



Xylem Ignite

GLOBAL YOUTH PROGRAM - IGNITING NEXTGEN LEADERS TO SOLVE WATER

xylem
Let's Solve Water

About Xylem Ignite

Xylem Ignite is a global initiative that seeks to build **a strong network of passionate student leaders** and empower them to drive real change in the water industry. At Xylem, we recognize the **mounting water-related challenges such as scarcity, affordability and resilience to climate change**, impacting humankind. While Xylem and other entities in the sustainability sector are working hard to apply solutions to these challenges, the issues are constantly changing and we need to keep innovating to keep up with the evolving landscape. Today's issues directly affect the next generation of leaders and we need to bring passionate people on board, at an early age, to be part of the movement to solve water together. Through a series of activities, we are creating a movement to enroll, ignite and nurture the NextGen water leaders, leveraging their passion and creativity to solve 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 has a unique and powerful opportunity, and responsibility, to champion the next generation of water innovators. We want to amplify our youth engagement by providing students a more robust platform to engage in solving water challenges with us. Xylem Ignite is doing this by leveraging existing programs and partnerships across Xylem and the water industry. Our colleagues around the globe are finding exciting, new ways to reach and attract youth 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 youth movement around solving water.

Xylem Ignite Objectives and Target Audience

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

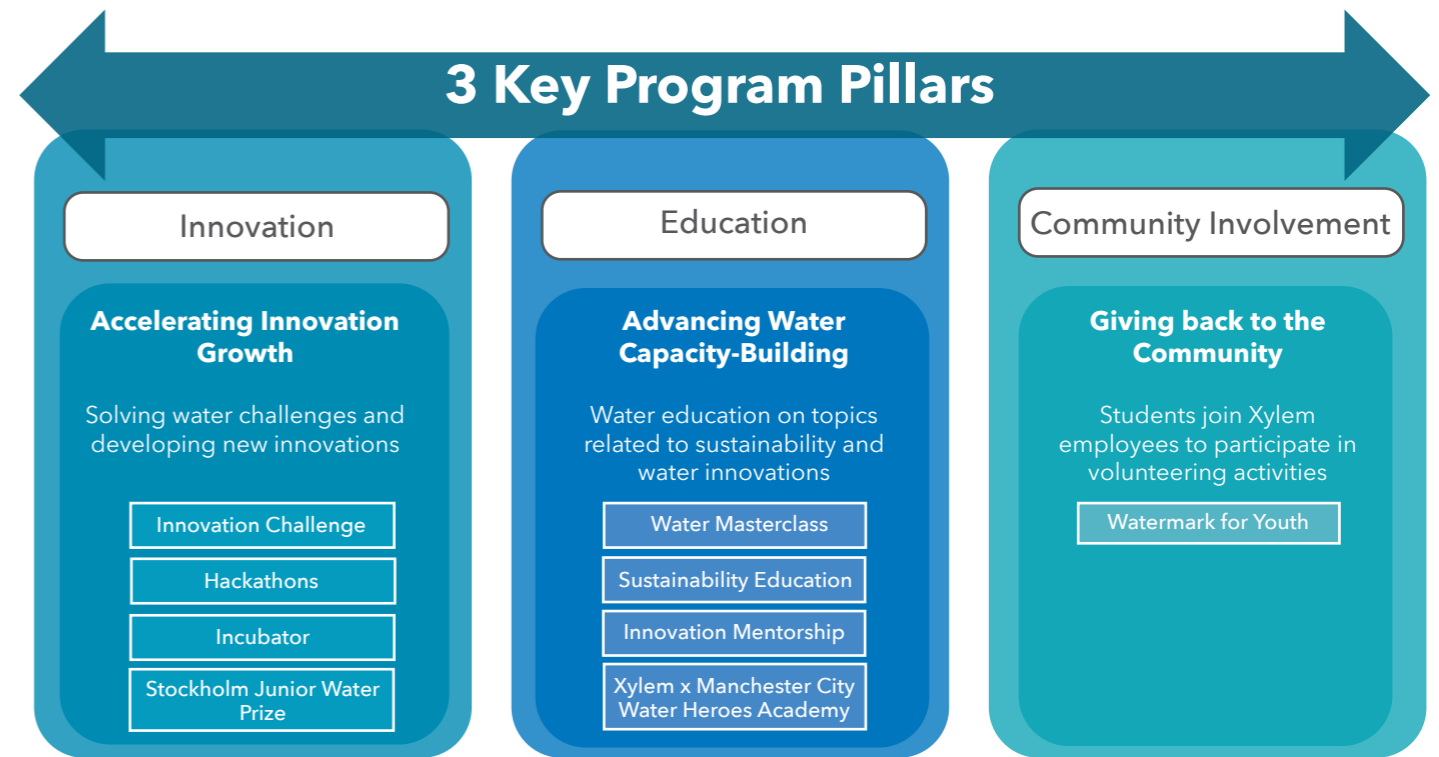
Ignite: Involve students in Xylem Ignite activities to deepen their knowledge and passion for solving water issues.

