THE BIG VISION

What if every public school became a hub for digital education, responsible recycling, and community empowerment?

The Digital Education FOUNDATION

THE PROBLEM: A DISCONNECT

- Roughly 78% of electronic waste is not recycled globally.[1]
- Electronics account for up to 70% of the toxic heavy metals in U.S. landfills.[2]
- Approximately 112,000 computers are discarded every day in the U.S.[3]
- About 10% of U.S. households lack broadband internet or a connected device.[4]
- Roughly 85,000 households across Hillsborough and Pinellas Counties, Florida, do not have broadband internet access.[5]

1. International Telecommunication Union. (2024). Global E-Waste Monitor 2024. United Nations Institute for Training and Research. This is roughly 25,000 households in Hillsborough and Pinellas Counties
2. U.S. Environmental Protection Agency (EPA). (2008). Electronics Waste Management in the United States: Approach 1. This is roughly 25,000 households in Hillsborough and Pinellas Counties
3. U.S. Environmental Protection Agency (EPA). (2011). Electronics Waste Management in the United States: Facts and Figures. This is roughly 25,000 households in Hillsborough and Pinellas Counties
4. U.S. Census Bureau. (2021). Computer and Internet Use in the United States: 2021. This is roughly 25,000 households in Hillsborough and Pinellas Counties
5. U.S. Census Bureau. (2023). American Community Survey 5-Year Estimates: Hillsborough & Pinellas Counties, FL. This is roughly 25,000 households in Hillsborough and Pinellas Counties

Because of this, now this is our reality:

Nearly half of American workers lack basic digital skills.[1]

Despite increasing interest in environmental topics, sustainability education remains supplemental in many schools.[2]

Although students are often aware of e-waste issues, awareness alone is not enough. Research shows young consumers are not likely to recycle electronics unless they are provided with hands-on programs, clear policies, and behavioral incentives through education systems.[3]

1. National Skills Coalition. (2020). The New Landscape of Digital Literacy. Retrieved from https://nationalskillscoalition.org/resource/publications/the-new-landscape-of-digital-literacy/
2. Miedijensky, S., & Abramovich, A. (2019). Implementation of "Education for Sustainability" in Three Elementary Schools – What Can We Learn About a Change Process? European Journal of Educational Research, 8(2), 469–480. Retrieved from https://files.eric.ed.gov/fulltext/EJ1302276.pdf
3. Kumar, A., & Dixit, G. (2022). Sustainable Behavior with Respect to Managing E-Wastes: Extending the Theory of Planned Behavior. International Journal of Environmental Research and Public Health, 19(1), 1–17. Retrieved from https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9819177/

What if we could teach kids about the importance of recycling electronics and gamify their learning experience, so schools, teachers and students can win prizes, and experiences?

What if we could create a way for cities, counties, schools districts, and communities to finally get on the same page when it comes to teaching residents about sustainability, recycling, and the importance of giving back?

What if we could solve the e-waste problem, and ensure every kid and family in our community has access to technology, connectivity, and education?

INTRODUCING: e-Waste Challenge

A flagship program by

The Digital Education FOUNDATION

THE SOLUTION: e-Waste Challenge

Gamify e-recycling, through experiential learning.

Digital missions

That teach sustainability

Mobile friendly web-app

With points, leaderboards, and badges

Teachers

Receive plug-and-play lesson plans + tracking tools

Schools

Become active digital learning and recycling hubs

HOW IT WORKS?

SCHOOLS AND TEACHERS SIGN UP, AND BECOME AN E-RECYCLING HUB.

STUDENTS COMPETE BY SELECTING THEIR TEACHER.

WEEKLY AND MONTHLY CHALLENGES THAT TEACH AND GAMIFY E-RECYCLING, AND SUSTAINABILITY.

STUDENTS AND STAFF BRING THEIR OLD DEVICES FROM HOME FOR RECYCLING.

THE SCHOOLS THAT RECYCLE THE MOST GET A CASH REWARD.

THE TEACHERS AND STUDENTS WHO COMPLETE MORE CHALLENGES WIN PRIZES AND EXPERIENCES!

COMPETE ON SCHOOL-WIDE AND COMMUNITY LEADERBOARDS.

BECOME THE NEXT E-WASTE CHAMPION!!

🔗 *Live MVP prototype: https://st-digitalfoundation.vercel.app*

STRATEGIC PARTNERSHIPS

Sourcetoad

Tampa-based, award-winning, software development firm with experience in EdTech and Gamification.

University of South Florida (USF)

Leading Research University and partner in Curriculum Development, and Mechatronics Master Teaching Fellows

eSmart Recycling

Certified local E-Recycling company to take care of the back-end logistics, data destruction, compliance, and sustainability data.

Digital Education Foundation

Implementation, training, rewards and incentive management, and partner/donor relationships.

