A green-fly problem
Kg of CO₂ equivalent

Carbon cost of a return flight from London to Nairobi
997.5

7000 km
similar to routes:
Shanghai - Hawaii (8000 km)
Chicago - Hawaii (7000 km)

Carbon savings, two-week holiday:

- switch to recycled toilet paper 1.1
- use the same towel* 1.4
- forgo watching two hours of TV a night 2.5
- forgo a bottle of local beer a night 7.0

Sources: “How bad are bananas? The carbon footprint of everything” by Mike Berners-Lee; ICAO; The Economist
*Assuming 6 towels per washing load, line-dried
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WATER FOOTPRINT

HOW MUCH WATER GOES INTO THE PRODUCTS WE USE

- 1608 litres/kg (bread)
- 3178 litres/kg (cheese)
- 17196 litres/kg (chocolate)
- 4325 litres/kg (chicken)
- 1222 litres/kg (corn)
- 132 litres per 125 ml cup (coffee)
- 255 litres per 250 ml glass (milk)
- 109 litres for a 125 ml glass (wine)
- 27 litres per 250 ml glass (coffee)
- 1259 litres per pizza

GLOBAL AVERAGE

WATER USAGE IN EUROPE

IN KM³ PER YEAR

- 61 KM³ (communal use: homes, offices, etc.)
- 204 KM³ (industry)
- 109 KM³ (agriculture)

+7 BILLION global population

60% amount of water in human adult

2.4 BILLION people with no access to clean water

Source: Waterfootprint.org, FAO, UNESCO, UNFPA
YOUR WATER FOOTPRINT...

...is much larger than you think. The amount of water you consume depends not just on the duration of your daily shower or the number of clothes you wash but also on what you eat, the clothes you wear & the fuel you use.

Take a look, calculate your water footprint & reduce it to earn a few extra minutes in the shower.

1,400 litres of water is what goes into a typical morning breakfast.

95 litres is the water used in a 5-minute shower.

T-Shirt + Pair of Jeans 10,000 litres

Freshwater used in each product:

- 1 kg chicken: 4,330 litres
- A dozen bananas: 1,920 litres
- 1 kg sugar: 1,800 litres
- 1 litre milk: 1,000 litres
- 500 ml soft drink: 170-310 litres
- 1 kg rice: 2,500 litres
- 1 kg potatoes: 287 litres
- 1 litre orange juice: 1,020 litres
- 1 kg pumpkin: 353 litres
- 1 kg butter: 940 litres
- 1 kg bread loaf: 1,600 litres
- 100 gm chocolate bar: 1,700 litres
- 1 kg oranges: 560 litres
- Pizza: 1,260 litres

Figures indicate volume of freshwater used in producing each product. Details at waterfootprint.org
BODY WATER

INFOGRAPHICS

HOW MUCH DO YOU REALLY NEED?

3.2 Liters

15 Cups

 BODY
   65% WATER

DRINK MORE WATER

BODY WEIGHT (lbs) / 2

1 = 8 OUNCES

WATER NEEDED PER DAY

÷ 8 =

BRAIN
   75% WATER

LUNGS
   83% WATER

BONES
   31% WATER

KIDNEY
   79% WATER

BLOOD
   90% WATER

SKIN
   64% WATER

BONE
   79% WATER

LIVER
   79% WATER
The values are to be considered liters of water for kg product.
Water Footprint (2008)
By Country

Legend
Countries
Water Footprint (Billion Cubic Meters per Year)
n/a
0 - 55
56 - 166
167 - 271
272 - 987

Data Source: United Nations Environment Programme
Global Environment Outlook Data Portal
<http://geodata.grid.unep.ch>
Total water footprint per capita

Map 1

Total water footprint (m³/inhab/year)

- 550 - 750
- >1 200 - 1 385
- >1 385 - 1 500
- >2 000 - 2 500
- >2 500 - 3 000
- >1 000 - 1 200
- >1 500 - 2 000
- >3 000

Source:
GLOBAL WATER FOOTPRINT

WATER FOOTPRINT

The amount of fresh water used to produce the goods and services we consume including:

- Growing
- Harvesting
- Packaging
- Shipping

The average American lifestyle requires about 2,000 gallons of water every day.

That's twice the global average.

Freshwater consumption worldwide has more than doubled since World War II and is expected to rise another 25% by 2030.

The global water footprint for all humans from 1996-2005 was 90,877 billion cubic meters of water each year.
Growing crops: water footprints and global production

Data reference:

Designed by: BESTFOOTFORWARD - The Sustainability Consultants