



Xylem Ignite

GLOBAL YOUTH PROGRAM - IGNITING NEXTGEN LEADERS TO SOLVE WATER

xylem
Let's Solve Water

About Xylem Ignite

Xylem Ignite is a Xylem global initiative that seeks to build **a strong network of passionate student leaders** and empower them to drive real changes in the water industry. At Xylem, we recognize the **mounting environmental challenges such as water scarcity, resilience to climate change and affordability**, impacting humankind and the need to prepare the next generation of young talents to solve water issues. Through a series of activities, we aim at creating a movement to enroll, ignite and nurture the NextGen water leaders, leveraging their passion for sustainability, creativity and technical knowledge in technologies to drive innovation, helping to solve together one of the greatest challenges of our time: water.

Xylem is a global leading water technology company committed to “solving water” by creating innovative and smart technology solutions to meet the world’s water, wastewater and energy needs. We deliver innovative water technology solutions throughout the cycle of water. From collection and distribution to reuse and return to nature, our highly efficient water technologies, industrial pumps and application solutions not only use less energy and reduce life-cycle costs, but also promote sustainability.

Xylem Ignite Objectives and Target Audience

Enroll: Build a network of NextGen water leaders in partnership with schools, youth organisations and water sustainability associations.

Ignite: Engage students in our Xylem Ignite activities to deepen their knowledge and passion for solving water issues.

Nurture: Nurturing students to **become leaders** in their communities to drive the water movement.

Xylem Ignite is designed for all students especially at **high school** (secondary, pre-university) and **college** (university, post-secondary). Xylem Ignite may be of particular interest to students who are passionate about sustainability and have the desire to be water leaders in their communities.

Motivations behind Xylem Ignite

Sustainability challenges

The world’s water challenges are escalating: Scarcity, Resilience to Climate Change and Affordability. While Xylem and other entities in the sustainability sector are working hard to apply solutions to these challenges, they are constantly changing and we need to keep innovating to keep up with the ever-changing landscape. The environmental challenges directly affect our next generation and we need to bring passionate people onboard, at an early age, to be part of the movement to solve water challenges together.

Passion in water

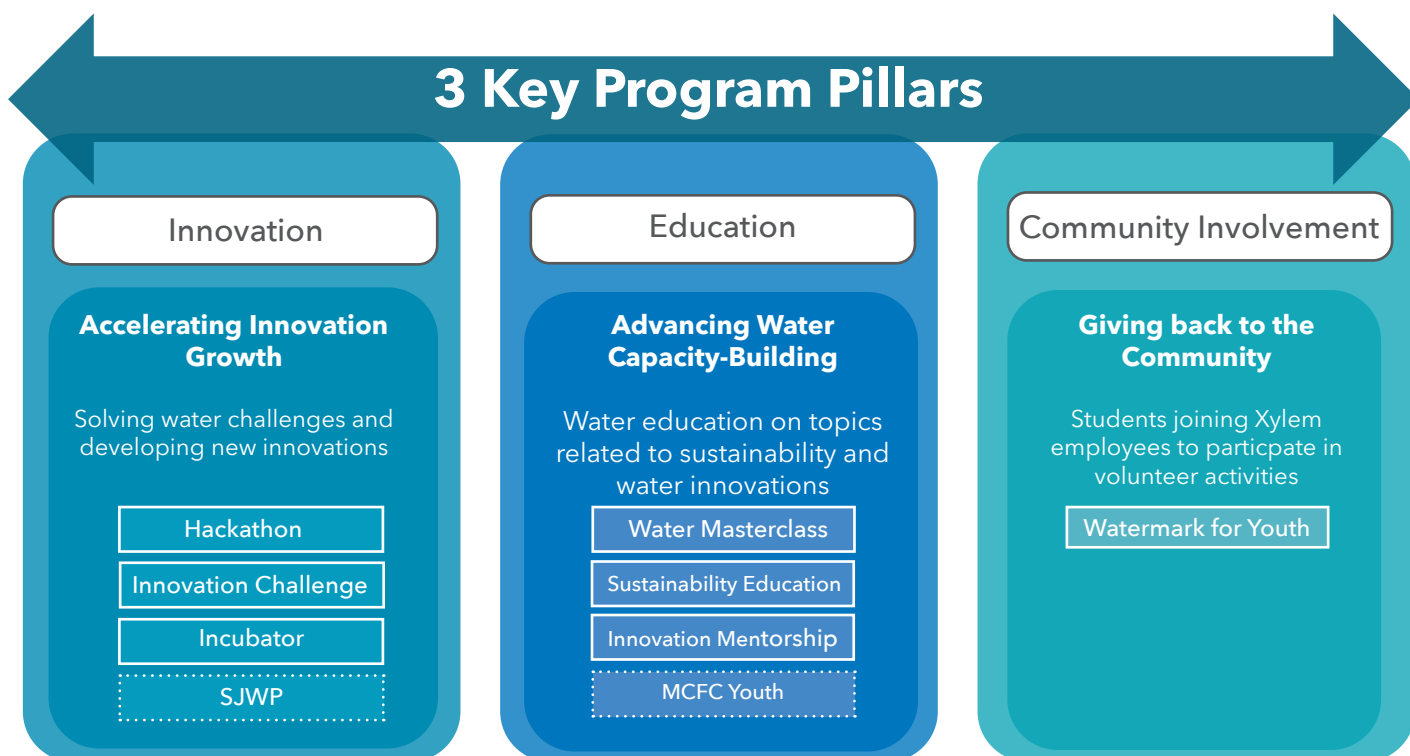
Young people today are passionate about sustainability and about pursuing careers that align with their values. The water sector gives them the opportunity to work right at the nexus of sustainability and advanced technologies.... to help solve one of the greatest challenges of our time. There's never been a more important, or exciting, time to work in water.

