



Project no. 4CE439P3

URBAN_WFTP

**Introduction of Water Footprint (WFTP) Approach in Urban Area
to Monitor, Evaluate and Improve the Water Use**

WP 5.2.3 Water use and management practices evaluation

Innsbruck Urban Water Footprint Lab

Start date of project: 1 November 2012

Duration: 25 months

Submission date: June 2014



CONTENTS

- 1 Introduction.....**Errore. Il segnalibro non è definito.**
- 2 Predicted change of the water footprint.....**Errore. Il segnalibro non è definito.**

1 Introduction

Based on output WP5.2.2. Innsbruck Urban Water Footprint Lab identified the following water footprint improvement objective “extending the awareness building programme”. This awareness building programme has two aims:

- 1) Quantitative: This pursues to increase the amount of people who have been informed and/or taught about the topic of water footprint. This includes: i) What is the water footprint, ii) How can the water footprint be measured, iii) What is virtual water, iv) How can the water footprint (including virtual and direct water) be reduced?
- 2) Qualitative: This aim pursues to increase the sample size of water footprint consumption of individuals and to quantify the amount WFTP reduction. For this the UWF Lab will compare WFTP consumption before and after the awareness building programme.

Output WP5.2.4 shows a detailed calculation of a potential WFTP reduction, and describes indicators, the measures, risks, costs, stakeholders, expected timelines.

Moreover, output WP5.3.2 describes necessary actions more into detail in order to fulfil the objective.

2 Predicted change of the water footprint

The following results are estimated on the basis of actions which will be carried out to extend the awareness building programme. As mentioned above these actions are elaborated more into detail in output WP5.2.4 and output WP5.3.2.

However, some rough estimations are as follows:

Aim 1)

Quantitative extension of the awareness building programme

In WP4 an awareness building tool was developed and tested with ca. 45 school kids and 2 teachers. It is planned to extend this programme and to reach at least 1000 school kids and ca. 100 teachers.

Action 2)

Qualitative extension of the awareness building programme and reduction potential

This aim mainly pursues to increase the sample size of water footprint consumption and to calculate a WFTP reduction. This reduction calculation will be based on the 45 school kids sample size. A potential reduction of approx. 21% virtual water consumption can be anticipated. This in turn would reduce the overall water footprint consumption by 11%. More details on this calculation can be found in output WP5.2.4.