

Water Footprint & Sustainability Assessment

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Executive Director / Water Footprint Network

CEO Water Mandate Meeting

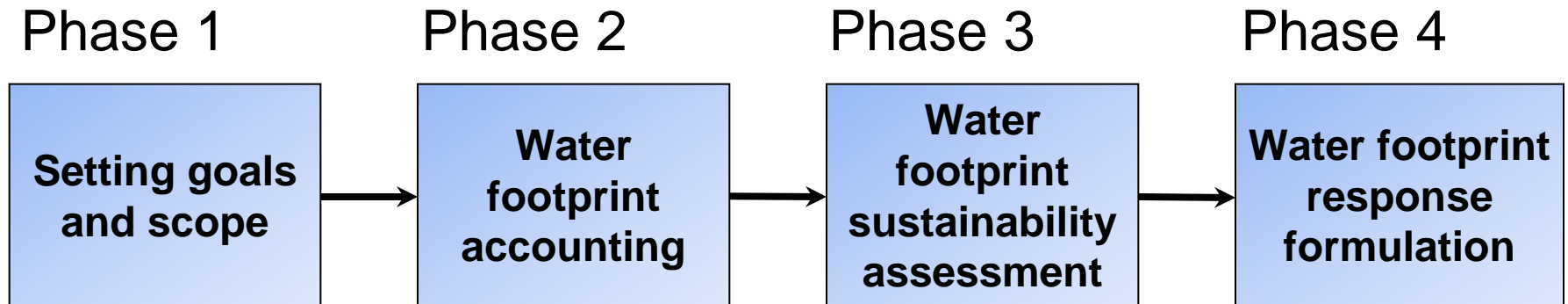
Mumbai, 6 March 2013



Water Footprint
NETWORK

www.waterfootprint.org

Water footprint assessment



[Hoekstra et al., 2011]



Sustainability assessment

Efficient: Can the water footprint be avoided or reduced with reasonable effort?

- *Is water being used as efficiently as possible? Does it meet or exceed benchmarks?*

Equitable: Is the water being used for the highest and best purpose to meet broad social, environmental and economic goals?

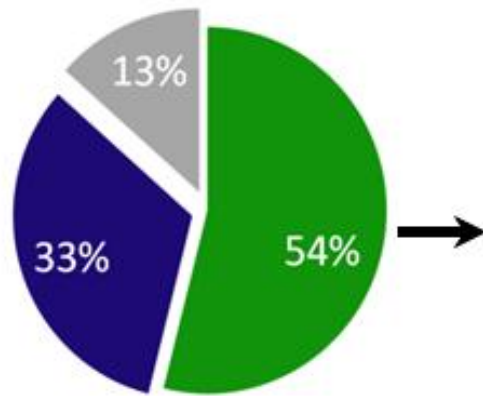
- *Is water being allocated to meet human and ecosystem needs in a fair way?*

Sustainable: Does the water footprint violate sustainability criteria?

- *Is the water footprint located in a hotspot? Are environmental flows and water pollution levels being violated?*



