



The Water Footprint of Italy: why Italians are the third largest net importers of virtual water on earth

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Italy is the third largest importer of virtual water at global level. What does this mean? What kind of import-goods are determining this result? WWF Italy has produced the first ever water footprint report of Italy, where all components of the Italian Water Footprint will be presented and discussed. The expert team of authors is composed by young researchers in Political Economy, Political Science, Agro-forestry, Ecology and Quantitative Economics. Data have been provided by the Water Footprint Network and the report is available free of charge on the website of both WWF Italy and Water Footprint Network. During the presentation, main data about Italy will be disclosed and discussed, toward a better understanding of the Italian food-lifestyle. Current trends and future challenges for the Italian Agro-Food Industry will be analyzed, as well as the role of consumers and citizens in making the Italian population aware of their water footprint.