Xylem's role

As a leading global water technology company, Xylem has a unique and powerful opportunity, and responsibility, to champion the next generation of water innovators and stewards. We want to amplify our youth engagement by providing students a more robust platform for students to be engaged in solving water challenges with us. Xylem Ignite is also doing so through leveraging existing programs and partnerships across Xylem. Our colleagues around the globe are finding exciting, new ways to engage youth to attract them to the water sector. We're also helping to educate and raise awareness about water issues, and what we can all do to solve them. Together, we want to ignite a movement around solving water.

Xylem Ignite Program

Xylem Ignite Program consists of three Pillars which work independently, though closely connected.



Pillar 1: Xylem Innovation

Inspire solutions to water related issues and challenges.

Xylem Innovation organises and delivers activities, programs and event competitions that bring encouragement, motivation and technical training to students, specifically, focusing on **Hackathons**, **Innovation Challenge Competitions** as well as **Incubator Programs**.

Through **Xylem Innovation**, we aspire to:

- Foster entrepreneurship and innovation
- Turn ideas and projects into products or programs
- Support students with our experienced top-class professionals
- Create a collaborative environment of like-minded and driven peers
- Teach students about Xylem technologies as well as our mission to create social impact

What is a Hackathon? It is a creative and social event where students come together, share ideas and build software and hardware hacks during a specific amount of time, generally over two days, responding to a given problem statement introduced by Xylem. By participating in a **Hackathon** it gives students the possibility to inspire the water industry with their ideas and propose a solution to water related issues. Students will:

- Learn about products and technologies in the water industry
- Interact with Xylem's mentors and get to meet other students with the same interests
- Work in teams or individually to develop their innovative solutions that address a defined water related problem
- Learn new skillsets such as programming depending on the nature of the problem statement

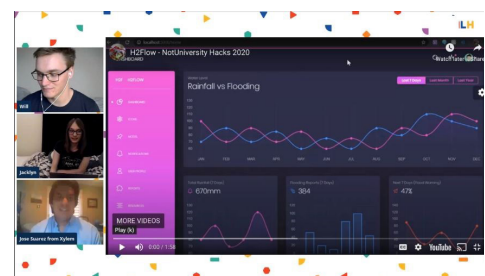
All students are welcome. Beginner friendly! This is what a **Hackathon** looks like:

Xylem Innovation in Action: Water Hackathon, June 6th 2020

The Xylem Innovation team held an online Water Hackathon in partnership with Major League Hacking (MLH).

