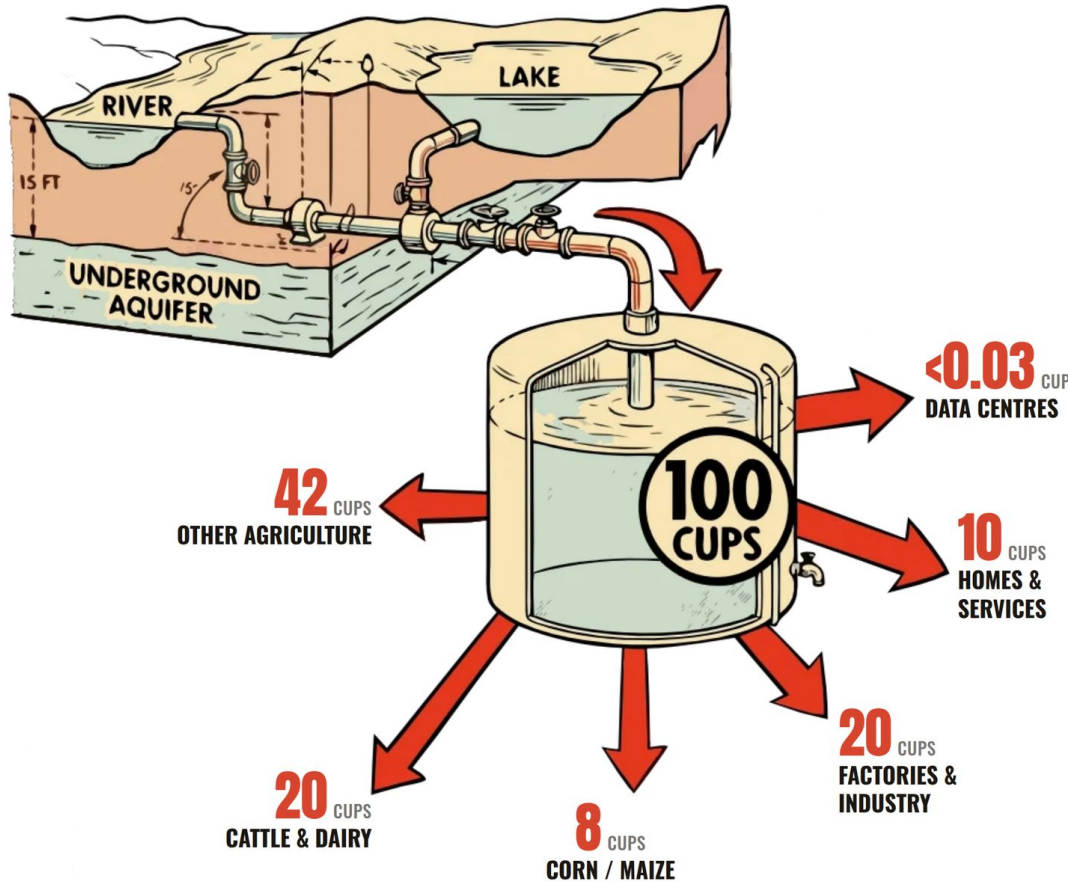


WHERE DOES OUR FRESHWATER GO?

Farming takes about 70 of every 100 cups humanity pulls from rivers, lakes and aquifers. Globally, that's 7.67 trillion litres a day.



FARMING · 70 CUPS

42 OTHER AGRICULTURE · 42 CUPS

All other global crops (rice, wheat, soy, cotton), aquaculture, and non-cattle livestock such as pigs, poultry and sheep. ^[BOLL]

20 CATTLE & DAIRY · 20 CUPS

Animal agriculture accounts for nearly 29% of all agricultural water; beef and dairy cattle alone are about 20 of the 100 cups. Crucially, 98% is not drunk by the cow: it is "virtual water" used to grow their pasture, hay and grain feed. ^[OAG]

8 CORN / MAIZE · 8 CUPS

One of the world's most heavily irrigated crops, corn alone takes about 8 of the 100 cups. It overlaps with cattle, since roughly 40% of all global corn is grown to feed livestock rather than eaten by people. ^[WRI]

