



Shared risks and virtual water trade

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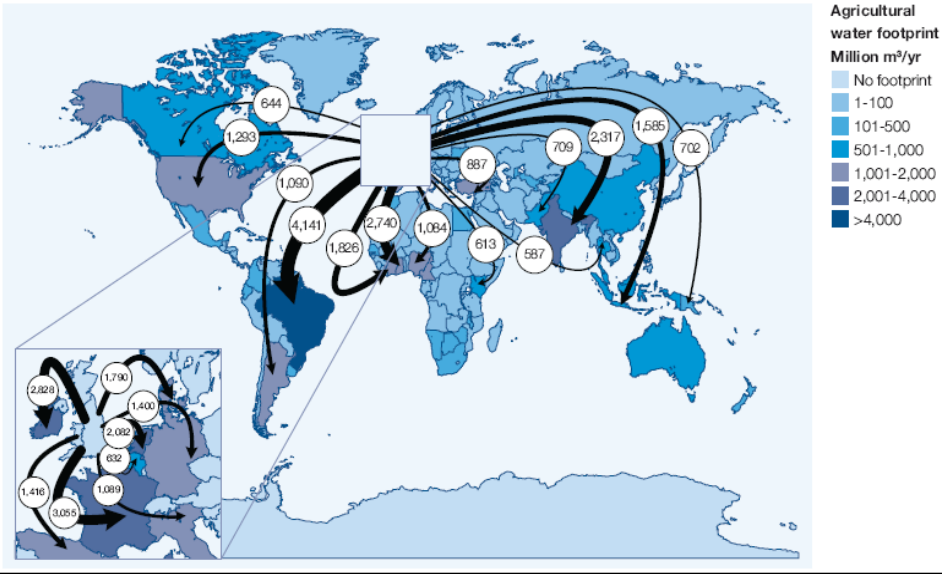
Context



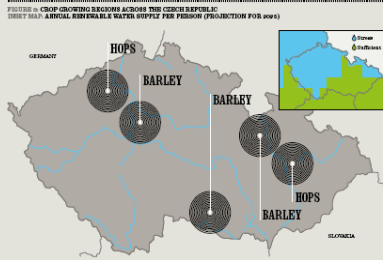
Source: FAO Food Outlook (2008)



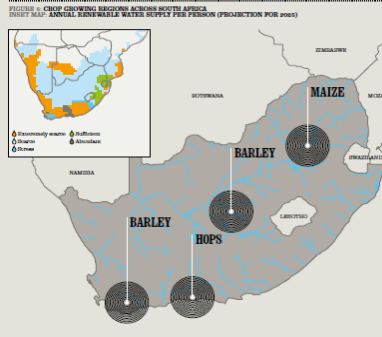
EU countries import virtual water: UK



Czech Republic

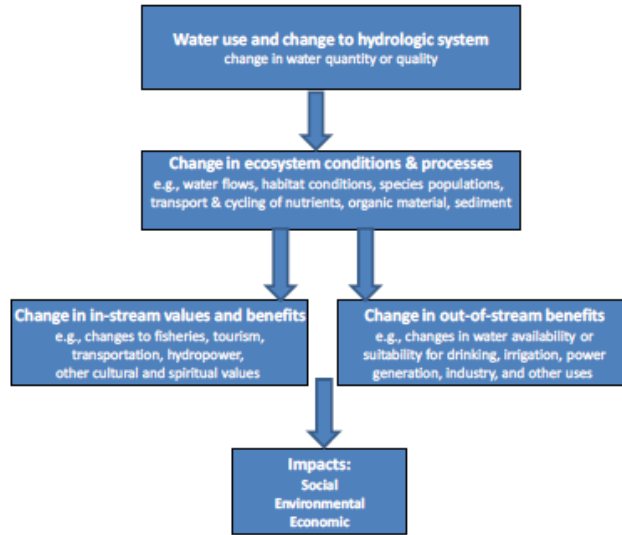


South Africa





Water footprint



Example, Lake Naivasha, Kenya

International trade



Naivasha Journal; Dutch Flowers? In Name Only. Ask the Kenyans.