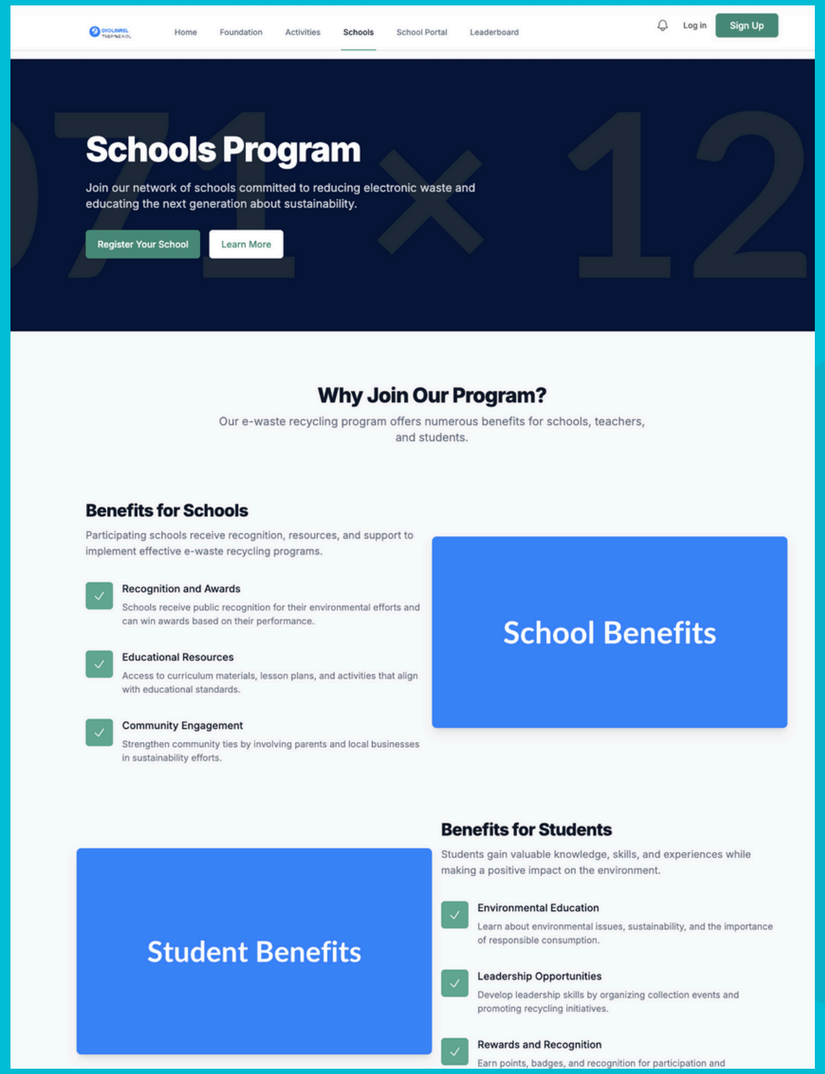
INITIAL TRACTION

MVP under development with validated designs

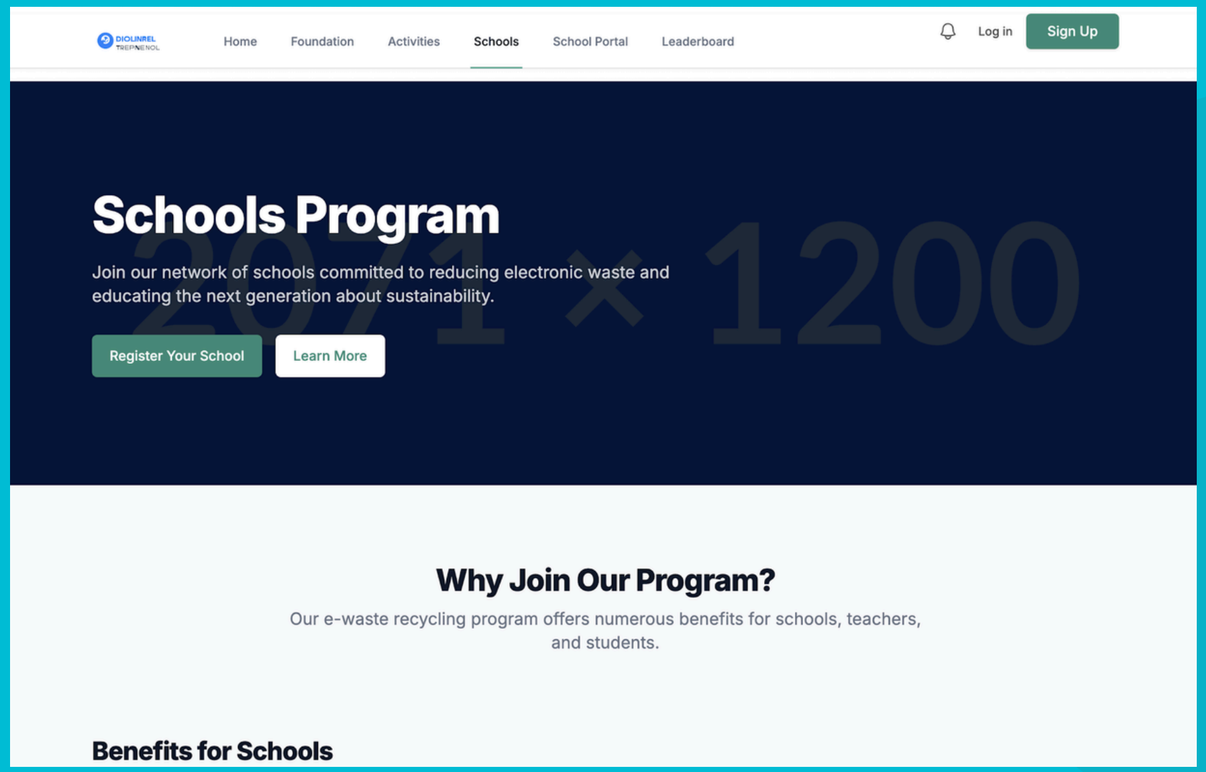
Formal partnerships: Sourcetoad (dev), USF (curriculum), eSmart Recycling (devices)

10 schools in Hillsborough County ready for pilot in Q4 2025

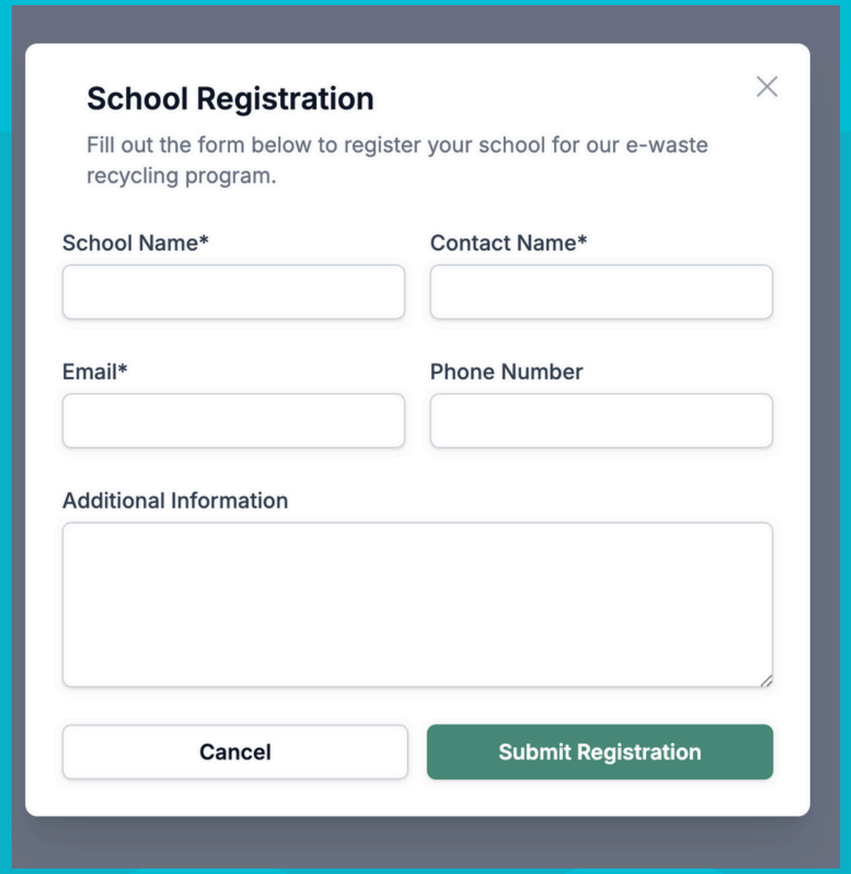
First working prototype completed and in internal review



