Water Footprint Calculator as an Educational Tool: Lessons and Prospects

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一個為了促進公眾認識水足跡的概念而研發的創新手機 應用軟件。

What is my personal dietary Water Footprint?

In general, over half of an individual's Water Footprint comes from food consumption. This Calculator provides an overview of your personal dietary Water Footprint, based on food type and the amount consumed.

START

Mobile version is available at



200,000+ views & downloads

- Personal level:
 - "So, what's next?"
 - Beyond the "shock value": How?
- Research perspective:
 How to assess the impact of this tool?
 In what ways can we make it a better tool?

Only 4% of an individual's Water Footprint is related to direct water use



AN INDIVIDUAL'S WATER FOOTPRINT **5,496** litres

Indirect water use is 24 times direct water use







How much water is needed to produce...



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Water Footprint Calculator

- An innovative educational tool
- Localizing the "Water Footprint" concept
- First-of-its kind, evidence-based campaign in Hong Kong

Local people's eating habits

Impacts on water bodies in origins of imported food items





























Water Footprint Calculator

- Formal education
 - Well-considered pedagogical approach
 - Well-supported by research & data
- Public education

 Ad hoc approach
 By "trial & error"



"Water Wise Campus" Campaign



"Be Water Wise, Waste No Food"





即是每天大約有48億公升的間接用%被白白浪費 It is equivalent to wasting 4.8 billion litres of indirect water use a day

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