

ARJEN Y. HOEKSTRA

THE WATER FOOTPRINT OF MODERN CONSUMER SOCIETY

Second Edition



Earthscan Water Text

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2ND EDITION

The Water Footprint of Modern Consumer Society

Arjen Y. Hoekstra

Series: *Earthscan Water Text*

Using the water footprint concept, this impactful book aids our understanding of how we can reduce water consumption and pollution to sustainable levels. *The Water Footprint of Modern Consumer Society* is a key textbook for students of interdisciplinary water studies and those taking other related courses within the environmental sciences. It will also be of interest to those working in the governmental sector, environmental and consumer organisations, the business sector and UN institutions, where there is growing interest in the water footprint concept.

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Reviews

"Water scarcity and water pollution are escalating global risks. Both are reinforced through unsustainable consumption and production patterns. Arjen Hoekstra discusses a range of innovative and evidence-based options to achieve sustainable water management that are very valuable and to be taken into consideration in water policy and decision-making." - *Stefan Uhlenbrook, Director of the World Water Assessment Programme of the United Nations*

"Arjen Hoekstra convincingly points to the crucial role that water plays in our global economy and explains why this role must be managed not just locally. The strength of the water footprint concept is that it personalizes the decisions that lead to the global water risks and challenges we are facing today. The book's concepts and insights can help bringing stakeholders together and mobilizing action towards making our economies more sustainable. The book offers an important and critical perspective as countries embark on pursuing the Sustainable Development Goals – all of which have a water footprint!" - *Dr Monika Weber-Fahr, Executive Secretary & CEO, Global Water Partnership*

"The water footprint has fundamentally changed the way that we view the concept of 'water use' in context. With this latest edition, Professor Hoekstra offers updates that continue to inform, and challenge, thinking on how water is used within businesses, the economy, and how it needs to be considered within government allocation efforts. If we are to bend the curve on biodiversity loss, we urgently need to move towards water use that is within planetary and river basin boundaries, and this book offers insights on pathways to move us collectively in that direction." - *Alexis Morgan, Global Water Stewardship Lead, WWF*

"When Arjen Hoekstra came out with the notion of the water footprint, it was warmly welcomed as a tool to raise awareness on the hidden link between water problems and our daily consumer goods. Finally, we had a common language in dealing with issues of water scarcity, pollution, waste and inefficiency. In this book, Arjen Hoekstra goes beyond awareness raising and shows how we can use water footprint assessment to solve water problems in practice and inform decision making across value and supply chains. The much anticipated second edition shows governments, businesses and consumers how to formulate incentives and regulatory measures that will contribute to sustainability and help us become responsible world citizens. Recommended reading for everyone!" - *Olcay Ünver, Deputy-Director of the Land and Water Division of the Food and Agriculture Organization, and Vice-Chair of UN-Water*

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