

FAIR WATER USE

In Africa, people use a fraction of the water they use in the industrialised countries of North America and Europe. As a country becomes more industrialised and produces more manufactured goods, like cans of cola or washing powder, the demand for water increases hugely. For example, it takes 22 litres of water to produce one glass of concentrated orange juice from a carton. This is because of the water used to grow the orange trees, manufacture the cartons, make the concentrated juice and then rehydrate it. All such processes take huge amounts of water.

Water usage is hugely unfair:

Africa - 47 litres/person/day

Asia - 85 litres/person/day

UK - 334 litres/person/day

US - 578 litres/person/day



Leisure activities such as golf and swimming consume huge amounts of water

One flush of a water closet toilet can use as much water as an average person in Africa uses in a day for drinking, cooking, and washing

In Africa, people who have water piped to their houses use three times as much as households without. People who fetch and carry water are much more careful how they use it

In a cool climate, the body needs 2.2 litres of water a day just to function normally. In a hot climate this can increase to 9 litres. A Kalahari bushman, being incredibly well adapted to his highly arid environment, can survive on one litre a day