Why I won't be giving my mother Fairtrade flowers

Ethical consumers shouldn't bear the cost of decent labour rights

October 13, 2009

Importing food from Kenya is greener than the Archbishop thinks

Concerns grow over flower farms

Kenya: The Tragedy That is Lake Naivasha

How Kenya is caught on the thorns of Britain's love affair with the rose

Rising demand for flowers leads to trade-off between economy and environment

Amid Kenya's violence, flower power is hanging on

Why fruit shopping poisons the hippo

Lake Naivasha, a magnet for wildlife, is drying out as demand grows from abroad for all-year produce

Thursday, 5 April 2003, 11:27 GMT 12:27 UK

Kenya's flower power



Workers in Kenya's thriving flower-growing industry

By Rosie Goldsmith

Iceland volcano: As the dust settles, Kenya's blooms wilt

The flight ban has left Britain short of flowers and green beans, but the real pain was felt by the growers in Kenya, write Jonathan Sibun and Mike Pflanz

Growers' market

Felicity Lawrence heads to Kenya to find out who wins and who loses as hundreds of tonnes of fresh vegetables are cut and packed each day to be flown to UK supermarkets

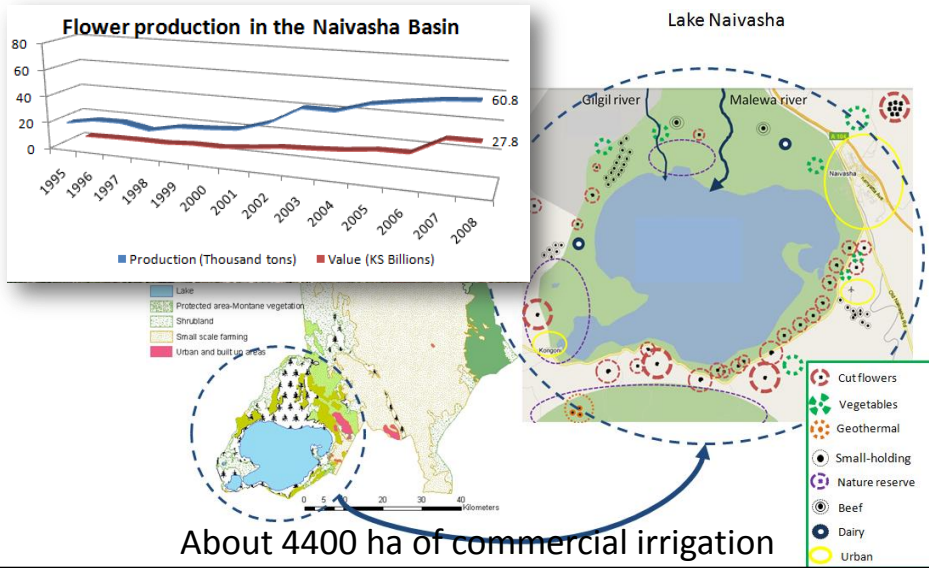
Saturday 17 May 2003