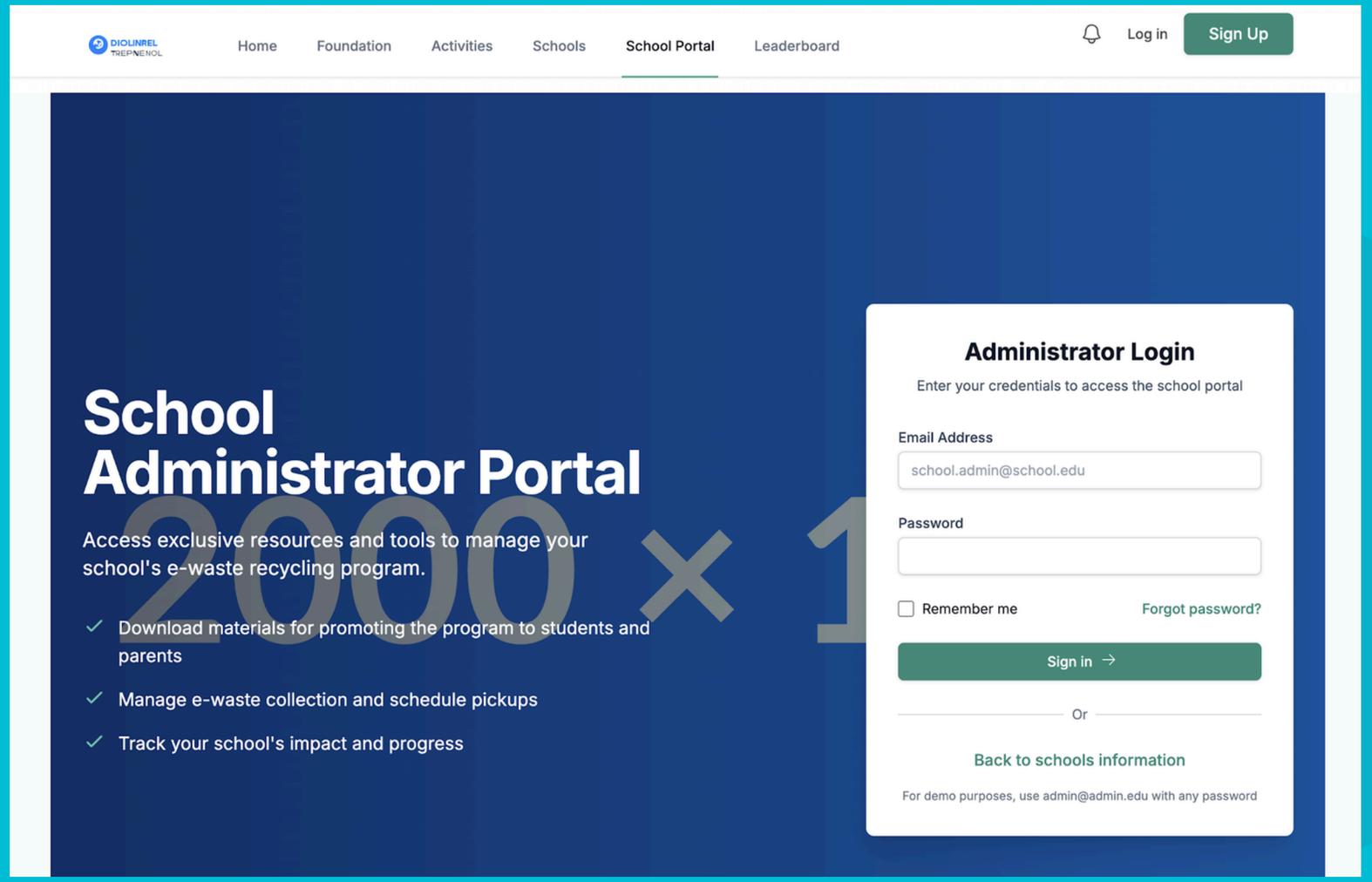
School Onboarding



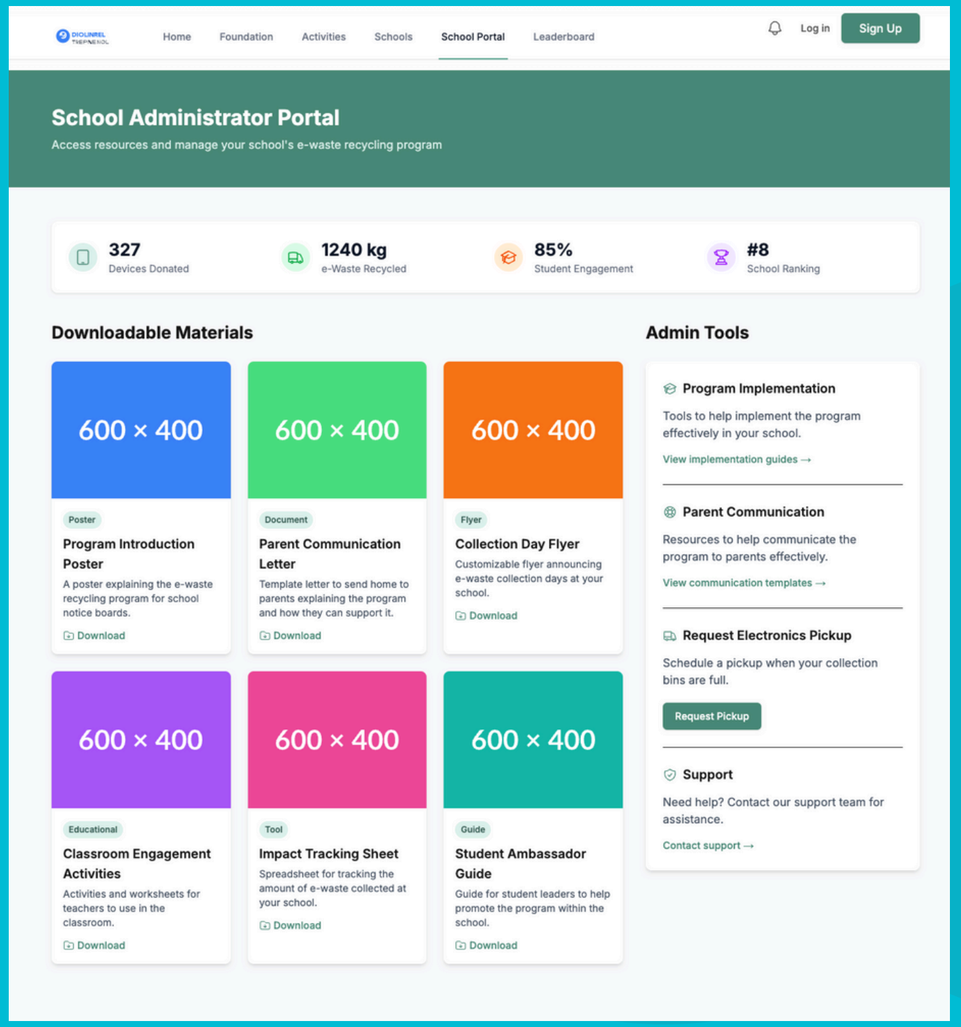
School Onboarding Page



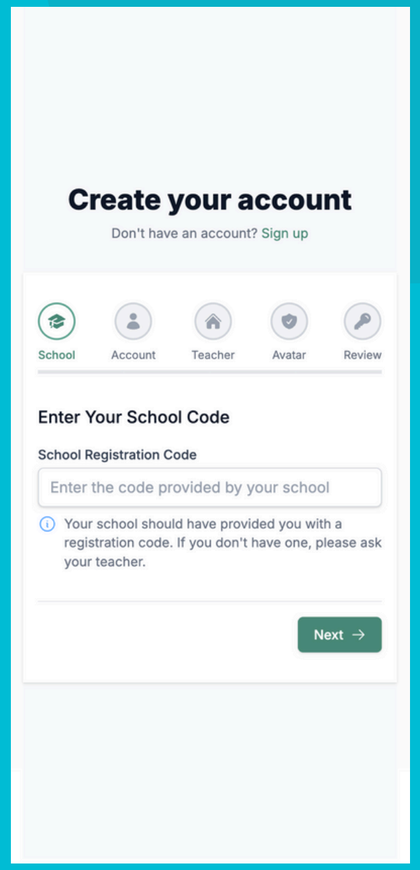
School Registration



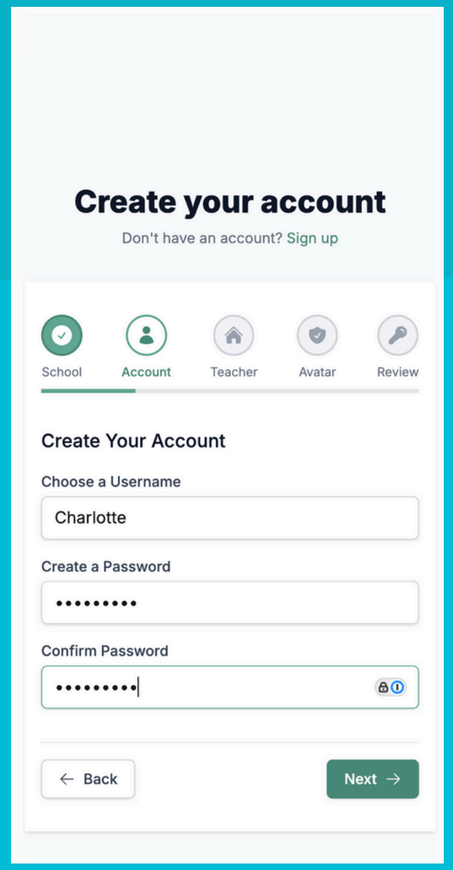
School (or Teacher Leader) Login



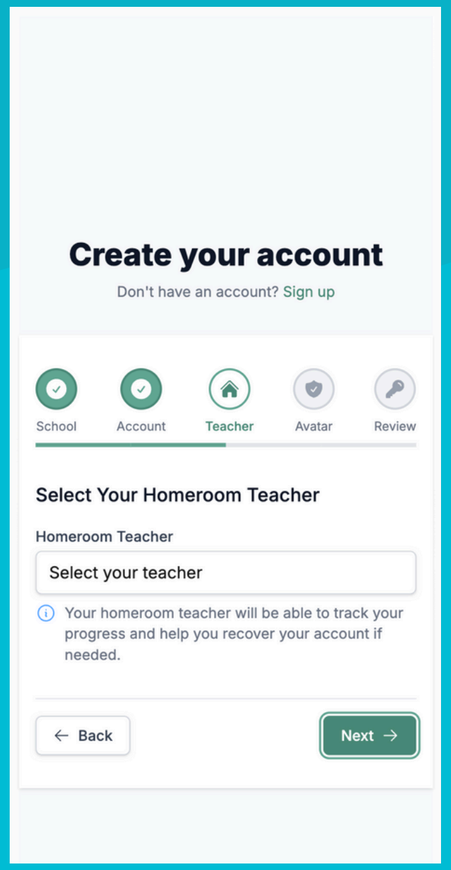
School Porta



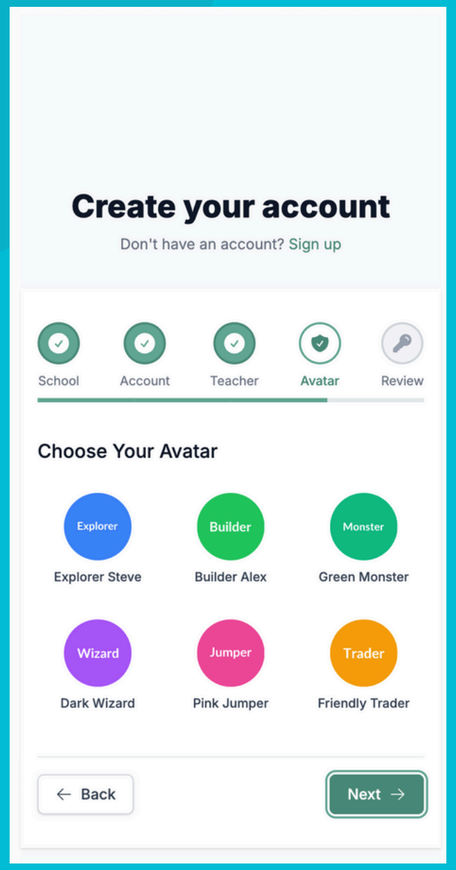
