



# virtual water

## and water waste

**PUPIL BROCHURE**  
**1<sup>st</sup> GRADE SECONDARY SCHOOLS**

it is time to

## "turn off the taps!"

The distribution of water is uneven across the planet; in fact, **60% of accessible fresh water is concentrated in nine countries:** Brazil, Russia, China, Canada, Indonesia, USA, India, Colombia, Zaire. **Affordable fresh water is a renewable but limited commodity.** If, as is predicted, consumption doubles in the next 35-40 years, taps will run dry.

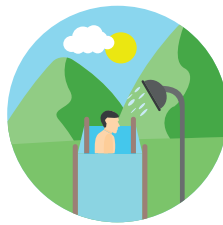


### do you know that...

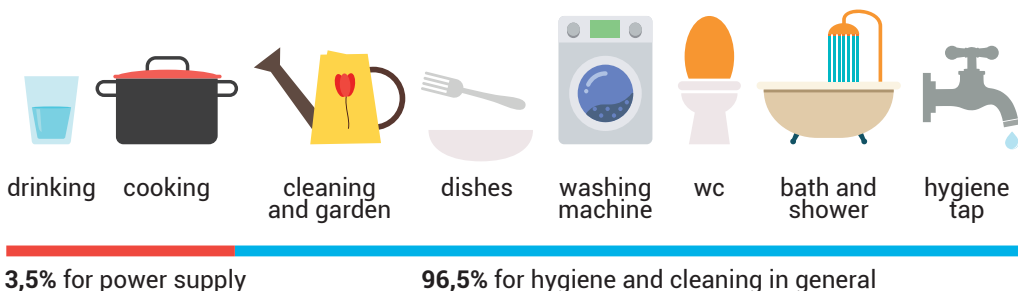
About 1.8 billion people worldwide, which means about 30 times those living in Italy, use contaminated water sources.

← x30

# watchword: don't waste it



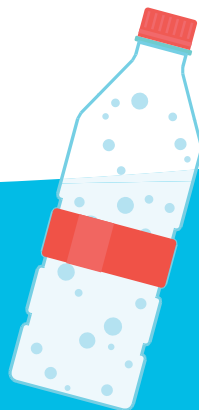
**Only a small part of the water we personally consume every day is used for food purposes.** Do you have any idea how much water we consume, on average, for daily routine activities?



## do you know that...

"Packaging" means that which serves to transport, protect and preserve a product during its journey from the place of production to its point of sale, and to the place of consumption, where the product is unwrapped and the packaging placed in the waste collection circuit.

**Italy is one of the countries with the highest consumption of bottled water:** we consume around 210 litres per person each year. Considering that a 1.5 litre bottle weighs between 35 and 40 g, each of us produces a good 5 kg of plastic!



# some figures

## IN THE KITCHEN

- **washing dishes by hand:**  
10 to 12 litres per wash
- **using the dishwasher:**  
25 to 40 litres per wash



## IN THE BATHROOM



- **flushing the toilet**
  - 10 to 12 litres per drain with traditional cisterns
  - 3 to 6 litres per drain in the case of double-button flush
- **washing hands:** 2 litres
- **brushing teeth:** 7.5 litres
- **showering:** 30 to 60 litres
- **bathing:** 60 to 120 litres
- **doing laundry in the washing machine:** 30 to 80 litres

## IN THE GARDEN

- **washing the car:**  
150 to 200 litres
- **watering the garden:**  
15 to 20 litres per m<sup>2</sup>.\*



\*Data source: Arpa Emilia Romagna

# 5 good reasons to drink tap water

We have seen the natural water cycle and how man intervenes in this cycle to be able to have drinking water directly in his own home. Despite the countless statutory monitoring and controlling interventions on the entire water network, up to the distribution point, that guarantee its potability and goodness, **many Italians prefer to consume bottled water**. The latter, besides being **controlled only up to bottling**, is much more **expensive and extremely polluting**.

## COST EFFECTIVE

A family of four drinking 1.5l of water per person per day, by drinking tap water saves more than EUR 700 per year.

## CONVENIENT

Available directly at home, without the hassle of transporting unnecessary bottles.



## GOOD

Distributed water is good for health thanks to its organoelectric principles. And if you don't like the smell of chlorine, leave the water in the jug for a while and it will evaporate!

## SAFE

Tap water has stricter limits on undesirable substances than bottled mineral water: more than 1.722 analysis a day and 99.9% of the results comply with legal limits. You can trust me!

## ECO FRIENDLY

Bottled mineral water burdens the environment from bottling to distribution, from purchase to disposal. Only 1/3 is recycled and only 15% travels by rail. Drinking tap water is good for the environment!



# the water **we are consuming** unconsciously

The fact that water is an increasingly valuable commodity is now common knowledge, but understanding how this resource is used is not easy. For this reason, an indicator has been devised that counts water consumption in relation to both the water that comes out of the taps for everyday use, and the water used for the production of food and products... because **we do not really know how much water we are consuming!**

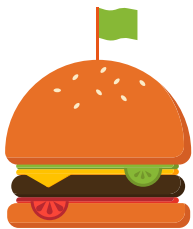
This indicator is called **water footprint** and is used to calculate the volume of fresh water used to produce goods and services in a year.



Water for individual use: drinking, cooking, washing...



Water used to produce our goods: clothes, objects, etc.



**2,400**  
litres of water for a  
**burger**



**2,700**  
litres of water for one  
**T-shirt**



**200**  
litres of water for  
**1 kg paper**

# water footprint and food

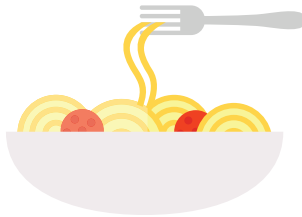


Each single foodstuff requires a different amount of water for its production. Let's look at some examples...



**1,150**

litres of water for one  
**pizza**



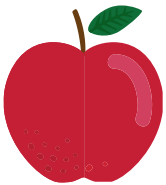
**780**

litres of water for a  
**pack of pasta**



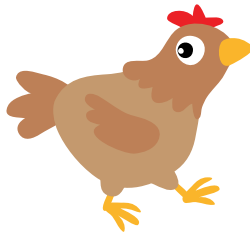
**185**

litres of water for a  
**bag of chips**



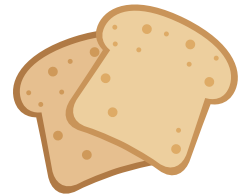
**70**

litres of water for one  
**apple**



**1,170**

litres of water for a  
**chicken breast**



**40**

litres of water for one  
**slice of bread**

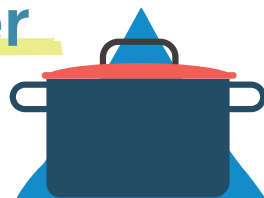
# rules for a more conscious use of water



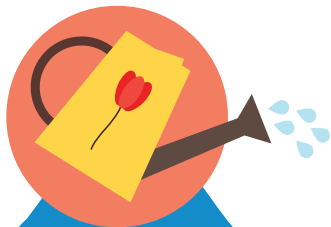
**Do not use running water for washing dishes and vegetables, but only for rinsing.**



**For personal hygiene prefer showering, as an alternative to the bathtub**



**Put the lid on to boil the water. It also saves time**



**Water used to clean fruit and vegetables can be reused for watering plants and flowers**



**Do not waste food: any food that we do not eat also leads to a waste of the water used for producing it**



**Do not run the water continuously during tooth brushing or showering.**

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