



One Simple Question Could Help Save the Planet and Close the Digital Divide

Earth Month campaign challenges Americans to rethink how we handle e-waste

NEW YORK (April, 2025) — Earth Day may spark reflection, but [Human-I-T](#), a national nonprofit and social enterprise, is urging Americans to go further — by asking a simple question: *What happens to our old tech?*

The call to action is part of Human-I-T's new "Ask the Question" campaign, launched this Earth Month to address two intersecting global crises — the e-waste epidemic and the growing digital divide.

"Every day, we are burying or burning millions of pounds of tech that could change someone's life," said CEO and Co-founder of Human-I-T Gabe Middleton, "Think about it; we aren't just burning devices — we're burning opportunities."

This month, a 2024 [United Nations report](#) found that global e-waste surged to 62 million metric tons in 2022, growing five times faster than it is being properly recycled. That's the environmental toll the world faces annually.

At the same time, more than 26 million Americans in underserved communities still lack access to essential digital tools. From job seekers and students to seniors and veterans, people are being left behind in an economy that increasingly demands digital access.

"If we want to close the digital divide, we have to start by protecting the planet," Middleton said. "When we keep devices out of landfills and put them into the hands of people who need them, we're solving two of the biggest challenges of our time: environmental sustainability and digital equity."

Human-I-T works with corporate and institutional partners — including AT&T, Visa, Disney Technology Studios, General Motors, Comcast, USC, UCLA and more to collect surplus technology, refurbish it, and distribute it to individuals and families in need. Every device is securely wiped, restored to like-new condition, and given a second life.

The organization also ensures that digital access doesn't end at the device. Human-I-T provides four critical pillars of digital inclusion: a working computer, high-speed internet access, digital skills training, and ongoing tech support. Without all four, the organization says, underserved communities remain cut off from education, jobs, healthcare and civic participation.

“Access to technology is no longer a luxury — it’s a lifeline,” Middleton said. “When the wildfires swept through California, we witnessed how quickly someone with full digital access could lose it all. And when that happens, people fall into the digital divide overnight.”

This Earth Month, Human-I-T is encouraging the public to make an impact by asking one simple but powerful question: ***What are we doing with our old tech?***

“When your workplace upgrades your laptop, or your department replaces outdated equipment, ask the question,” Middleton said. “If there’s no answer, that’s an opportunity to lead. That’s your moment to act.”

By asking the question and choosing reuse over disposal, individuals and companies can join a growing movement to protect the planet and expand access to opportunity — all at once.

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About Human-I-T: The Human-I-T mission is to ensure everyone, regardless of socio-economic status, can access the tools they need to succeed in the digital age. By refurbishing donated technology and offering low-cost internet access, Human-I-T promotes digital inclusion and environmental sustainability through partnerships with businesses, government agencies, and nonprofits. Human-I-T has positively impacted thousands of lives, fostering education, employment,