Water footprint of cotton – global average



10000 litres water



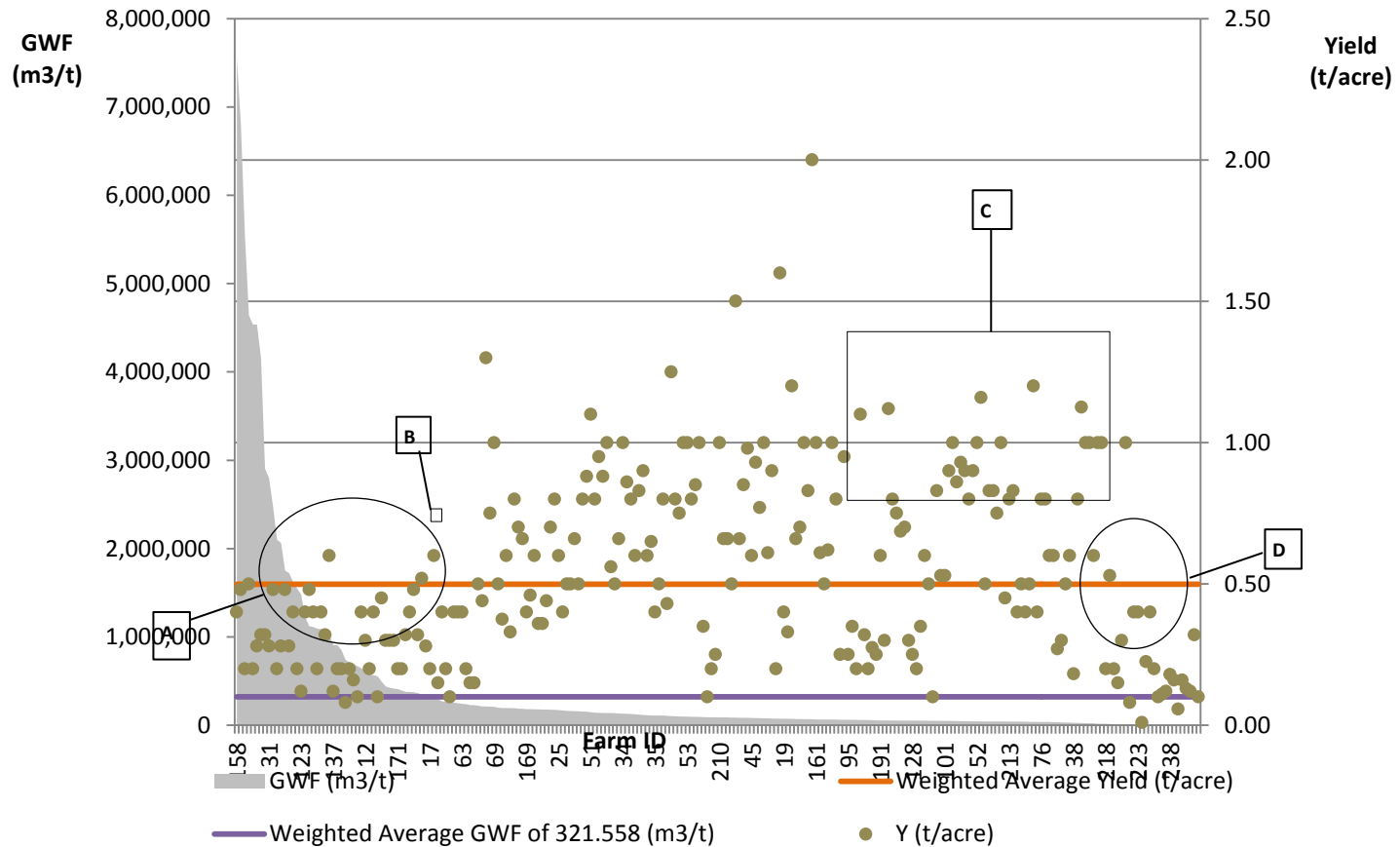
