

2 The water footprint

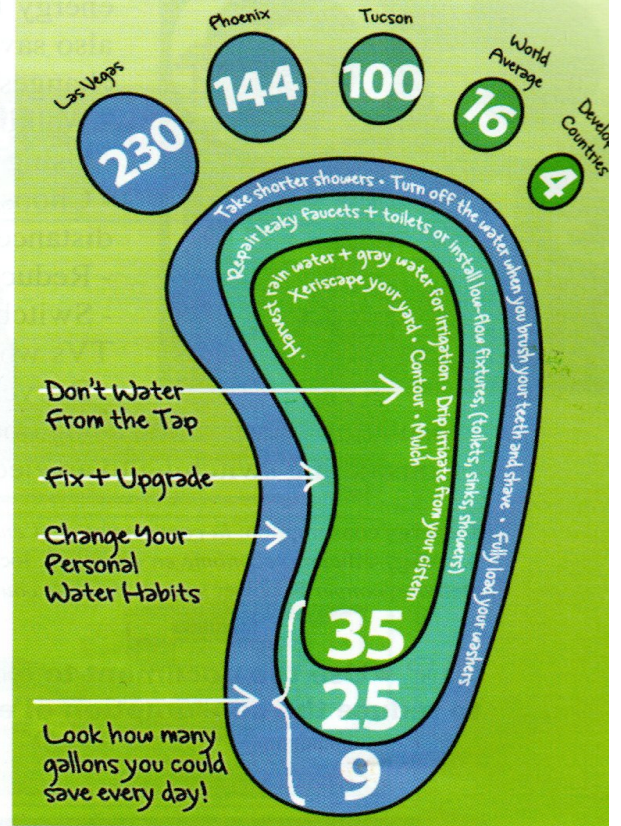
We live on a planet covered by water, but more than 97 percent is salty, and nearly 2 percent is locked up¹ in snow and ice. That leaves less than one percent to grow our crops², cool our power plants³, and supply drinking and bathing water⁴ for households⁵. The water footprint of a consumer is the sum of direct and indirect fresh water⁶ used by the consumer. The direct water use is the water used at home. The indirect water use relates to the total volume of fresh water that is used to produce the goods (foods, drinks, etc.) and services (e.g. tap water) consumed by the consumer.

The global average Water Footprint is 1240 m³ (cubic metres) of water per person per year. The Chinese average is 700 m³ water / person / year – one of the smallest in the world – while the United States's 2480 m³ water / person / year is the largest in the world. The water footprint of the UK is 1695 m³ water/person/year.

1. blocked up: *bloquée dans*
2. grow our crops: *faire pousser nos récoltes*
3. cool our power plants: *refroidir nos centrales électriques*
4. drinking water: *eau potable*
5. household: *foyer*
6. fresh water: *eau douce*

Shrink Your Water Footprint

All numbers are measured in gallons of water used per person per day.



HIGHEST RENEWABLE WATER RESOURCES



Language Bank

Sentence patterns: In my opinion / I think / I'd say that ... • It takes more water to produce ... than to produce ... • Producing ... takes more water than producing ... • You need more water to ... than to ... • It doesn't take as much water to produce ... as to produce ... • It takes less water ... • To reduce your water footprint you can / should / must buy / wear / eat / drink ... instead of ... • By buying / wearing / eating / drinking ... you can reduce ...

Words & collocation: feed a cow / a pig • grow potatoes / fruit / cotton **Food:** meat • fish • vegetables • bread • ice-cream • fruit • cake • cheese • chocolate **Drinks:** milk / Coke • wine / beer • tea / coffee • tap water / mineral water **Clothes:** cotton / synthetic fibres • wool • plastic / leather