

More about calculating your water footprint

It's easy to impact the amount of water you consume by making different everyday choices like shortening the amount of time you spend in the shower. But it's also important to understand the hidden consumption that comes from how the things you consume and use are produced. For example it can take up to 200 liters of water to produce just one glass of orange juice, and most of that water is used outside of Finland¹.

Finland is lucky to have a lot of natural water resources shared by a relatively small population, so we're used to using water without giving it too much thought. Many other countries aren't as lucky when it comes to their fresh water supplies.

Your water footprint is the amount of water consumed in the production of the products you consume. It's expressed as the volume of water consumed per unit of product. In the case of food, for example, the unit used is often liters per kilogram (l/kg). So your water footprint includes the amount of water consumed in the production of the raw materials and manufacturing of the products you consume.²

The assumptions and factors used in the counter:

The table below shows the water footprint of a selection of products. The footprint for Pulled Oats® was calculated by Aalto University using the composition of the raw material and production data. The Pulled Oats® water footprint comes from areas that aren't currently facing a water shortage (Finland, Sweden and France).

The calculation of the water footprint of the meat included in the chart is based on global averages. The size of the water footprint changes from region to region and according to different feeding methods.

	Liter/kilogram of product	Source
Pulled Oats®	1370	Jalava&Kummu, 2018
Minced beef	14964	Jalava&Kummu, 2018
Pork	5366	Jalava&Kummu, 2018
Chicken	2999	Jalava&Kummu, 2018

More information (in Finnish): Jalava & Kummu. 2018. The water footprint of Pulled Oats®. Research report, Aalto University. https://wdrg.aalto.fi/nyhtokauran_vesijalanjalki_2018/

¹Waterfootprint.org, Product Gallery: <http://waterfootprint.org/en/resources/interactive-tools/product-gallery/> (referenced 19.2.2018)

²Jalava & Kummu. 2018. The water footprint of Pulled Oats®. Research report, Aalto University. The calculator and background documentation was prepared in February 2018 by Gaia Consulting Ltd, which specializes in sustainable development. For more information: www.gaia.fi