1 kg cotton



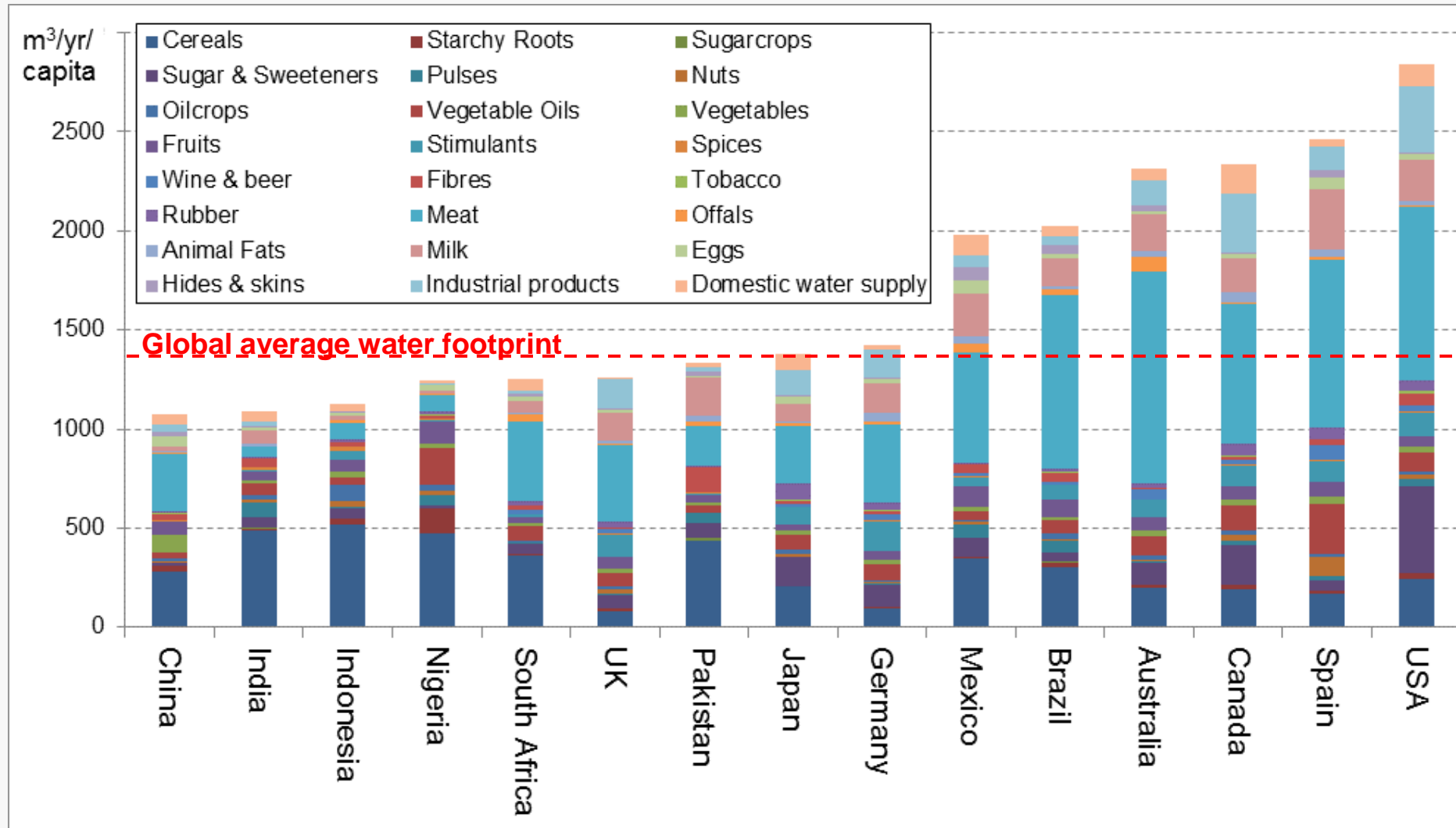
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