EVERYTHING ELSE · 30 CUPS

20 FACTORIES & INDUSTRY · 20 CUPS

Manufacturing, fossil-fuel processing and heavy industry. ^[FAO]

10 HOMES & SERVICES · 10 CUPS

Municipal drinking water, sanitation, commercial buildings and public services. ^[FAO]

<0.03 DATA CENTRES · <0.03 CUP

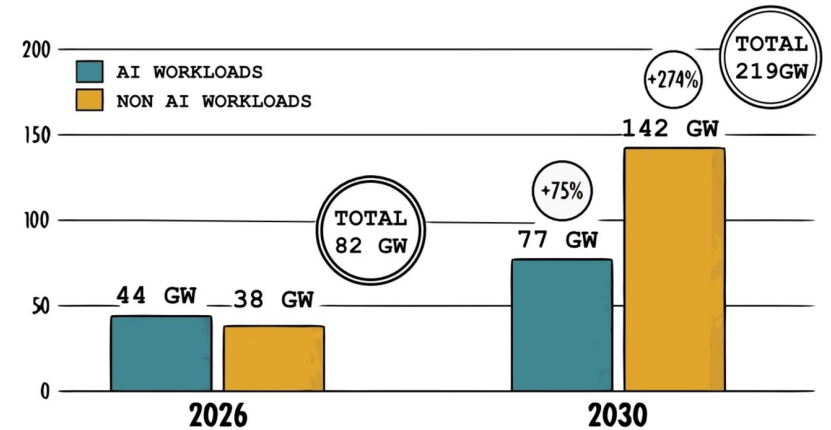
Counted within the industrial sector: roughly 0.5 to 1 billion cubic metres globally per year, although large increases are expected. ^[FOODFACTS]

THIRSTY WORLD

Where the world's water and electricity go, from farms to the machines.

THE MACHINES · GIGAWATTS, 2026 – 2030

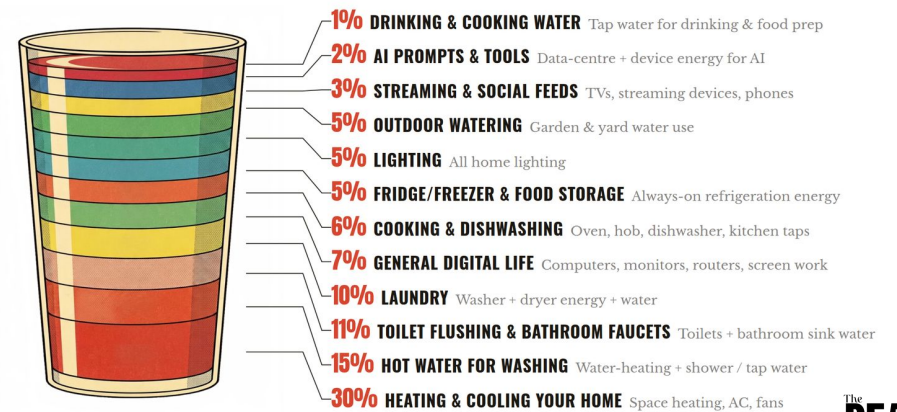
POWER DEMAND: AI VS NON-AI DATA CENTRES



By 2030 total data-centre demand nearly triples, from 82 to 219 GW. Non-AI workloads still grow fastest in raw terms, though AI is the headline driver. ^[PROGRAMS.COM]

COMBINED ENERGY + WATER · AVERAGE US / UK HOUSEHOLD

YOUR IMPACT CUP: TYPICAL USAGE FOR ONE PERSON



Heating, hot water and the bathroom dominate; the whole of digital life (screens, streaming and AI together) is about 12%.

*Combined energy + water impact index for an average US / UK household, normalized to 100%.

SOURCES: EIA · USE OF ENERGY IN HOMES · EIA RECS 2020 · UK ECUR 2023 · UK NEED · NESTA · EPA WATERSENSE.