



Our Virtual Water Footprint

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What is “virtual water”?

Definition: the hidden flow of water consumed to make or produce an item or product

Example:

A hamburger uses 2,400 gallons of water.

A liter of coffee uses 1,120 gallons of water.

A pound of potato chips uses 925 gallons of water.

Item #1: Converse Shoes

Estimated: 1,000 gallons of water

Amount: 3,626 gallons of water

Reaction: The production of canvas sole sneakers three times the amount I originally guessed. This is most likely due to the making process of the shoes, such as the designs and colors.

Eco Friendly Alternative: Etiko

Etiko is the leader in ethical fashion as all of their products are 100% vegan, and they preach sustainability.



Item #2: iPhone 7

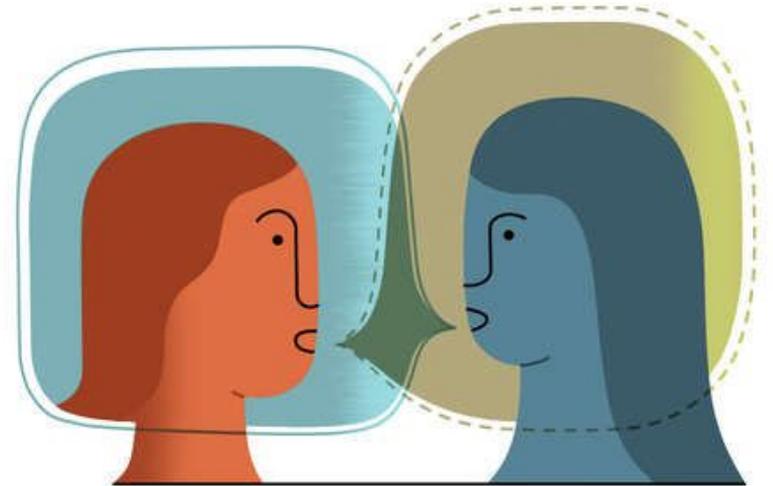
Estimated: 1,200 gallons of water

Amount: 240 gallons of water

Reaction: The amount of water required to manufacture the iPhone was a lot less than what I expected. I suppose that there isn't much

Eco Friendly Alternative: Social Interaction

Just put down your phone and socialize!
Regular face-to-face interaction was used before the technological era, and it doesn't hurt our environment.



Item #3: Ray Ban Sunglasses

Estimated: 250 gallons of water

Amount: 56 gallons of water

Reaction: This surprised me a lot because I used to think that the production of plastic required a lot of water, but it didn't require as much as I had originally suspected.

Eco Friendly Alternative: Dresden Optics

This company creates a wide array of fashionable streetwear sunglasses. All of their products are made from recycled plastic such as milk bottle lids, beer keg caps and marine debris.



Item #4: T-Bone Steaks

Estimated: 2,000 gallons of water

Amount: 1,799 gallons of water

Reaction: It makes sense that steaks require a lot of water in order to produce. A lot of water is required for a cow's consumption during its lifespan, and water is needed to grow the cow's main dietary needs.

Eco Friendly Alternative: Teriyaki Salmon Steaks

When the taste of fish is cooked over an open flame, the taste of the fish may outcompete the taste of steak. In addition to, salmon is more nutritional in Omega 3's and meatier than most steaks served at restaurants.



Item #5: Mazda SUV

Estimated: 100,000 gallons of water

Amount: 250,000 gallons of water

Reaction: This didn't surprise me as much because a lot of parts are needed when making a car. But the refueling of a car requires a lot of water as well, because it takes approximately 70 gallons of water to produce 1 gallon of gas.

Eco Friendly Alternative: Public Transit

Opting to take public forms of transportation, such as the subway, buses, significantly reduces a person's carbon and water footprints. Also, traveling by foot or a bicycle ensures that you are not only helping the planet, but also are getting the exercise you need daily!



Conclusion:

In conclusion, all of these ethical alternatives are doable to me, except for giving up my phone completely.

The act of giving up my phone is a very drastic change in my life because I rely on my phone solely to communicate to my family members when I am away from home.

However, all of the other changes can be made because I do prefer the taste of salmon too, and it provides a greater nutritional value when compared to steak. I plan on making a eco-conscious choice and alternative the next time I plan on buying another clothing item or am traveling elsewhere.

