



virtual water

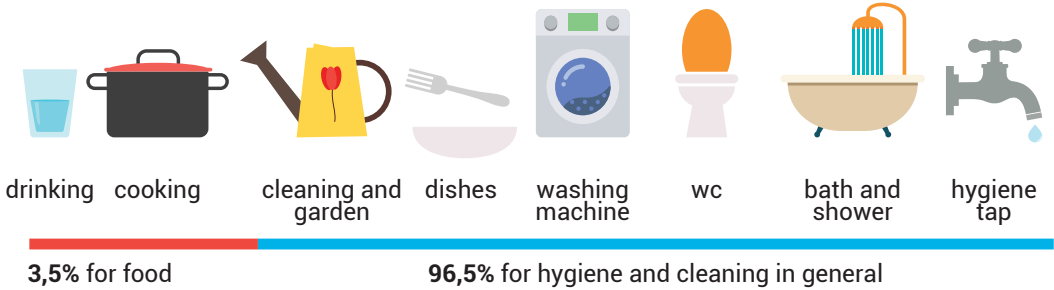
and water waste

**PUPIL BROCHURE
PRIMARY SCHOOLS**

watchword: don't waste it



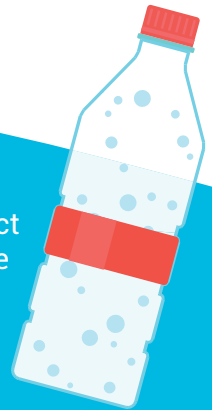
Only a small part of the water we personally consume every day is used for food purposes. Do you have any idea how much water we consume, on average, for daily routine activities?



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.

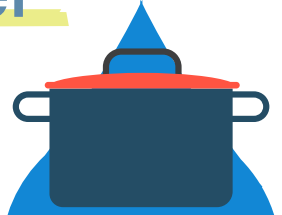
Italy is one of the countries with the highest consumption of bottled water: we consume around 210 litres per person each year. Considering that a 1.5 litre bottle weighs between 35 and 40 g, each of us produces a good 5 kg of plastic!



rules for a more conscious use of water



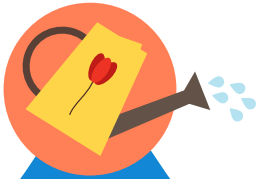
Do not use running water for washing dishes and vegetables, but only for rinsing.



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



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



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



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



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

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 m².*



*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, which 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 organoleptic 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 and 99.9% of the results comply with legal limits. You can trust me!

ECO FRIENDLY

Too many plastic bottles are sold! Drinking tap water is good for the environment!



the water **we consume** unconsciously

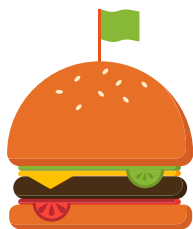
The fact that water is an increasingly valuable commodity is now common knowledge, but understanding how this resource is used is not easy. For this reason, an **indicator** has been devised **that counts water consumption** in relation to both the water that comes out of the taps for everyday use, and 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, ob-
jects, 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

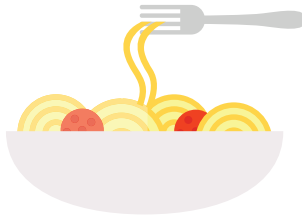
water footprint and food



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



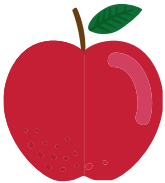
1,150
litres of water for one
pizza



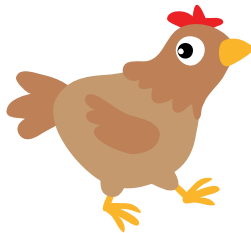
780
litres of water for a
pack of pasta



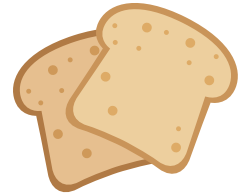
185
litres of water for a
bag of chips



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

school:

zero waste!

- **In the canteen do not waste food**, ask for a smaller portion if you are not so hungry or ask to take leftovers home in a container.
- **Report teachers and managers if you notice leaks from the tap** in the bathroom.
- **Bruised or blemished fruit is good** and can be safely eaten.
Simply remove the black part!
- **Do not bring plastic bottles to school**: use a water bottle and fill it with tap water. Ask Mum and Dad it for Christmas or birthday ;)



22 MARCH: WORLD WATER DAY!

The anniversary was established in 1992 by the United Nations (UN) to raise awareness among citizens and institutions about the importance of the earth's most precious natural resource.



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