Students SignUp - School Code



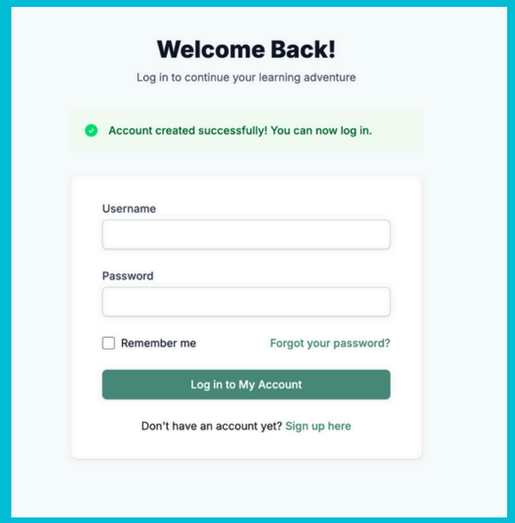
Students SignUp - Account



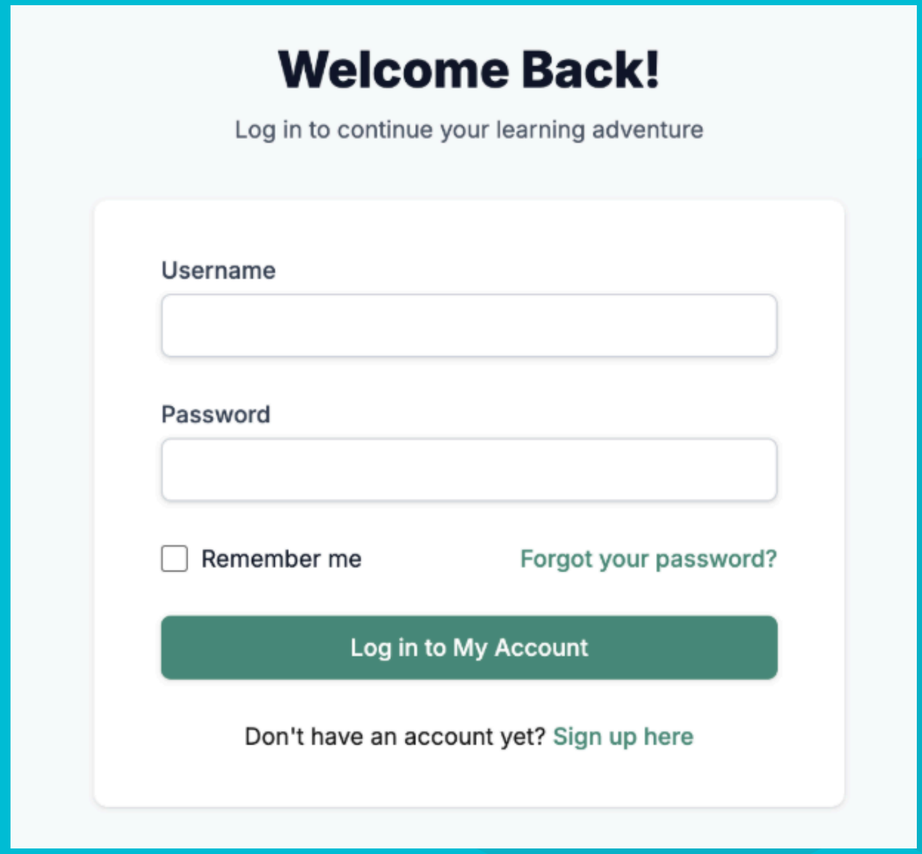
Students SignUp - Teacher



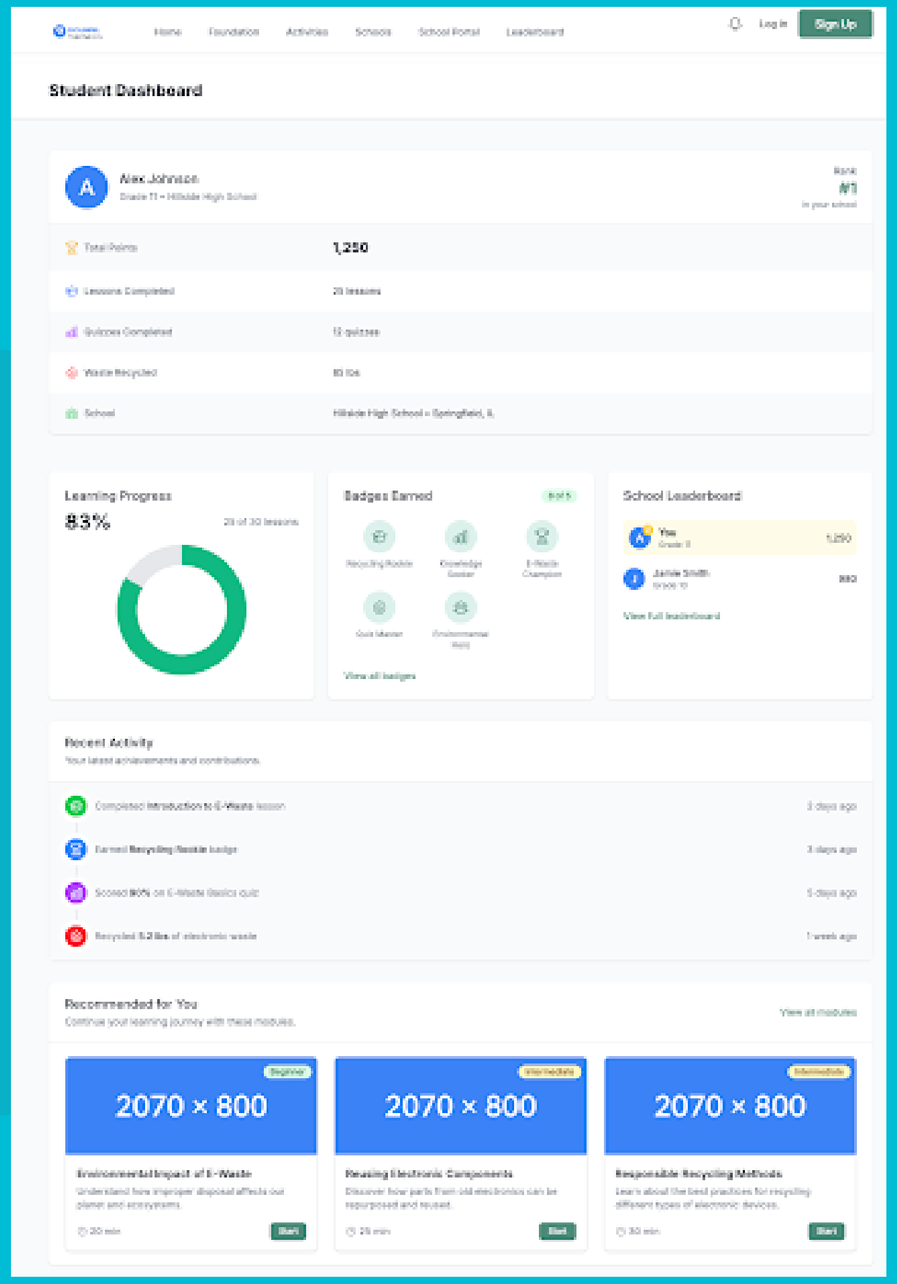
Students SignUp - Avatar

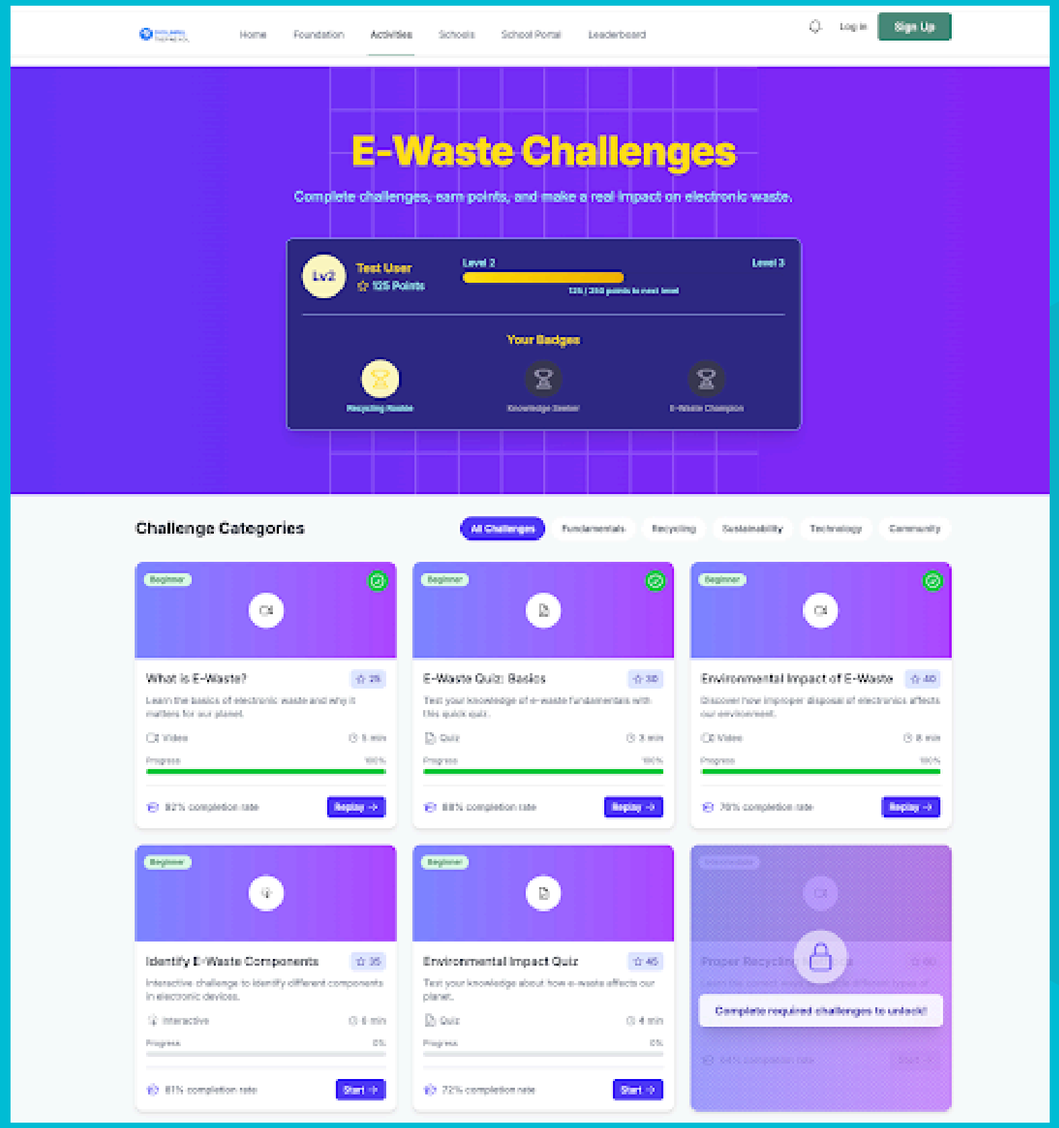


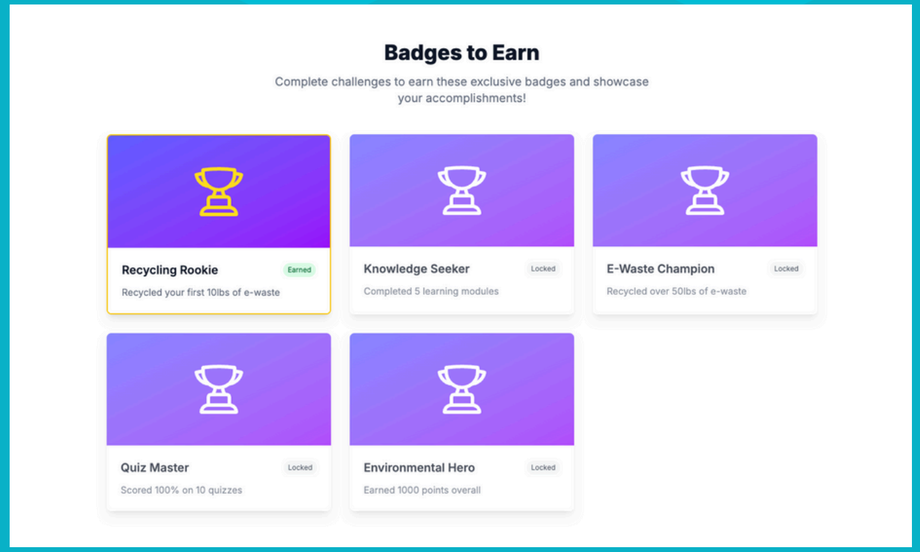
Students SignUp - Creation Confirmation