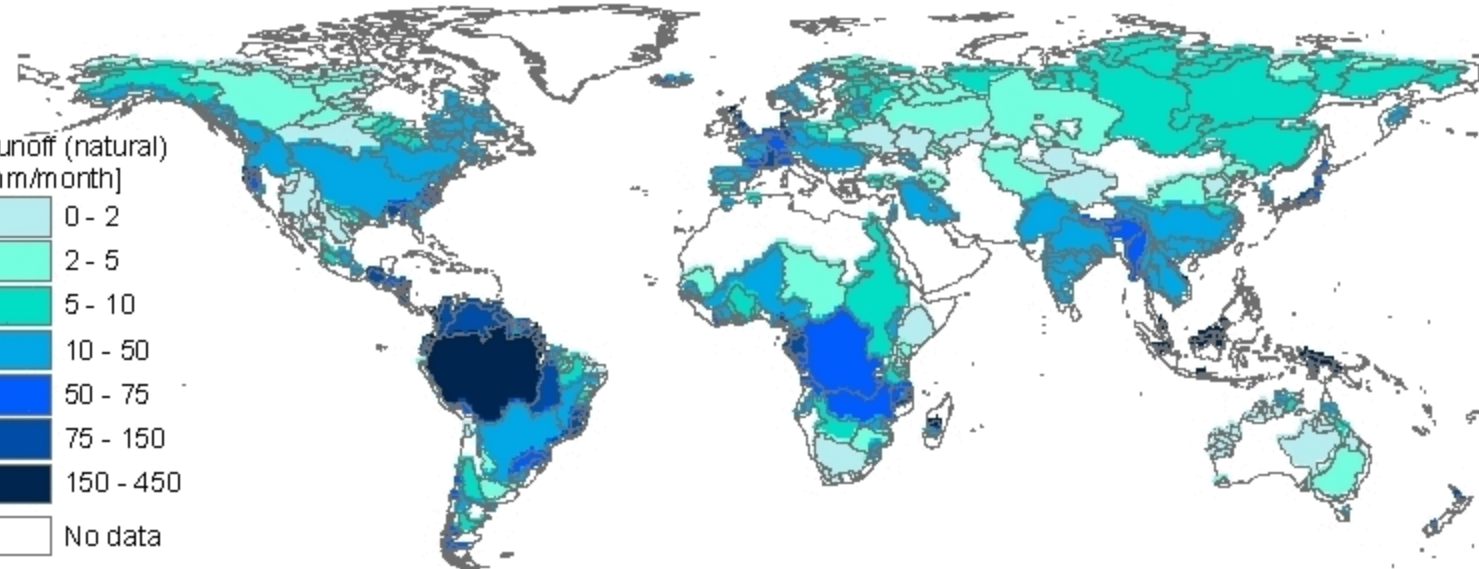
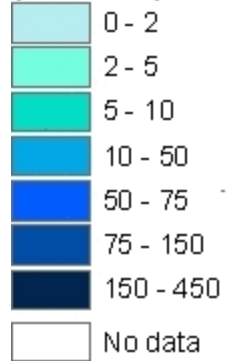
Grey water footprint: farm level



