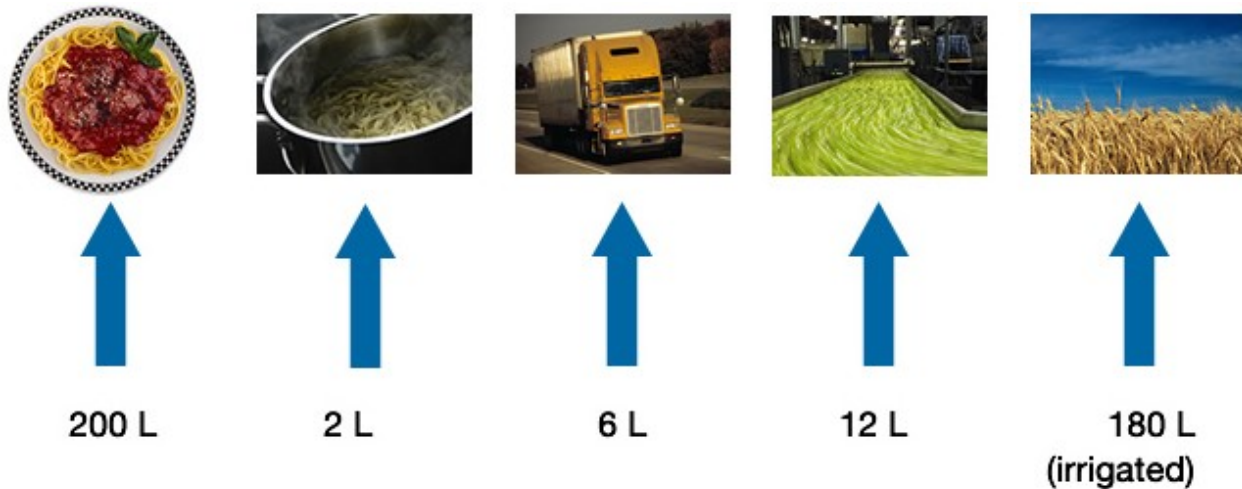


## Water Footprint FAQ

### Q. 1) What is virtual water?

Virtual water is the water used to create the goods and services that we consume and use. The embodied water concept is illustrated in the diagram with a bowl of pasta, which may hypothetically contain 200 litres of virtual water, although only two litres of boiling water is used to produce it at home



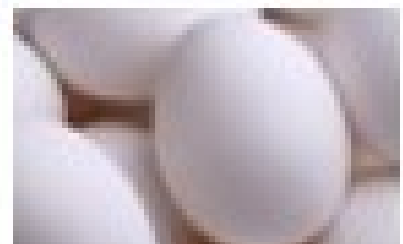
### Q.2) What is virtual water trade?

The water footprint measures the amount of water used to produce each of the goods and services we use. It can be measured for a single process, such as growing rice, for a product, such as a pair of jeans, for the fuel we put in our car, or for an entire multi-national company. Footprint for some of the products is as under:-

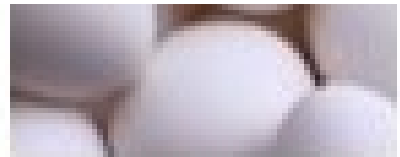


**1 Kg of chocolate consumes about 17,000-24,000l of water which is enough to fill a backyard pool**

**400 gms of eggs consume 1350 l of water which is equivalent to 6 glasses of**



equivalent to 6 glasses of  
water



**1 pair of leather shoes use  
8000l of water..SWITCH  
CHOICES AND SAVE WATER**

**keeping a single 60-watt  
lightbulb lit for 12 hours  
uses as much as 60 liters of  
water**



**30 Percent of domestic  
water consumption goes in  
flushing..Use recycled water  
in your toilets**

#### **Q. 4) Why should I bother about my water footprint?**

Lifestyle choices at the household level can influence water management within the whole economy. For example, our diet choices affect virtual water consumption. Foods which some dieticians recommend eating in moderation have a high virtual water content (eg. dairy products, red meat, sugar). While those that are often recommended for increased consumption (eg. fruit, vegetables, grains, seafood) tend to be lower in virtual water. Indeed, a vegetarian diet has half the virtual water content of a standard meat-rich diet..

### Q. 5) What can consumers do to reduce their footprint?

Consumers can reduce their footprint by adopting more water saving habits like close the tap while brushing, using water efficient toilets, monitoring of water use in your gardens, improvement in the supply chain network of your business which generally contributes to larger water demand etc.

### Q. 6) When is my water footprint sustainable?

As a consumer, your water footprint is sustainable when (a) the total remains below your equal share of the available freshwater resources in the world, and (b) no component of the total water footprint presses at places where or times when local environmental flow requirements are violated.

### Q. 7) Should products get a water label?

Ultimately, we may reach a stage where this is "watersmart" labelling on all household products. In a water conscious environment this will put pressure on producers across the whole production chain to reduce water consumption. "Low water use" products may appear beside "97% fat free" products on the supermarket shelf. In other words, this may be a new step towards water management. A comparison of essential food items in different nations



End of Module  
Thanks for Visiting