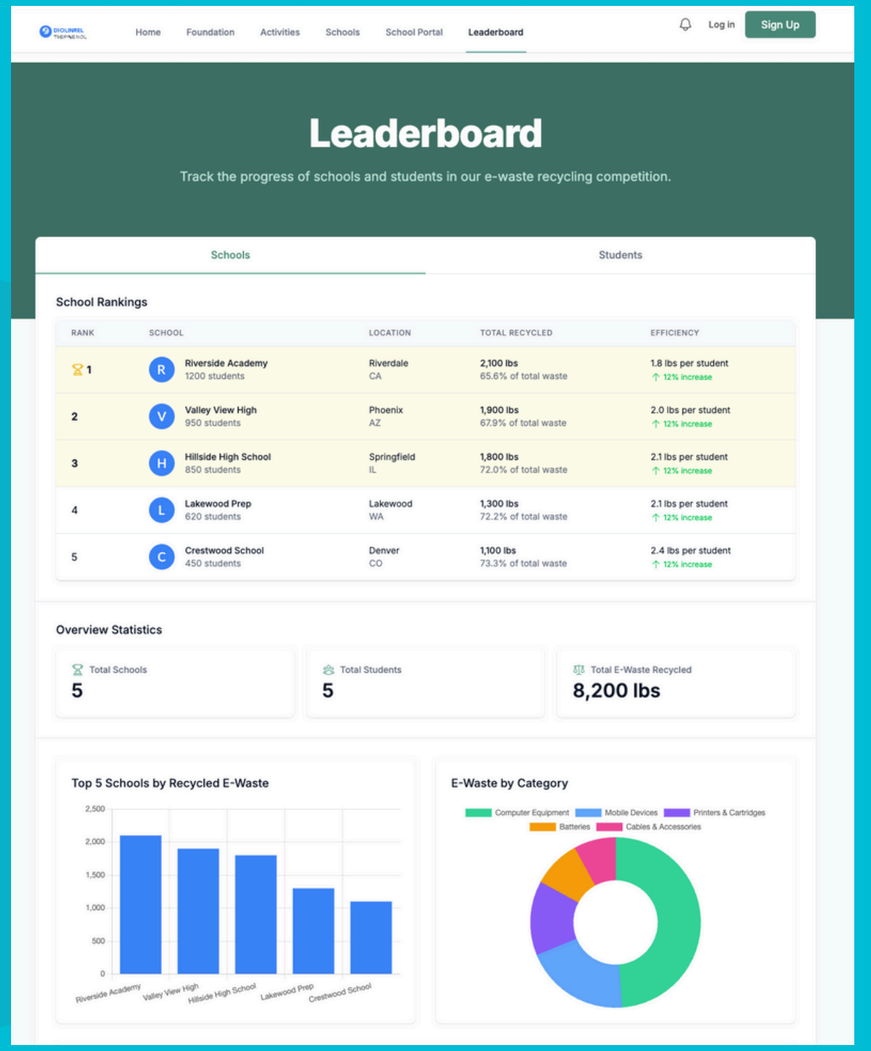
Students Login


Home
Foundation
Activities
Schools
School Portal
Leaderboard
Log In
Sign Up
Student Dashboard
Alex Johnson
Rank
#1
1,250
Learning Progress
83%
Badges Earned
School Leaderboard
Recent Activity
Recommended for You
2070 × 800
2070 × 800
2070 × 800

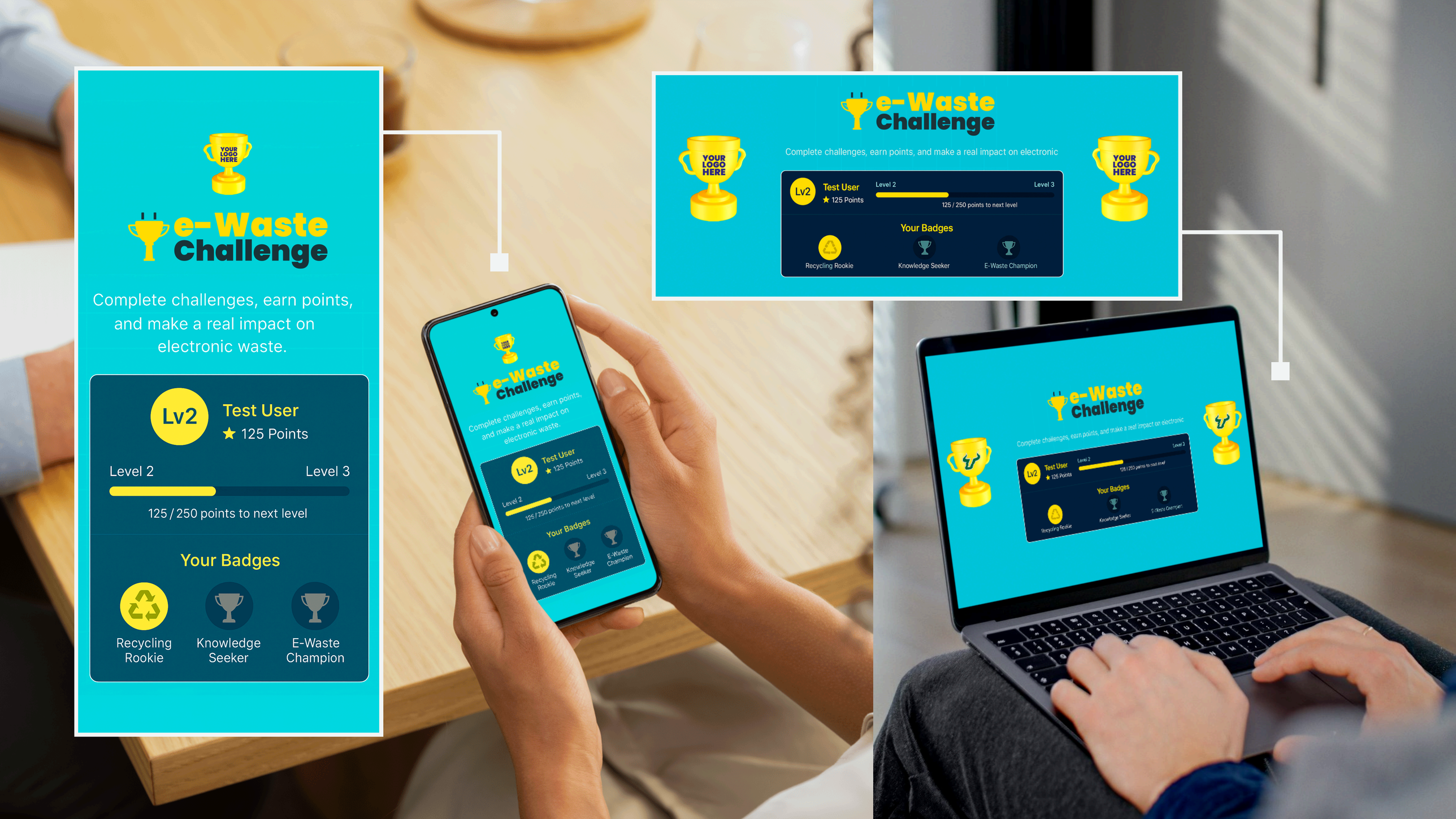




Students Activities page



Leaderboard


YOUR LOGO HERE
e-Waste Challenge
Complete challenges, earn points, and make a real impact on electronic waste.
Lv2
Test User
★ 125 Points
Level 2
Level 3
125 / 250 points to next level
Your Badges
Recycling Rookie
Knowledge Seeker
E-Waste Champion

2025 ROADMAP – MVP PHASE 1

Launch in 10 Hillsborough County schools

Teacher onboarding + classroom implementation

Challenges go live with student engagement metrics

Feedback loop and feature improvements

Q3–Q4 2025 → Data-driven refinement and prep for scale

2026 VISION – PHASE 2 GROWTH

Implement improved class-room level tracking with QR technology

Launch sponsored curriculum libraries and content licenses

IMPACT AND ROI FOR STAKEHOLDERS

Opportunities to partner:

Custom-branded dashboards, challenges, or rewards

Sustainability and Impact Data for banks & corporate partners

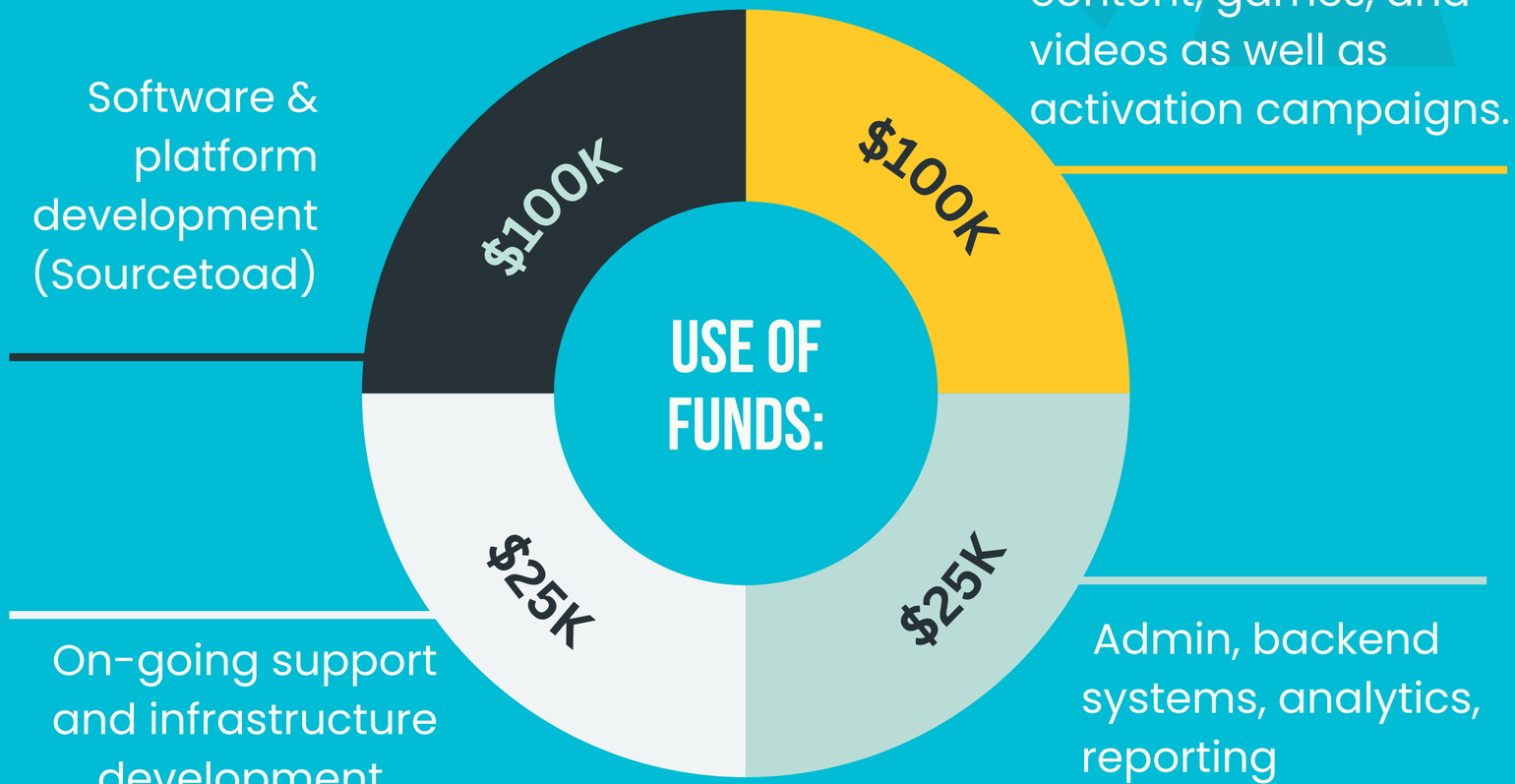
Employee engagement via school updates and events

Story-driven impact reports (photos, testimonials, metrics)

Local community visibility and PR opportunities

INVESTMENT MODEL

Fundraising Goal: $250,000 (by end of 2025)



Software & platform development (Sourcetoad)

Development of content, games, and videos as well as activation campaigns.

On-going support and infrastructure development.

Admin, backend systems, analytics, reporting

We are looking for 5 pillar funders/donors to help us launch this Pilot Program.

Contact us for a live demo, partner tour, or strategy session.

WHY JOIN THE FIRST GENERATION OF E-WASTE CHALLENGE SPONSORS?

1. *Brand Visibility in Every Challenge*
2. *Your logo featured throughout the gamified experience, embedded directly into student interactions across schools.*
3. *Executive Involvement in Video Lessons*
4. *Feature a leader from your company in our educational content—positioning your brand as a champion of digital equity and innovation.*
5. *Access to Real-Time Engagement Reports*
6. *Receive custom data on student interactions with your brand, perfect for ESG and CSR reporting.*
7. *Exclusive School Engagement Opportunities*
8. *Create real-world connections with students and teachers through branded experiences, awards, and mentorship.*

MEASURABLE SUCCESS:
MEASURABLE IMPACT + MEASURABBLE ENGAGEMENT

MEASURABLE SUCCESS

Position your brand at the heart of educational transformation.

=

MEASURABLE ENGAGEMENT

Drive corporate purpose through measurable student engagement.

+

MEASURABLE IMPACT

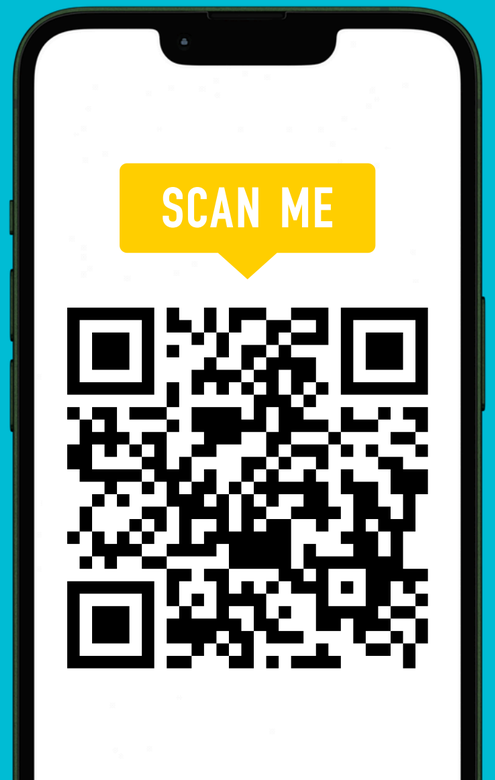
Join a growing network of companies empowering the next generation through tech access and digital literacy.

MORE WAYS TO PARTNER:

With a $5,000 investment, your organization can fund a fully equipped Tech Hub—providing computers, digital skills training, and lasting educational access for an underserved school or nonprofit.

Your brand. Their opportunity. A shared story of impact.

Sponsor a Tech Hub. Empower a Community.



CLOSING: JOIN THE EDUCATION REVOLUTION

"We gamify learning. We recycle with purpose. We connect students to the future they deserve."

Your investment changes lives, schools, and communities.

Contact: *tony@digitaledfoundation.org*