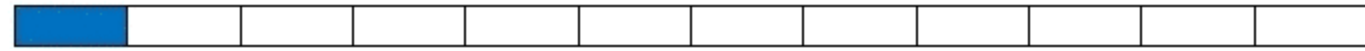
Water footprint of national consumption



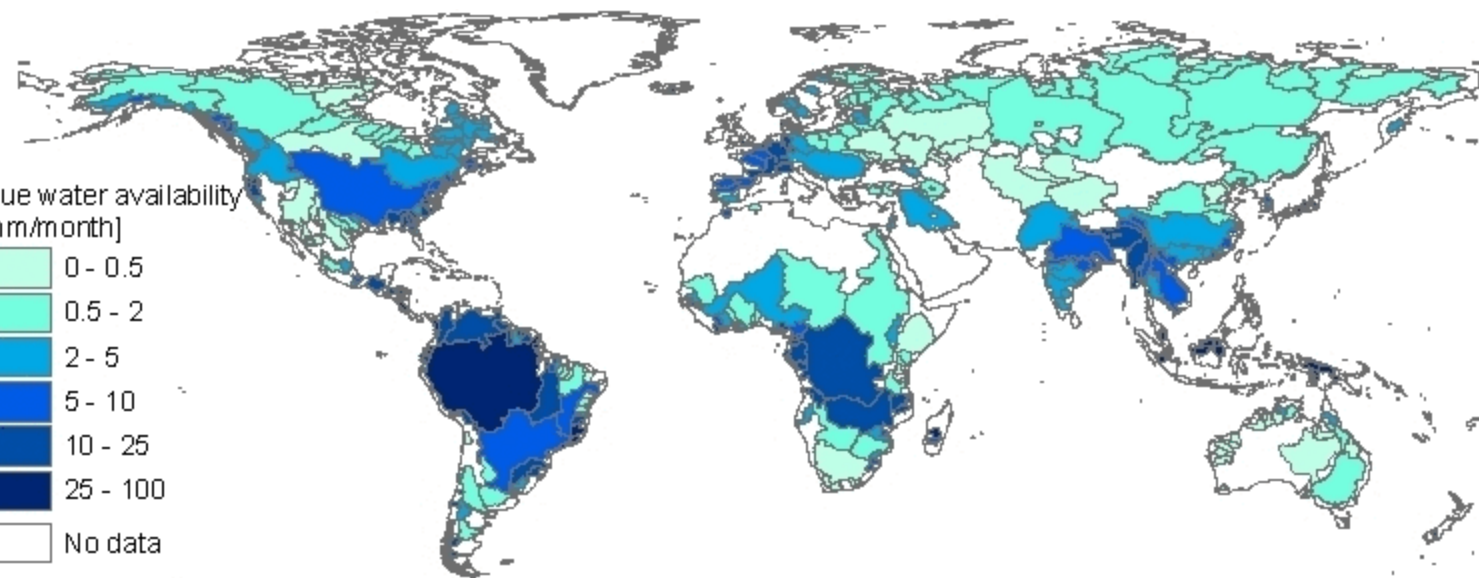
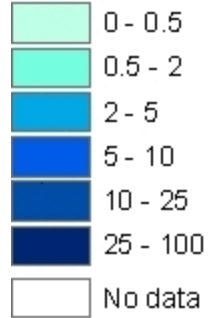
Runoff (natural)
[mm/month]