Challenge statement: What is the correlation between rainfall and flooding?

- | | |
|------------------------------|--------------|
| 💧 67 students signed up | 💧 3 winners |
| 💧 27 project submissions | 💧 20 mentors |
| 💧 1 water technology webinar | 💧 24hr event |



What is a Xylem Ignite Student Innovation Challenge?

It is a fully Xylem-branded 8-week long competition, challenging students globally from high schools and colleges with a problem statement in which they use problem solving, creativity and strategic thinking abilities to solve real-world water challenges. Project submissions are held online, with the potential to explore regional meet-ups or in-person awards in the future. Through a Xylem Ignite Innovation Challenge students have the possibility to deepen their passion in innovations and enhance their knowledge in water.

Water impacts our lives every day, from meeting our personal needs to influencing the global economy and the well-being of our planet. Factors like climate change, pollution and aging infrastructure threaten global water supplies and water security. During the 8-week online event, students will:

- Work alongside their peers from around the world in teams of up to 5 students
- Attend webinars and watch Water Masterclass videos hosted by experts in the water industry
- Gain valuable experience with real-world problem solving, applying your experiences and education
- Share their ideas with industry-leading mentors and judges
- Be eligible to win prizes from a prize pool, divided among winners from the high school and university tracks

Innovation challenges are open to students in high school, undergraduate, or equivalent. Participants must be between 13 and 23 years of age.

2021 Xylem Global Innovation Challenge

Over 650 students participated in the Innovation Challenge, spending 8 weeks solving one of four critical water challenges and immersing themselves in deep learning sessions and water masterclasses. Watch the awards ceremony which recognizes and thanks all of our participants, and celebrates the winners of this year's Global Student Innovation Challenge with total cash prizes of \$20,000 USD. Available on YouTube now: <https://youtu.be/zqqTbUhsY7U>

What is Innovation Incubator?

The Xylem Ignite Innovation Incubator program is aimed at high school and college students that have an existing innovation or research project they would like to utilise Xylem mentorship to develop further. The projects must already be in development or the idea must be in a developed state and the student must have an existing project plan in place. Students interested in participating will complete an application, which will be reviewed by the Xylem innovation incubator core team.

The students selected will be paired with a Xylem coach, who they will work with for the life of the project (expected 6-12 months) to further develop. The coach will also serve as a coordinator with other Xylem mentorship opportunities as needed.

Xylem Ignite Incubator program is intended to support students' projects with Xylem expertise, coaching, and network building. Students projects will be selected based on the viability and potential impact of their solution, availability of Xylem coaches with appropriate expertise, student's expectations and commitment, and progress of project to date. **The Ignite Incubator program is not intended to provide financial support or investment in the student's project advancement for now.**



Pillar 2: Xylem Education

Educate on sustainable technologies and applications to solve water related issues and challenges

Xylem Education organizes and delivers activities that bring coaching, mentorship and technical training opportunities to students, mainly (but not only) in conjunction to Hackathons, Innovation Challenge Competitions and Incubator Programs.

Through **Xylem Education** we aspire to:

- Educate students about Xylem technologies as well as our mission to create social impact
- Allow students to leverage on subject matter's coaching and mentorship opportunities
- Give students a chance to build their network and gain industry exposure
- Learn about sustainability

What is a Water MasterClass Program?

The program is designed to enhance students' knowledge on the water domain through inspiring virtual classes conducted by expert speakers from Xylem. Brief 10 - 15 min lectures delivered by expert speakers, mixing in motivational speaking. Questions can be compiled and answered through live webinars.

