

# Water Usage – Virtual Water

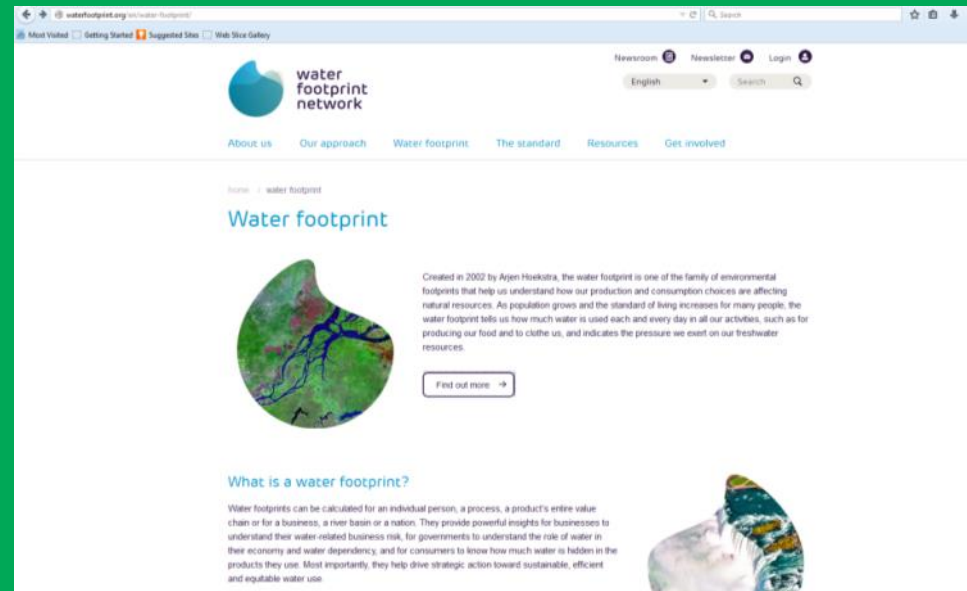
**Virtual Water** – *The amount of water embedded in food or other products needed for its production .*

- The **water footprint** measures the amount of water used to produce each of the goods and services we use.
- It can be **calculated** for an individual person, a process, a product's entire value chain or for a business, a river basin or a nation

**Why is this useful?**

- Virtual Water indicates the **pressure** we exert on our freshwater resources
- This information helps drive **strategic action** toward sustainable, efficient and equitable water use

<http://waterfootprint.org/en/>



The screenshot shows the website for the Water Footprint Network. The page title is "Water footprint". It features a circular graphic of a river basin and a paragraph explaining the concept: "Created in 2002 by Arjen Hoekstra, the water footprint is one of the family of environmental footprints that help us understand how our production and consumption choices are affecting natural resources. As population grows and the standard of living increases for many people, the water footprint tells us how much water is used each and every day in all our activities, such as for producing our food and to clothe us, and indicates the pressure we exert on our freshwater resources." Below the text is a "Find out more" button. At the bottom, there is a section titled "What is a water footprint?" with a small image of a water tap.

# What is the virtual water content of these products? **Guess**



- **1 cup of coffee = 140 litres of water**
- **1 kg of beef = 16,000 litres of water**
- **1 kg of rice = 3,000 litres of water**