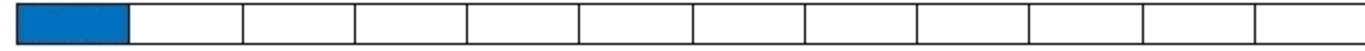
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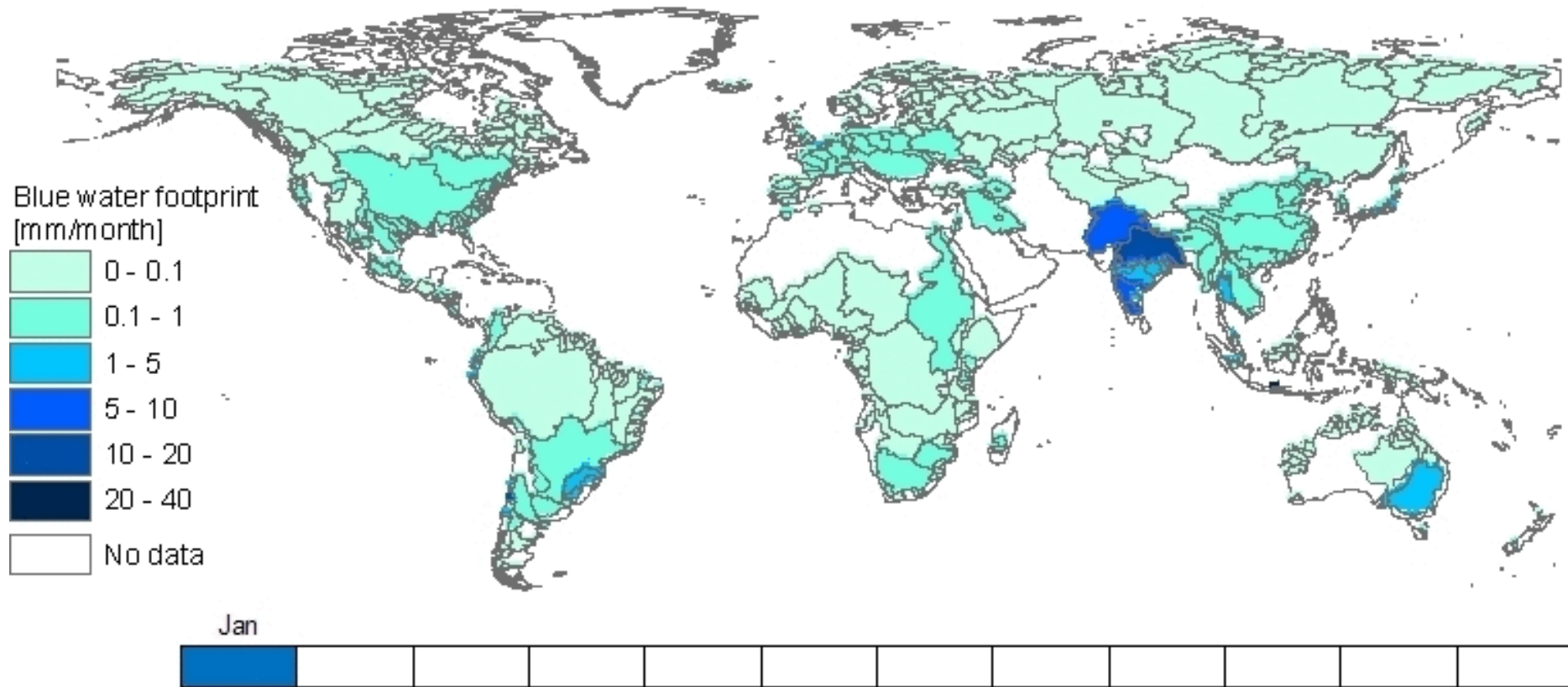
Blue water availability
[mm/month]



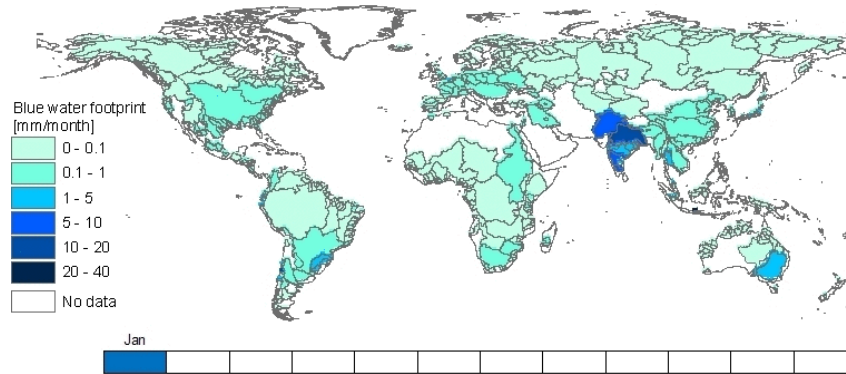
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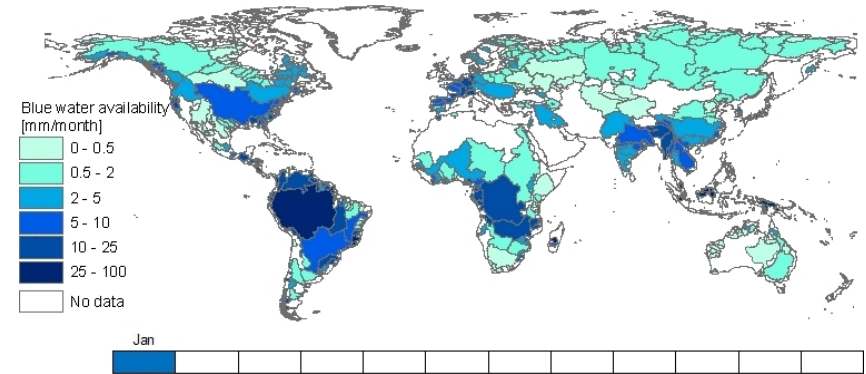
Monthly blue water footprint per river basin