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

Xylem Ignite is designed for students at **college** (university, post-secondary) and **high school** (secondary, pre-university). Xylem Ignite may be of particular interest to students who are passionate about sustainability and feel strongly about making an impact in their communities.

Xylem Ignite Program

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



Pillar 1: Innovation

Inspire solutions to water related challenges.

Xylem Ignite organizes activities and competitions including Xylem Global Student Innovation Challenge and water-themed Hackathons to encourage students to get their hands dirty in solving real world water problems. We also continue to support students to develop their inventions through an Incubator program.

Through the **Innovation** pillar, we aspire to:

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

What is a Xylem Ignite Global Student Innovation Challenge?

Participants join Xylem in a 8-week long competition, challenging students globally from high schools and colleges to use their problem solving... to solve real-world water challenges through [Xylem Ignite Global Student Innovation Challenge](#) have the possibility to deepen their passion in innovations and enhance their knowledge in water.

During the 8-week 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 their experiences and education
- Share their ideas with industry-leading mentors and judges
- Be eligible to win cash prizes from a prize pool, divided among winners from the high school and university tracks

The Innovation challenge is open to students in high school, college, or equivalent. Participants must be between 13 and 25 years of age.

2021 Xylem Global Student Innovation Challenge

More than 650 students participated in the 2021 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 that recognizes and thanks all of our participants, and celebrate the 2021 winners of the Global Student Innovation Challenge with total cash prizes of \$20,000 USD. Catch the 2021 Awards Ceremony on YouTube: <https://youtu.be/zqqTbUhsY7U>



What is a Hackathon? A Hackathon 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 innovative solutions that address a defined water related problem
- Learn new skillsets such as programming depending on the nature of the problem statement

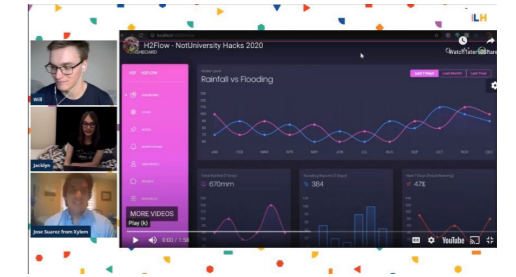
All students are welcome. Beginner friendly! This is what a **Hackathon** looks like:

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
- 27 project submissions
- 1 water technology webinar
- 3 winners
- 20 mentors
- 24hr event



What is the Xylem Ignite Innovation Incubator?

The [Xylem Ignite Innovation Incubator program](#) is aimed at helping high school and university students solve world water issues with the help of mentorship from Xylem colleagues. This program enables students to take their ideas or projects further with the mentorship in any area of expertise (Product Development, Marketing and Business Planning).

The Innovation Incubator is open to students between 13 and 25 years of age, who are enrolled in a high school or university undergraduate program (or a global equivalent) and have a water innovation in development with existing plans or intentions to take the next stage.

Students interested in participating will need to complete an application. That will be reviewed by the Innovation Incubator core team. Successful applicants will be called in for an interview.

Xylem Ignite Incubator program is intended to support student’ projects with Xylem expertise, coaching, and networking. 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.

Pillar 2: Education

Educate on sustainable technologies and applications to solve water related challenges

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

Through **Xylem Ignite education** we aspire to:

- Inform students about Xylem technologies and our mission to create social impact
- Enable access to coaching and mentorship opportunities
- Give students a chance to build their network and gain industry exposure
- Learn about sustainability

What is a Xylem Ignite Water MasterClass Program?

The Xylem Ignite Water Masterclass program is designed to enhance students' knowledge of the water industry, through inspiring 10-15 minutes virtual classes conducted by expert speakers from in and outside Xylem.

Here's two of the Water Masterclass themes:

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

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

Pillar 3: Community Involvement

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

The goal of this pillar is to engage youth in water-related volunteer work that impacts communities and raise awareness of water challenges.

About Xylem Watermark for Youth

Through a range of Xylem Watermark events such as building water towers, plogging (picking up litter and jogging) and study tours to visit Xylem work sites, we want to raise awareness of global water issues. With Watermark engagement activities we hope to deepen the passion of high school students in the environment industry to understand that beyond just providing economic value, Xylem also focuses on creating social impact. To learn about some of the great work we have done, visit xylem.com/watermark.

Over the years, Xylem employees and our partners have collaborated 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.



FAQs

Q: Why is Xylem Ignite important?

A: Xylem Ignite is a global initiative with the critical mission of engaging youth in environmental challenges and 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 is the purpose of Xylem Ignite?

A: Xylem Ignite's purpose is to build a movement to Enroll, Ignite, and Nurture NextGen water leaders. Xylem Ignite offers students the possibility to learn more about water challenges leveraging their passion for sustainability, creativity and technical knowledge in technologies to drive innovation, and help solve one of the greatest challenges of our time: water.

Q: What future opportunities does Xylem Ignite offer?

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

Q: Who is our target audience?

A: Xylem Ignite is designed for all students. 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.

Q: Where is the program offered?

A: Xylem is present in more than 150 countries and this initiative is offered in many of these countries. Students from around the world are invited to share information and ideas through this initiative.

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:

www.xylem.com/ignite

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

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