

## **The Title:** Water Footprint Contest

### **The problem:**

As we all know, nowadays people normally don't think too much about their water consumption. They just use the water when they need it and sometimes even when they don't. Fortunately there are some people who spend some time of their lives to think about the quantity of water they consume and about practical solutions to reduce this use. But if we stop and dip a little bit more into the problem of water consumption we will notice that there is INDIRECT consumption of it, in other words, we don't only consume water when we take a shower or wash our hands but we also consume this precious resource indirectly through the meat we eat, the cups we buy, the beautiful jacket we own. If we look into our houses, almost everything we have there were manufactured before we buy it and the production process require the use of water, in some cases more than in others but for sure there were a big consumption during the production of that product.

In sum, I consider that it is important to aware people not only about their direct consumption of water but also about their indirect consumption, in order to archive more efficient preserving of this important recourse to all of us.

### **The solution:**

In order to solve the problem of indirect water consumption I purpose as a solution the implement of the project named Water footprint. Water footprint is a project those main target group is school children. The reason to involve the education area is because the children are the future and through them we can reach more people because children are as an open sketchbook ready to be written, in other words children are ready to learn and then they are capable of influence the adults' thinking. This project will be divided in two big parts: workshops and competition. Workshops will be very important phase where children and their parents or other relatives will be taught about the concept of Water Footprint which involves our direct and indirect consumption of water. Then they will learn how to calculate it and how to reduce it. After that, there will be a competition whose main purpose is to incentive the reduction of the Water footprint. It will consist in reducing the water footprint of each child's family. There will be family teams formed by, for example, a child and his father. In order to make this competition longer and more efficient there will be different phases and each team will compete with other teams from the same school and after that with teams from other schools. After each phase of the competition there will be a prize for those who reduced more their family water footprint. The prizes will consist of voucher for the supermarket or tickets for the theater or the cinema and others.

There are some ways to avoid cheating when it comes to calculating the water footprint of each family. First of all, and most important are the children because when it comes to these kinds of competition where they learn something important and useful they are more likely to be sincere. Also, there can be a commission that can inspect the solutions of each family.

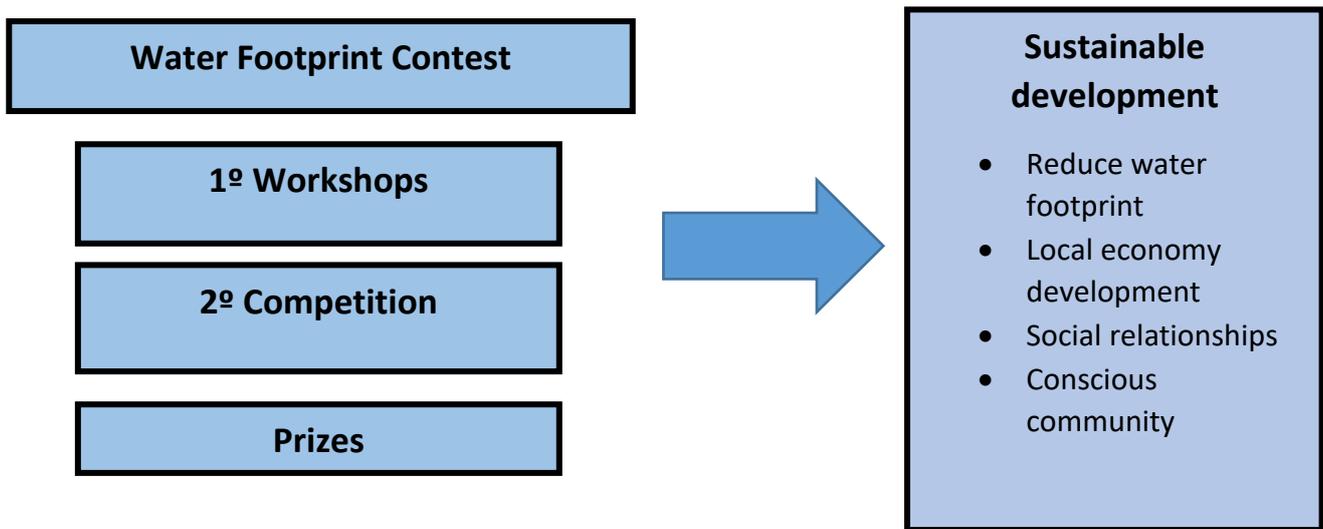
### **Application:**

This idea can be implemented in Sabadell because this is the city that is looking for promotion of sustainable water consumption with special focus on educational programs. To develop this idea in this city it will be necessary the involving of the city council, all schools and also some sponsors that will give the prizes. The sponsors will be in advantage because giving a few prizes will provide them a good publicity and more people will go to their places, for example, a shop, or a supermarket or some other place with fun activities for families.

This project will provide not only the reducing of water footprints but it will also help the local economy, the interaction between family members and citizens and it will rise more sustainable and conscious community.

**Transferability to a city/ a community:**

This idea could be transferred to every place in the world because everybody need to understand well the real consumption of water. In particular, I choose Cape Town, South Africa because this country have been suffering from water scarcity and the population need to understand their role in fighting this problem and how they can do this in their home.



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