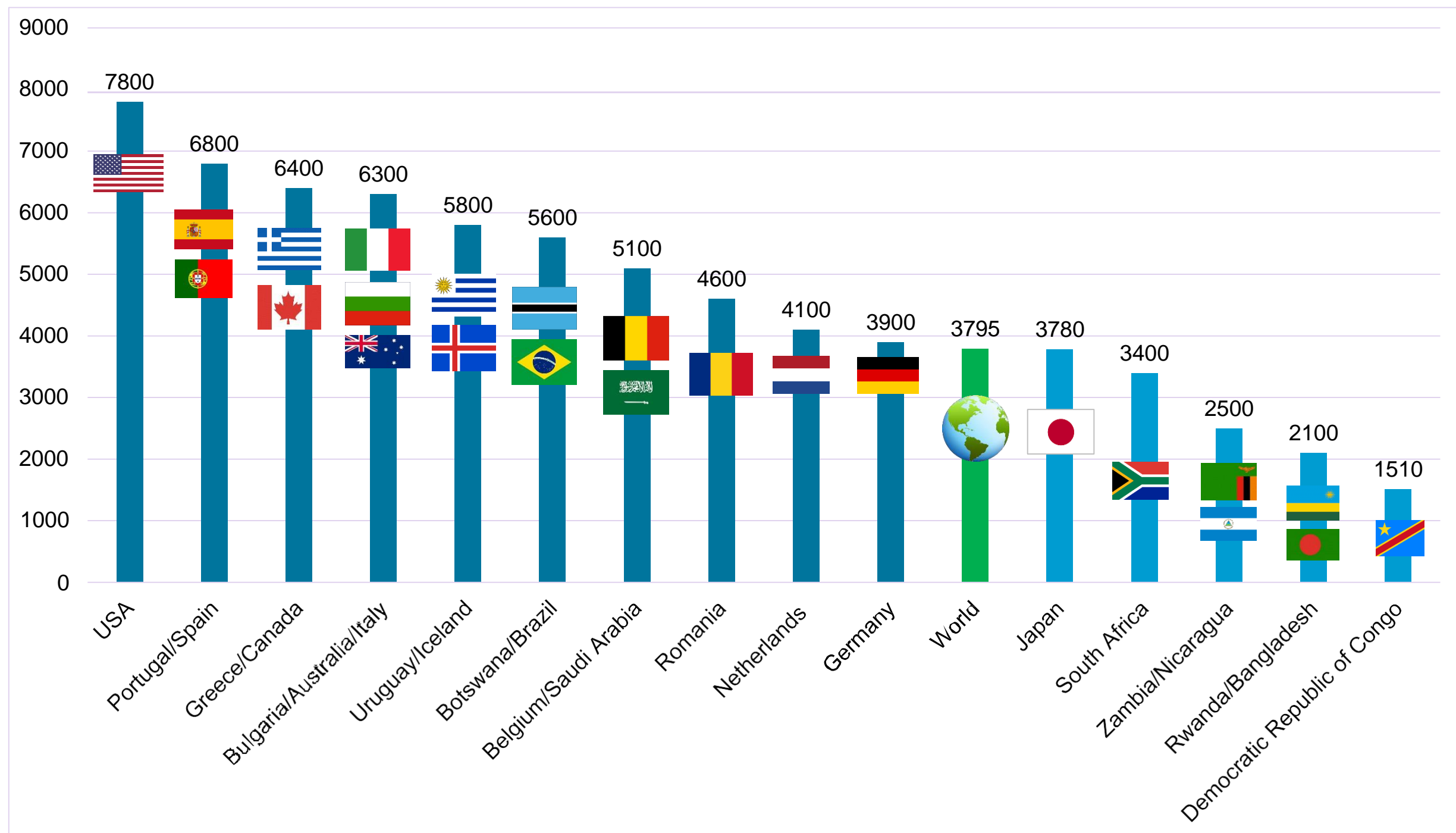


Indirect water footprint

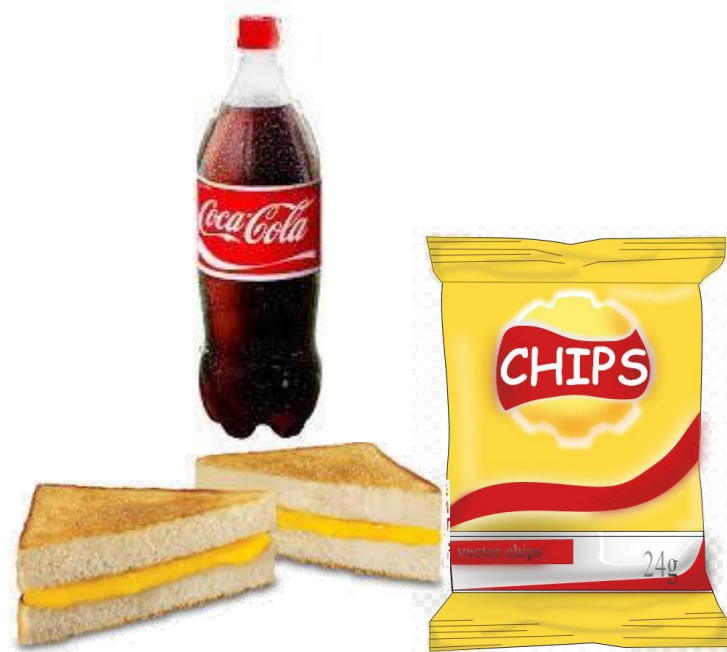
