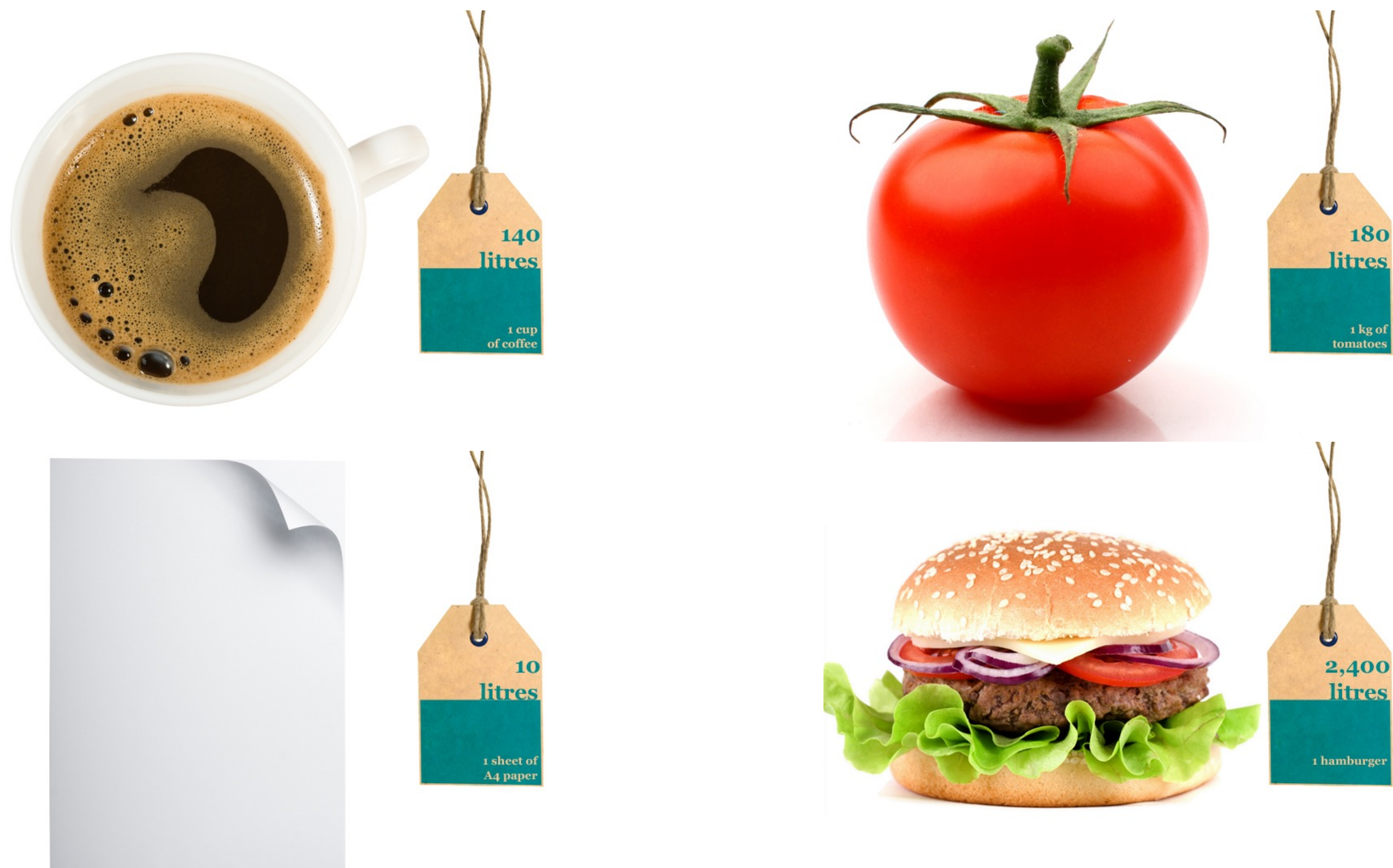


The water footprint: Measuring water use along supply chains

People use lots of water for drinking, cooking and washing, but even more for producing things such as food, paper, cotton clothes, etc.

