

Water Footprint: A Common Language for Water Sustainability?

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Water sustainability, in terms of water consumed and wastewater effluent released, is a key challenge for the long-term viability and growth of the economic and social activities that depend on a clean and reliable water supply in production locations. To address these challenges, water footprint can establish a common language across all stakeholders, including government and communities, in order to link three levels: producers (e.g. manufacturers, SMEs and farmers), buyers and consumers. However, the term, at the same time, is not easy to comprehend, particularly by non-technical audience as a result of complex and too technical definitions. This creates missed opportunities and avoidance of the use of the term amongst policy makers. Dr. Ercin will talk how these challenges can be converted to opportunities in reaching out various stakeholders in water sustainability.