RURACTIVE OPEN CALL - CHALLENGE 12

Title of the challenge	**Userfriendly digital platform for water footprint calculation of agrifood products/diets/recipes**
Dynamo (pilot location)	Andalucía, Spain
RDD **(Rural Development Driver)** *addressed by the challenge*	Sustainable agri-food systems and ecosystem management
Overall context description and specific context to be addressed by the challenge	Lucena is a region where due to climate change annual temperatures are expected to rise by approximately 2°C and annual precipitation is projected to decrease by about 100 mm by 2040, with summer rainfall becoming even more scarce. The frequency of droughts and heatwaves will increase, posing significant challenges to water resources, agriculture, and daily life in the region. People fear future water scarcity problems and their consequences in relation to access to food and feel unable to prevent it. There is an opportunity to empower the community through education, by showing them the impact on water resources with their role as consumers. Moreover, there is a need for awareness raising regarding food waste, as it is estimated that 25–30% of total food produced is lost or wasted across all stages of the food supply chains. In relation to water, 70% of the global freshwater withdrawals come from the food industry and 25% of it is used for producing food that is never eaten.
Scope of the Challenge	To raise awareness of consumers to promote sustainable practices in agrifood production and water management. To design a user-friendly digital platform or app that calculates and presents the water footprint of agrifood products based on data collected from producers in the region. This platform should provide an attractive and easy way for users to understand the water footprint of different products and make informed shopping decisions. Moreover, the tool should include a feature that shows data on the water footprint of traditional recipes from the region.
Solution requirements	• **An intuitive, scalable app** that calculates the water footprint of agrifood products and traditional recipes.

	• **Comparison tools** to easily weigh up the water footprints of various products and relate them to understandable metrics, such as annual water usage per person. The solution should be easy to use and intuitive, ensure open access, and utilise open data sources.
Specific objectives and expected outcomes	• **Information:** offer users detailed calculations of the water footprint associated with agrifood products. • **Educational impact:** raise awareness about the environmental effects of agrifood products and the need to reduce food waste. • **Empowering consumer action:** provide information to consumers about the water footprint of agrifood products and how to adopt sustainable practices in their daily consumption habits.
Available resources	• Access to reliable databases from the region for the collection of data. • Expertise from BALAM on agriculture management. • Expertise from BIOAZUL on water management and the impact of water use in agriculture. • Collaboration with producers from the region as well as consumers to develop the solution.