Here's two of the themes and topics discussed during a WaterMaster Class Program:

Solving water: one of the greatest sustainability challenges of our time

- Threats and opportunities in water
- How water works
- Water and sustainability
- Water equity
- Working in water

Water innovation: harnessing digital and advanced technologies

- Harnessing advanced technologies
- Digital solutions across the smart water cycle
- Innovation and product development process
- Design thinking approach to solve water
- Future of water

eAdapt
eAdapt

Pillar 3: Community Involvement

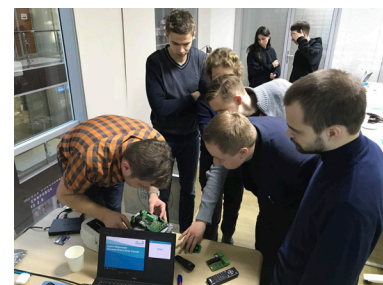
Raise awareness on water related issues, engaging youth in volunteer work that impacts our communities, through Watermark, Xylem's social responsibility program.

Community involvement is the pillar of Xylem Ignite that provides Watermark programs for students. The goal of this pillar is to engage youth in water-related volunteer work that impacts communities, raise awareness on water challenges and educate them about water sustainability. Students will have a chance to create and be part of a water-passionate network, while making a real impact in their communities. Participants will receive a Watermark t-shirt both for online or offline events.

About Xylem Watermark

As a leading global water technology company, Xylem is dedicated to solving the world's most challenging water issues. As a part of this mission, Xylem Watermark, the company's corporate social responsibility program, founded in 2008. The program is an integral part of realising Xylem's vision: a world where water issues are no longer a barrier to human health, prosperity and sustainable development. To learn about some of the great work we have done visit xylem.com/watermark.

Over the years Xylem employees and its partners have engaged together to create social value in local communities. Since 2016 employees have volunteered over **230,000 hours** and in 2019/2020 **12,900** external stakeholders have engaged in volunteer activities, **4.8+ million** people have benefited from safe water and sanitation solutions and **3.9+ million** people provided with water education.



Are you ready to ignite?

Xylem wants to build a strong network of passionate student leaders and empower them to drive real changes in the water industry. **It is a critical moment in time for water, but also one with incredible new opportunities.**

Register your interest to take part in Xylem Ignite activities:

<https://www.xylem.com/en-gr/sustainability/community/xylem-ignite/>

Keep up to date with information and events, follow us **@XylemIgnite** on [LinkedIn](#).

Xylem will require data consent and a signed publicity release form which will be issued before any activities take place. You can view Xylem's Privacy Policy at [xylem.com/en-us/support/privacy](https://www.xylem.com/en-us/support/privacy)

FAQs

Q: Why is Xylem Ignite important?

A: Xylem ignite is an international initiative that aims to engage youth from all over the world in environmental challenges, introducing them to the world's water issues, the importance of protecting our water resources, and how we at Xylem help solve water.

Q: What benefits does it offer to students?

A: Students have the chance to get involved in an engaging climate-related discussion forums, brainstorming and prototyping activities. They can try to design new solutions to face water issues and become part of international student community.

Q: Which future opportunities does it offer?

A: Xylem experts and water professionals can support students with their career paths providing Xylem exposure to students including what we stand for as a company. We show how the passion for sustainability can lead to a career as new water leaders and we create connections for future working partnerships and collaborations in the water sector.

Xylem |'zīləm|

- 1) The tissue in plants that brings water upward from the roots;
- 2) a leading global water technology company.

We're a global team unified in a common purpose: creating advanced technology solutions to the world's water challenges. Developing new technologies that will improve the way water is used, conserved, and re-used in the future is central to our work. Our products and services move, treat, analyze, monitor and return water to the environment, in public utility, industrial, residential and commercial building services settings. Xylem also provides a leading portfolio of smart metering, network technologies and advanced analytics solutions for water, electric and gas utilities. In more than 150 countries, we have strong, long-standing relationships with customers who know us for our powerful combination of leading product brands and applications expertise with a strong focus on developing comprehensive, sustainable solutions.

For more information on how Xylem can help you, go to www.xylem.com