97%



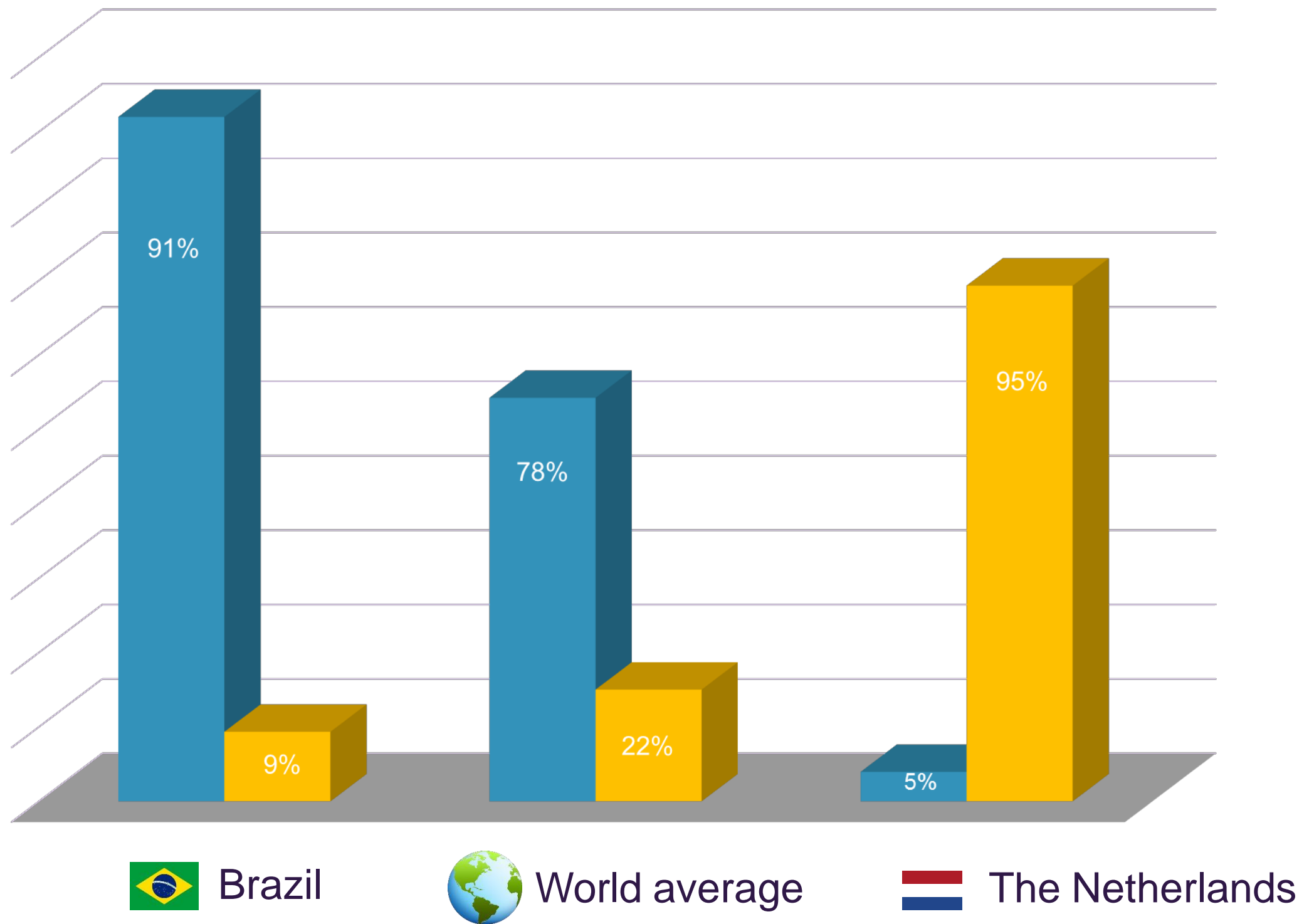
Water Footprint of consumption – litres per day per person



