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## Greener:

### Virtual Water Products:

1. Milk: I drink milk almost every morning, a glass with cocoa powder. A glass of milk takes about 62.5 gallons of water to produce. This is due to the place milk (cow milk in this case) comes from. Cows need a lot of space to grow, they need food and water. All this needs water, from the grass cows are supposed to live by, the soy (most cows are fed soy) or other crops they are given to eat, and the water they need to drink. Now all this is basically on a daily basis but you have to do this from the birth of the cow to her death. Apart from this, the milk need to travel to from where it is produced to my house, which requires water and most, maybe not all, producers of make the milk go through some procedures. This also requires water. Happily, there is a good and easy solution: plant based milk. Another great thing is that there are varieties. I have tried almond, cashew, hazelnut, cocunut, soy and rice milk, but I'm sure there are many others. My favorites are almond and soy. The reason why these are better is because almonds/soy/rice requires less land and water to produce than cows. Additionally these have been claimed to be healthier solutions so it's pretty much a win win situation: I win and, most importantly, so does the planet.
2. Jeans: I love jeans and I do know that these are famous for not being an environmentally friendly choice, which is why I decided to examine why today. I went through different pages and they claim different amounts of water needed so, from what I found, it takes between 2,000 and 10,000 gallons to make a jean. One of the biggest reasons jeans take up so much water is because these are made of cotton. According to Levi, cotton takes up about 70% of the water used to make jeans. Cotton is a water intensive crop which means that it takes a lot of water to make cotton grow. In addition jeans also use up water in the manufacturing and the



transportation. There is also the water needed to wash the jeans once you own them. There are various way of how to deal with this. I think a big part is not consuming a lot, nobody needs 100 pairs of jeans, or even 5. The less the better, and if you take good care of them they could last you for years. Nonetheless, there ways that you can consume better jeans. Levi is a really good example, they created waterless jeans. Levi reduced their jean's water consumption by adapting organic and water efficient ways of producing cotton. They were also able to reduce 96% of their water usage in the denim finishing process by designing new machinery that used less water and recycled some of their use. I got this information from [Levi's WaterLess Jeans](#). There is also this [article](#) that gives you other 9 brads of sustainable fashion industries that produce denim.



3. Car: I travel a lot by car and accoding to [The Water Footprint Calculator](#) it takes about 13,000 to 22,000 of gallons to produce a car (I think it is probably a lot more but couldn't find any other sources). This is because a the resources to make the car are either mined or grown and both of this processes consume water. You need water to get the metal from earth and to grow the leather or cotton that is used for the seats etc. Also, the manufacturing product requires a lot of water and

the maintainance too. From the production of the fuel to washing a car, they are all water consuming practices. To decrease the water footprint you could either always ride with a full car (many pasengers), walk, use public transport or buy cars that use less water, generally smaller cars or eco-friendly brands.

4. Paper: Paper is a product I use on a daily basis. I love to draw and I have to do homework which most of the times these too requiere paper. It takes from 79,252 to 686,847 gallons per ton of paper. This is because you need to cultivate the trees, which requieres water, and then chop them down and proccess them to make thes into paper, which requieres water, to then transport them to the stores, which again, requieres water. By recycling paper you cut down the water footprint. Also using it responsively, many paper around the world is wasted. There is also other sustainable alternatives like [Paptic](#), which is a paper made out of plastic waste. I also read about paper made with bamboo, claiming that this crop needs less water. For other things, like books, you could use kindle or other e-book apps.



5. Last but not least, showering. I shower on a daily basis, to be honest. Showering, for about 10 minutes with a "normal" shower head is about 50 gallons of water. This is because you use water to shower and also because, most people, shower with hot/warm water. To heat it you need energy, which requieres water, and many times more water because it creates steam and therefor more water waste.



To reduce this you could change to a low flow shower head which reduced the waste by about half of the water usage. Apart from this there is the option of shorter or less frequent showers and taking cold showers.