



## Digital Promise Announces New AI Product Certification

*The Edtech Equity Project and Digital Promise launch the Prioritizing Racial Equity in AI Design Product Certification*

**NOVEMBER 4, 2021 | Washington, D.C.** – Global non-profit, [Digital Promise](#) and The [Edtech Equity Project](#) are excited to announce the launch of the pilot of our newest Product Certification, [Prioritizing Racial Equity in AI Design](#). This certification is the first in a stack of Product Certifications that will recognize edtech tools that center equity in design and development decisions.

Digital Promise’s Product Certifications serve as rigorous, reliable signals for school and district leaders and administrators, educators, and communities seeking edtech that is intentionally designed to meet learners’ authentic needs. In an effort to mitigate racial bias throughout product design, this Product Certification will prioritize racial equity by proactively identifying and minimizing racial bias in the product’s algorithms and design as well as require products to be transparent about the design processes and the actions they take to identify and reduce racial bias.

"This work is about purpose—not perfection. The edtech industry needs champions to lead the way and commit to racial equity in the design and development of their products," said Madison Jacobs, co-founder of The Edtech Equity Project. "This Product Certification will help product teams take a step in the right direction in their ongoing journey and commitment to racial equity in AI. Ensuring that products do not harm students of color is an iterative, everlasting process that requires edtech companies to build solid and meaningful relationships with school leaders, educators, and Black and Brown learners who utilize their products. You must give them a voice."

Applications for the [Prioritizing Racial Equity in AI Design Product Certification](#) are now open on the [Digital Promise platform](#). During the open pilot, interested product developers can submit applications at no cost.

"Work toward racial equity often stays in the conversation space. The Prioritizing Racial Equity in AI Design Product Certification moves us to action," said Sierra Noakes, Marketplace project director at Digital Promise. "This certification recognizes edtech tools that center racial equity in their design and decisions. It will help educators filter for

products prioritizing racial equity and drive the edtech industry to design for learners of color.”

“We believe so deeply in this work and are incredibly excited to be partnering with Digital Promise and its ecosystem as we come together to foster a world where edtech is built, deployed, and administered in schools alongside, not in detriment to, Black and Brown students,” said Jacobs. “Are you with us?”

Visit Digital Promise’s [website](#) to learn more about Product Certifications. Resources to create equitable edtech tools can be found in the [Edtech Equity’s toolkit](#).

**Press Contacts:**

Crystal Williams

Digital Promise

240-494-6382

[cwilliams@digitalpromise.org](mailto:cwilliams@digitalpromise.org)

Madison Jacobs

The Edtech Equity Project

602-642-6471

[madisonrjacobs@gmail.com](mailto:madisonrjacobs@gmail.com)

Nidhi Hebbbar

The Edtech Equity Project

[nidhi.hebbbar@gmail.com](mailto:nidhi.hebbbar@gmail.com)

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**About Digital Promise**

Digital Promise is a nonprofit organization that builds powerful networks and takes on grand challenges by working at the intersection of researchers, entrepreneurs, and educators. Our vision is that all people, at every stage of their lives, have access to learning experiences that help them acquire the knowledge and skills they need to thrive and continuously learn in an ever-changing world. For more information, visit the [Digital Promise website](#) and follow [@digitalpromise](#) for updates.

## **About The Edtech Equity Project**

The Edtech Equity Project provides edtech companies with tangible, technical practices for more equitable product design and development, and provides guidance for schools to prioritize racial equity during the edtech evaluation and procurement process. Our goal is to create strong partnerships across schools, communities, and the edtech industry to champion the needs of Black and Brown students. For more information, visit the [Edtech Equity Project](#) website and follow [@edtechquity](#) for updates.