

JC-WISE Public Forum on Reducing Humanity's Water Footprint: Challenges from a Global Perspective

Professor Arjen Y. Hoekstra from the University of Twente, creator of the water footprint concept, will share his personal journey of discovery, exploration and application of the notion of water footprint. Professor Hoekstra will also discuss how this concept offers us a global perspective to understand the complex economy of water consumption, water shortages and pollution.

Professor Hoekstra is the author of *The Water Footprint Assessment Manual* (2011) and *The Water Footprint of Modern Consumer Society* (2013).