

Individual actions

Did you know ? The average person in Europe uses 144 L of tap water per day...

Impact on...
 the quality of water
 the quantity of water

% Water distribution in the home (France)

Restrictions

Be aware of water restrictions in times of drought and comply with them.

DIY

Dispose of any chemical products (paint, oil, varnish, etc.) at the local waste collection centre.

Car

Wash your car at a car wash that uses a closed-loop water reclaim system. For short journeys, use public transport or a bike.

6%

Garden

Water the garden very early in the morning or the evening. Install a drip system. Set up a rainwater collection system. Mulch the soil to prevent evaporation, and don't over-mow to keep the soil alive. Avoid using phytosanitary products to preserve soil and our rivers.

Rubbish bin

Make sure you dispose of cotton wool, animal litter, cigarette butts and hygiene products properly ! Reduce packaging to preserve our soil and rivers.

Washing machine & dishwasher

Load them to the max and use 'eco' mode. Choose non-toxic, biodegradable cleaning products.

22%

In the home

Use environmentally friendly products (read labels carefully : essential oils are far from environmentally friendly !)

Medication

Take expired medication back to the pharmacy. Don't dispose of it in the wastewater system.

Showers

39%

Take a quick shower and use water-saving devices (e.g. aerator showerheads).

WCs

20%

Install a dual-flush toilet and reduce the number of flushes, or switch to a dry toilet ! Placing a full bottle of water in the cistern also reduces the volume of water used for flushing.

Kitchen

Use the dishwasher or a bowl. Water used to wash vegetables can be reused to water plants.

7%

Around the house

Find and repair all leaks !

6%

... and a total of 4,815 L of water for daily use.

Water 'hidden' in everyday products

For 1 kg

Source : Water Footprint Network



Main elements of the water footprint

- Green water : rainwater that is absorbed, infiltrated or evaporated
- Blue water : abstracted water that is absorbed, infiltrated, evaporated or transferred
- Grey water : water needed to dilute pollutants

Food

- Quantity** Eat less meat, especially from industrially farmed animals. Limit consumption of dairy products, chocolate, almonds and coffee.
- Quality** Buy products grown without the use of pesticides to limit soil and water pollution.
- Wastage** One third of the food produced on Earth doesn't make it to our plates... That's a lot of impact for nothing !

Climate

Reduce your carbon footprint (transport, home, food, consumption) to limit disruption to the water cycle.

Clothes

Textile manufacturing consumes a lot of water and pollutes. Avoid buying new clothes, opt for second-hand items and choose linen.

Digital devices

Manufacturing digital equipment pollutes water. We need to make them last, limit the quantity produced, reduce their size... and repair them ! Data centres require water for cooling, so be environmentally responsible when surfing the web.

Energy

Energy production requires a lot of water for cooling. Avoid excessive heating and air-conditioning, and always maintain appliances.

Consumption

Buy environmentally certified goods from countries with strict environmental standards !

Transports

Road and sea transport pollutes our water. We need to change the way we travel and shop.

Think 5 Rs ! Refuse, Reduce, Reuse, Repurpose, Recycle.