Lunch time...

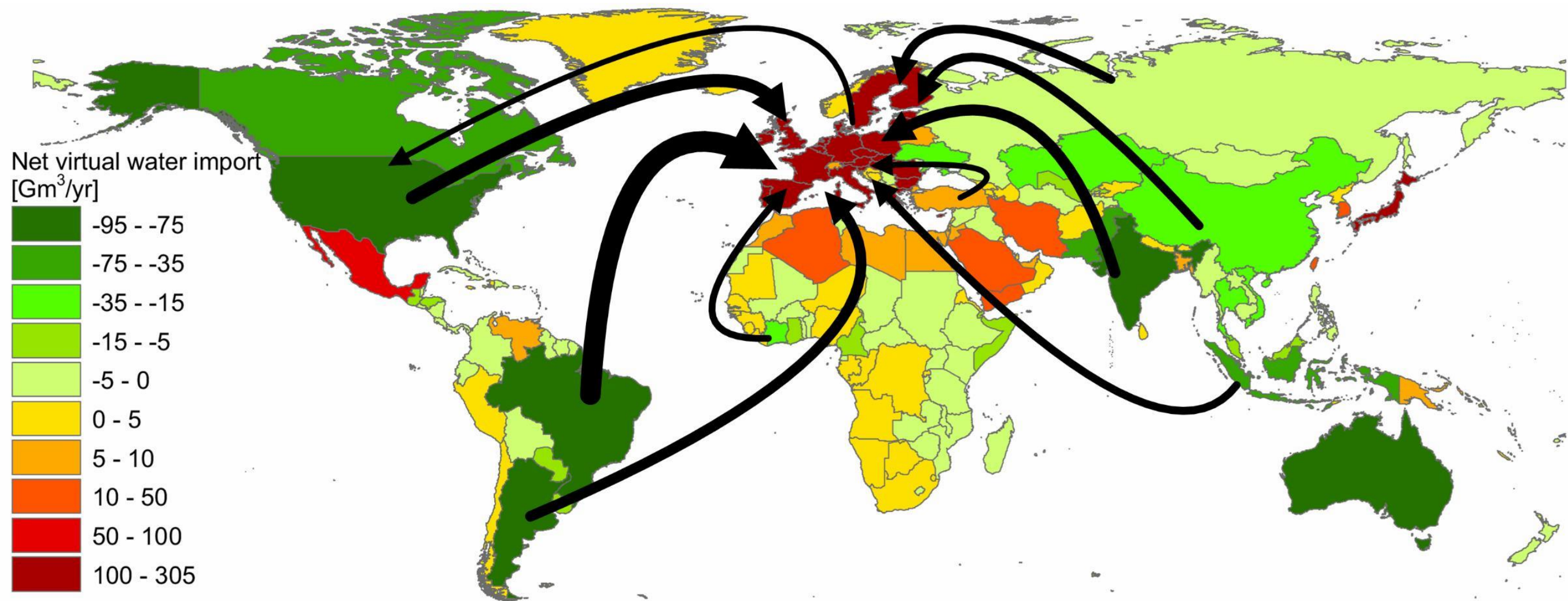


Water footprint of consumption INTERNAL and EXTERNAL



Virtual water imports to Europe

(Millions of cubic meters per year)



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