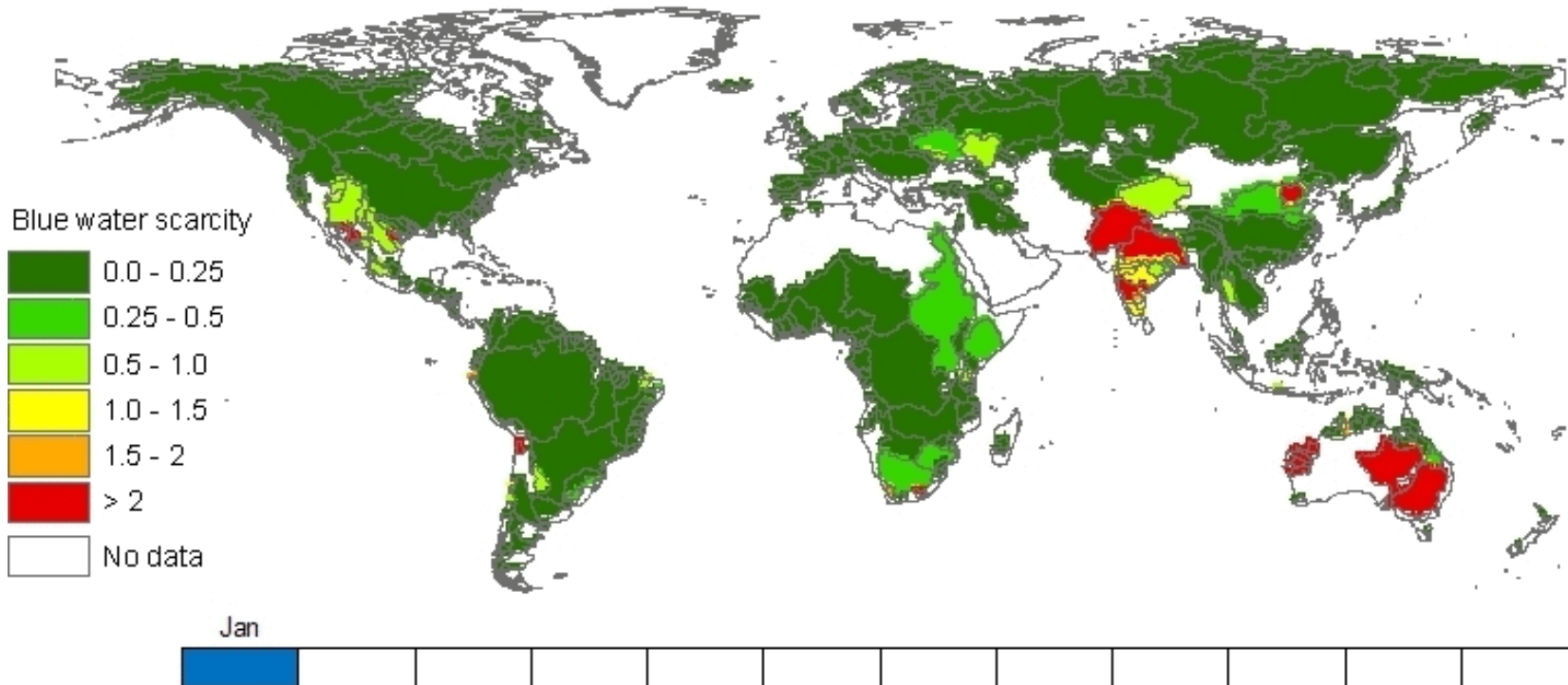
Blue water footprint



Blue water availability



Blue water scarcity



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