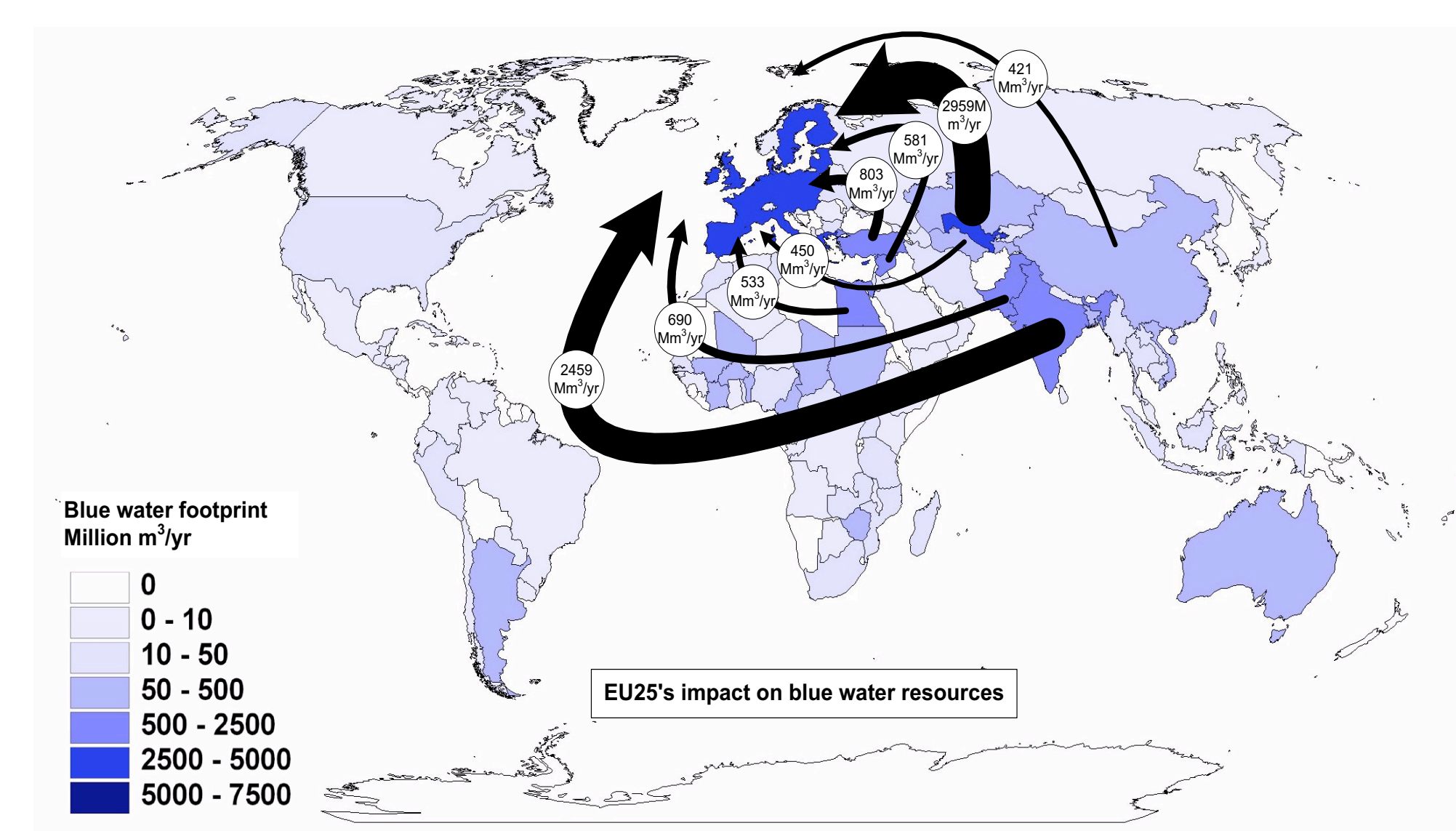


These are global averages and aggregate numbers
[Hoekstra & Chapagain, 2008]

The water footprint is an indicator of water use that looks at both direct and indirect water use of a consumer or producer. The water footprint of an individual, community or business is defined as the total volume of freshwater that is used to produce the goods and services consumed by the individual or community or produced by the business.



Blue water footprint of EU's cotton consumption



[Hoekstra & Chapagain, 2008]