

WATER FOOTPRINT

Virtual water embedded in products

→ For the full poster featuring many more products and in-depth information, visit: www.virtualwater.eu

ONE DROP (shown in the illustrations) is equivalent to 50 litres of virtual water (production-site definition). All figures shown on this poster are based on **exemplary calculations** and may vary depending on the origin and production process of the product.

The **water footprint** of a product (a commodity, good or service) is the **volume of freshwater used to produce the product**, measured at the place where the product was actually made. It refers to the amount of the water used in the various steps of the production chain.

DATA: Hoekstra, A.Y.; Chapagain, A.K. (2008) *Globalization of water: Sharing the planet's freshwater resources* Blackwell Publishing, Oxford, UK www.waterfootprint.org
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