

Our products and innovation



Our approach to sustainability in product innovation is grounded in two concepts:



1. Product Handprints

measure the ways we enable customers to reduce their environmental impacts using our technologies.



2. Product Footprints

A product's environmental impacts throughout its life cycle, which are reduced through innovation.

These concepts form the foundation of our product sustainability strategy that, in addition to our net-zero ambitions and our 2025 Sustainability Goals, are important for our own sustainability journey and our customers' commitments.

Handprint: Empowering Customers and Their Communities

By partnering with our customers, we have driven down non-revenue water – a form of both water and energy waste – treated water for reuse, and reduced pollution from combined sewer overflows.

We drive our handprints through Customer Sustainability Goals. The Goals track water treated for reuse, avoidance of water pollution, reducing non-revenue water, and reducing a product's carbon footprint. The goals are achieved through unique product innovations that help customers protect water resources and consume less energy.

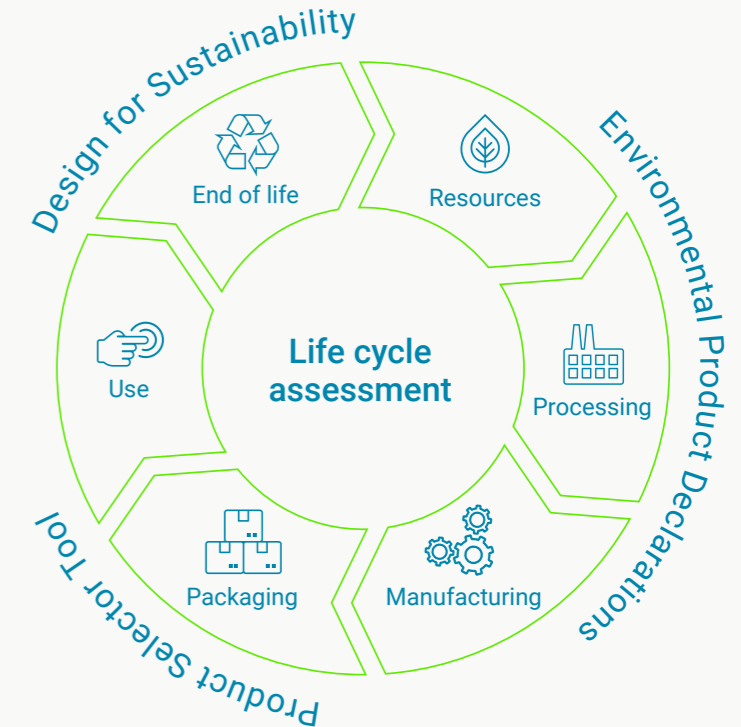
The handprint of our technology for water reuse is calculated as follows:

$$\begin{aligned}
 &\text{Total flow rate customer Reports in first quarter of use} \\
 &\quad \times \\
 &\quad \text{Hours of operation per year} \\
 &\quad \times \\
 &\quad \text{Expected product life span} \\
 &= \\
 &\quad \text{Lifetime water reuse}
 \end{aligned}$$

Our opportunity to empower water stewards around the world is measured through our 2025 Customer Sustainability Goals. By the end of 2023, we achieved 3 out of 4 of our goals ahead of schedule and are on track to complete our fourth in 2024.

Footprint: Understanding a product's impacts

Life cycle assessments (LCAs) help us understand the full scope of our products' impacts, from the raw materials used for their development through to their end of life. From LCAs we deliver Product Sustainability Reports (PSRs) with a product's carbon footprint being the one most frequently sought by customers. PSRs can also inform product design teams on targets to reduce future environmental impacts of a product.



Progress towards our 2025 Customer Sustainability Goals

Treat over 13 billion cubic meters of water for reuse

2023 update:
+ 3.11B m³



Prevent over 7 billion cubic meters of polluted water from flooding communities or entering local waterways

2023 update:
+ 1.90B m³



Reduce water's CO₂e footprint by over 2.8 million metric tons

2023 update:
+ 1.15M mt



Reduce over 3.5 billion cubic meters of non-revenue water

2023 update:
+ 0.80B m³



Innovation through partnership



Road to Net Zero

In 2023, Xylem announced a partnership with LORENTZ, adding solar power and solar/grid hybrid solutions to our product portfolio. This exciting innovation will yield significant operational emissions reduction during a pump's lifetime, benefitting customers, especially in water-stressed areas where delivery of electricity is a concern.

Solarization significantly reduces a pump's overall footprint, demonstrating the intersection of product sustainability with our net-zero commitment.

As an organization, the majority of Xylem's environmental impacts are through the use of our products, because of the energy those products require. This is our area of focus for reaching Net Zero.

Xylem Innovation Labs

Xylem's innovation partnership program, Xylem Innovation Labs, cultivates the water innovation ecosystem by fostering collaborations with cutting-edge technology providers to address global water challenges.

Startups in Xylem Innovation Lab's annual Accelerator Program are tackling key sustainability challenges including:

- Powering pumps and fleets with mobile battery solutions to replace diesel generators
- Generating fertilizers with carbon-free processes
- Developing high-precision risk tools to plan for flooding events
- Manufacturing high-efficiency pumping assets

Learn more about [Xylem Innovation Labs](#) and our [innovation ecosystem](#).

The Xylem Innovation Labs partnerships program is designed to bring the most innovative solutions to market, with three key pillars in mind:



Developing innovative programs and unlocking new technologies

Xylem Innovation Labs hosts an annual Accelerator Program to prepare entrepreneurs to sustainably advance and grow their businesses. It supports startups that tackle key sustainability challenges including:

- Building platforms that help customers map N₂O emission risks and deploying sensors to measure nitrates/nitrites.
- Using nanobubbles and algae for advanced wastewater treatment (while reducing the carbon footprint of a plant's operations).



Deploying advanced financing mechanisms to catalyze the adoption of innovative water technologies

Commercializing and scaling early-stage innovations is consistently cited as the biggest pain point water startups experience in developing their businesses, resulting in many promising and potentially impactful technologies not advancing beyond the pilot stage. To address this funding challenge, Xylem Innovation Labs has sponsored the Isle Utilities Trial Reservoir, a pooled private revolving loan fund to finance the piloting of technologies that mitigate climate change. Xylem also deploys capital via its corporate venture capital arm.



Partnering with leading venture capital and accelerator partners

Xylem is a limited partner in The Westly Group and Burnt Island Ventures, working closely with these funds to scout, and deploy capital in, early-stage water-focused companies.

Xylem Innovation Labs also partners with Imagine H2O, a global nonprofit organization that promotes water innovation. Imagine H2O's innovation ecosystem, startup accelerator programs, and pilot funding offerings help entrepreneurs scale solutions faster.

More details on our product innovation and Xylem Innovation Labs can be found in our [2023 Sustainability Report](#).

