

Water Footprint Calculator as an Educational Tool: Lessons and Prospects

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The JC-WISE project is the first major public education project in Hong Kong that centres around the notion of water sustainability. The project has developed a Water Footprint Calculator, adapted to the local context and purposefully designed to help popularise the innovative but abstract concept. Water Footprint, as an indicator, is a useful notion in revealing for us the complex and invisible relationships between our dietary habits and distant freshwater resources. I will present a systematic review of the effectiveness of utilising the Water Footprint Calculator as an educational tool to help raise the levels of awareness of the importance of freshwater conservation and water sustainability. I will conclude by highlighting some major lessons which we have learned from making use of such a tool in educating the local population on a global sustainability agenda issue.