



Digital Promise Supports Education Leaders in Finding Powerful Edtech Tools through Product Certifications

Continuously creating systems level transparency for selecting edtech tools

AUGUST 25, 2022 | Washington, D.C. – Global nonprofit, [Digital Promise](#), is thrilled to recognize several opportunities for providing greater transparency to education leaders, educators, and learning communities when selecting edtech products. Digital Promise recently awarded over 100 [Product Certifications](#) to edtech tools. In partnership with The [Edtech Equity Project](#), Digital Promise is excited to announce the launch of the newest Product Certification, [Prioritizing Racial Equity in AI Design](#). Additionally, Digital Promise refined and relaunched the [Learner Variability Product Certification](#) in response to ongoing partnership with the field.

Since 2020, Digital Promise has issued over 100 Product Certifications to edtech products that have met standards co-developed with those who purchase and use edtech tools. By providing a robust list of certified products, district leaders can leverage certification status to drive procurement decision making. Product Certifications help consumers clearly identify tools designed for powerful learning as they select tools to support their learners.

The Prioritizing Racial Equity in AI Design Product Certification serves as a clear signal for educators and education leaders that edtech has been intentionally designed to prioritize racial equity. The relaunched Learner Variability Product Certification is intended to serve as a reliable signal for educators, administrators, and families looking for evidence that edtech products support the unique needs of their learners.

“The educators, learners, and education leaders who use and purchase edtech should be the drivers of the industry,” said Sierra Noakes, project director of Digital Promise’s Marketplace Initiative. “Product Certifications serve as microphones to amplify the field’s expectations to edtech products, and ensure education leaders can easily identify which products meet those expectations.”

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. To ensure these signals align with

learners needs, Digital Promise will relaunch each certification every two years with updated criteria.

Applications for Product Certifications, including Prioritizing Racial Equity and Learner Variability, are now open on the Digital Promise's [Product Certification Platform](#).

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](#).

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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.