



Presentation from
**2015 World Water
Week in Stockholm**

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water
footprint
network

fair & smart use
of the world's
fresh water

Driving Sustainable Development through Water Footprint Assessment

Implementing SDG's in the Post-2015 Development Agenda

Stockholm World Water Week

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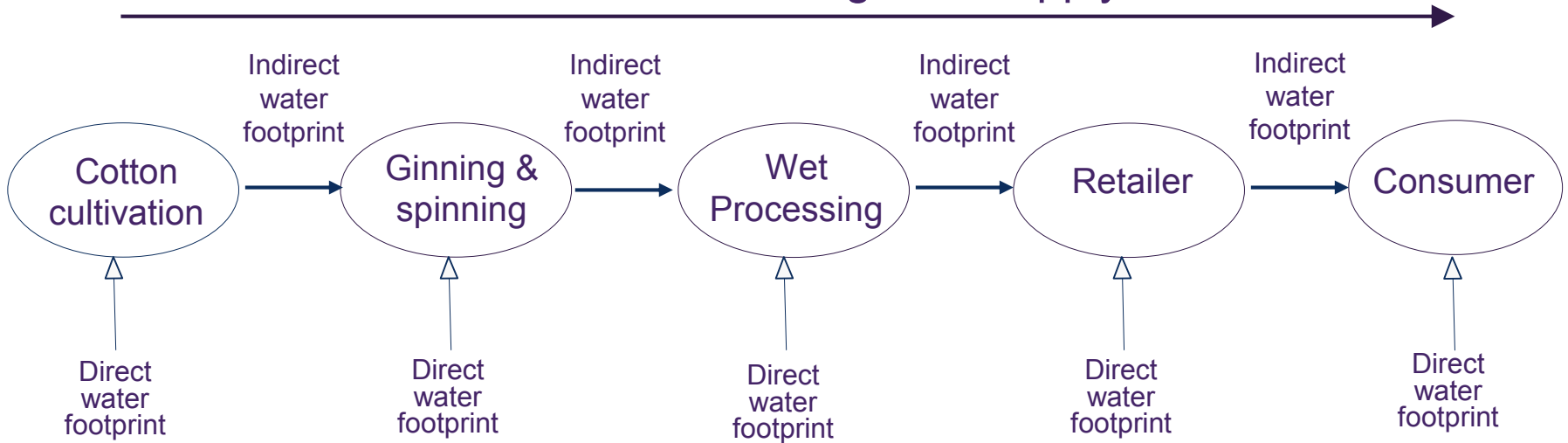


Water footprint: an indicator of the pressure people put on water resources

- Water footprint is a measurement of *water quantity*: **volume of water consumed** or *water quality*: **assimilation capacity used**.
- The water footprint occurs in a specific location and at a specific time.
- The water footprint can be measured for both **both direct & indirect** water use, linking producers and consumers throughout the value chain.
- A water footprint can be calculated for **productive processes** such as for **agriculture, industry or domestic uses**, or a **geographic area** such as a **river basin, nation or the whole world**.



Virtual water flow through the supply chain

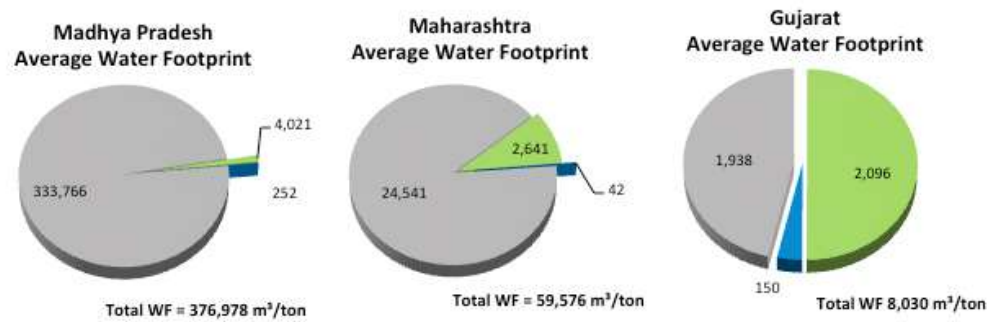


Water footprint of cotton farming: three states, three practices

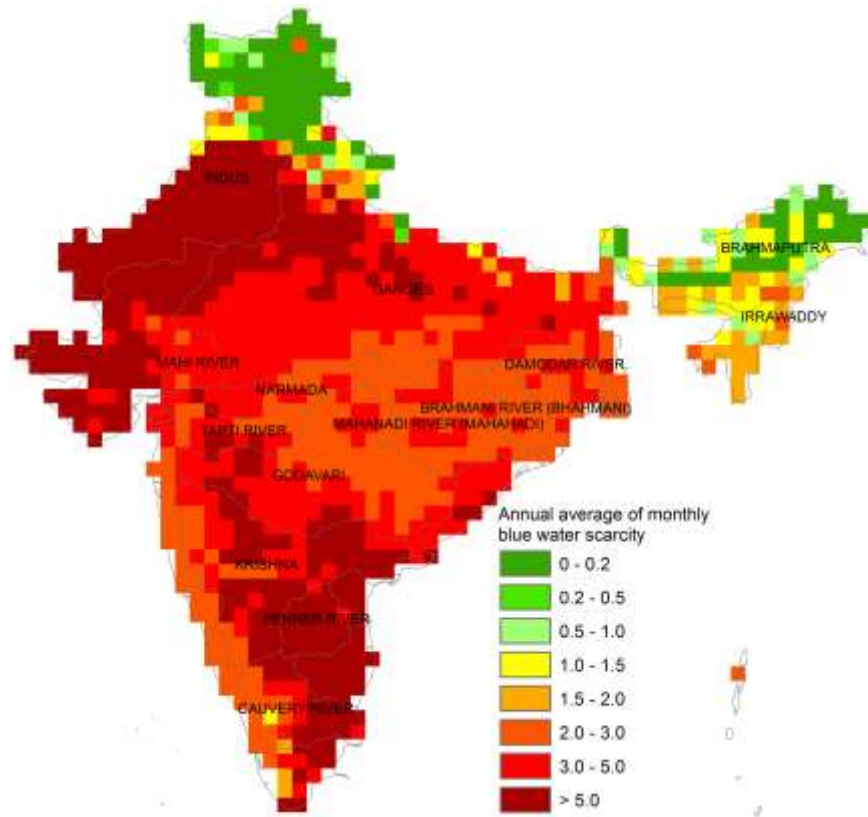
High yield was possible with a **moderate water footprint**

Grey water footprint – **pollution from pesticides** – was as much as **50 times** larger on some conventional farms than those in Gujarat and **1900 times** larger than organic farms per ton of cotton

Less than **10% of the consumptive water footprint was blue water**; optimizing the use of green water will further reduce pressure on water resources



Safaya et al., 2015



Annual average of monthly blue water scarcity in India (Hoekstra and Mekonnen, 2015)

Environmental Sustainability

Maximum Sustainable Limits

Water footprint allocation amongst all users
What is the cumulative impact of water use?

Social Sustainability

Equitable Allocation

Water footprint allocation between users/ consumers
Who is using water/ consuming products?

Economic Sustainability

Resource Efficient Benchmarks

Water footprint allocation for specific users
How efficiently is water being used?

Thank you



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