The Guardian

Local
social
institu
politic

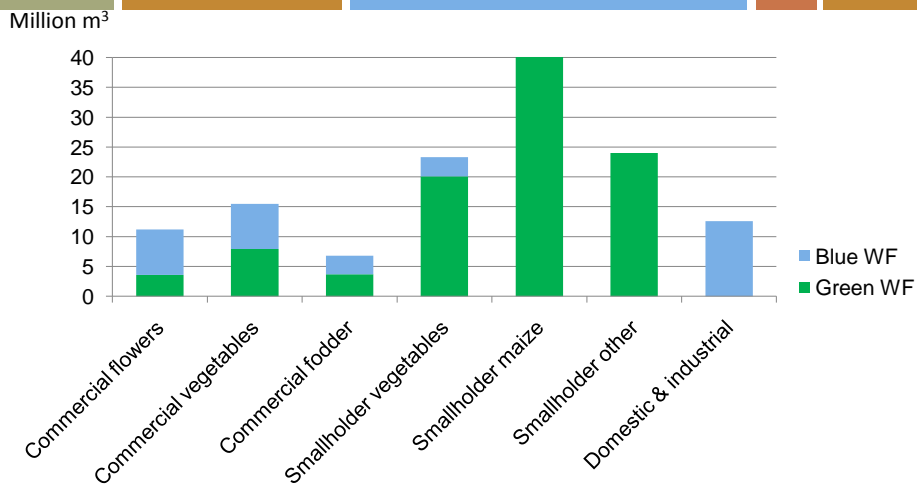




Changes in - Horticulture



Water Footprint of Naivasha

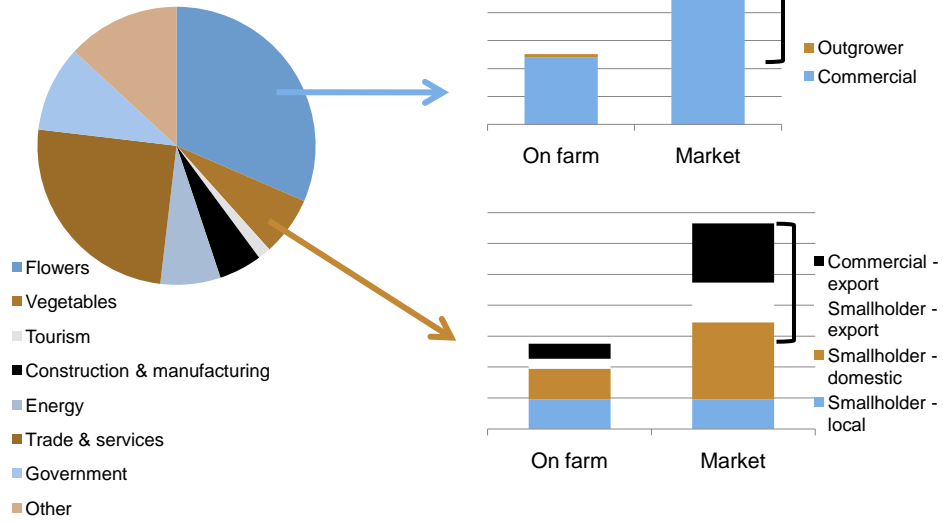


Total: Blue WF = 40 million m³; Green WF = 148 million m³

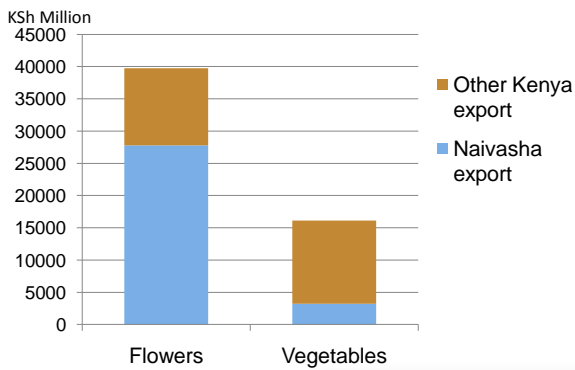


Naivasha local GDP KSh 40 billion (2% - 3% of Kenyan GDP)

Naivasha GDP per Sector



Export flowers and vegetables = 10% of foreign earnings



| Price per rose stem (KS)* | | |
|---------------------------|------------------|-----------------|
| Kenya export earnings | Aalsmeer Auction | UK supermarkets |
| 8 KS | 21 KS | 300 KS |

* Assuming that an average stem weighs 25 grams



Some thoughts?

■ Private sector

- Understand water volumes, dependencies, issues
- Raise awareness within the company
- Benchmark – measure to manage
- Meet disclosure and stakeholder expectations

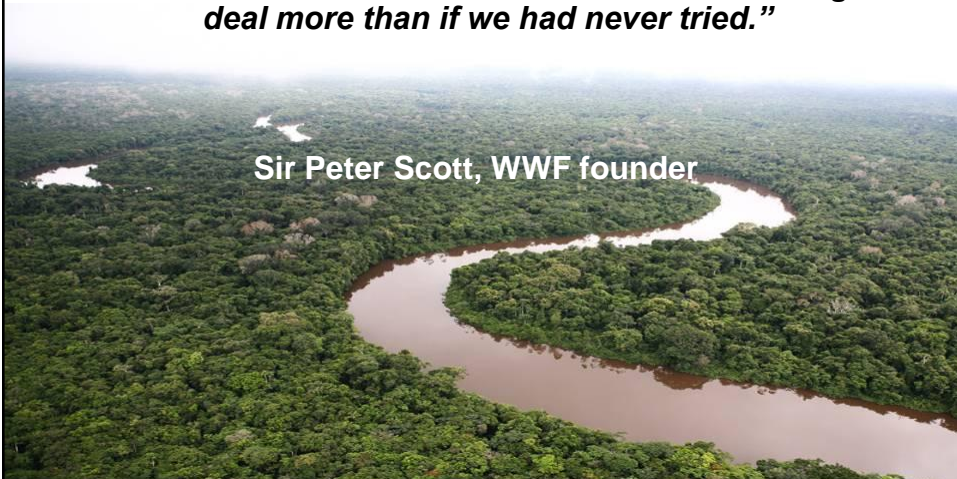
■ Public sector

- Virtual water in the economy
- Political-economy trade-offs of water use
- Better measures
- Better crop policies and water choices



“We shan’t save all we’d like to, but we shall save a great deal more than if we had never tried.”

Sir Peter Scott, WWF founder





Shared Risk Perspectives

