



The Digital Graveyard

Exploring the Detrimental Impacts of E-Waste



Generative AI
Decemeber 3rd, 2025



The Problem

- E-waste = fastest-growing waste stream (62M+ tons/year)
- Most devices aren't recycled — they're exported overseas
- Burned/melted/dismantled in unsafe informal sites
- Leads to toxic air, polluted water, dangerous labor
- Harm stays invisible to Western consumers

An Underreported Issue

- Happens in unregulated, hard-to-access waste hubs
- Corporations give little end-of-life transparency
- Media coverage is fragmented, not cinematic
- The worst impacts occur far from where devices are used



The Electronic Graveyard

An E-Waste Documentary

- Follows full life cycle of a device: production → use → disposal → afterlife
- Contrasts two adults: a casual upgrader vs. an e-waste worker
- Reveals hidden human + environmental cost of disposable tech
- Shows electronics don't disappear — they just move

Audience Interest is Rising

- International E-Waste Day (2024):
- 160 organizations, 47 countries
- 1,217+ articles in 60 countries, 19 languages
- Reach of ~2 billion people
- Strong hashtag engagement: #ewaste, #recycling, #circulareconomy, #electronics
- Ongoing global reporting: Global E-Waste Monitor (2014 → 2024)

Posters & Billboard



Campaign Strategy: THE DIGITAL GRAVEYARD

From observation to narrative



01

Story Hook

- Follows a pair of wireless earbuds linking two teens: a buyer in New York and an e-waste worker.
- Traces the full hidden loop: buy → discard → export → toxic dismantling → resale as “new.”
- Central question: “When we throw something away, where is ‘away’?”

02

Tone & Theme

- Investigative but human, more revelation than guilt trip.
- Parallel, split-screen storytelling that constantly connects both lives.
- Core theme: Nothing disappears. Everything is connected.

03

Target Audience

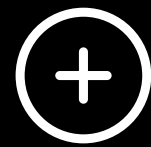
- **Primary:** Gen Z / young millennials who care about climate but regularly upgrade and repurchase their devices.
- **Secondary:** Students & educators in globalization/sustainability.
- **Tertiary:** Right to Repair activists, parents, policy advocates.

04

Campaign & Creative

- Launch at major doc festivals (Tribeca) → streaming release timed with International E-Waste Day.
- Social-first strategy: TikTok/IG shorts, #WhereIsAway
- Key creative lanes: Parallel Lives, Journey Map of the earbuds, “Trash Comes Back” Reveal, and Call-to-Action(Right to Repair, repair/keep longer).

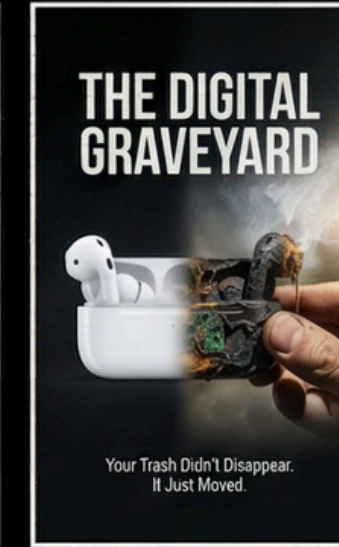
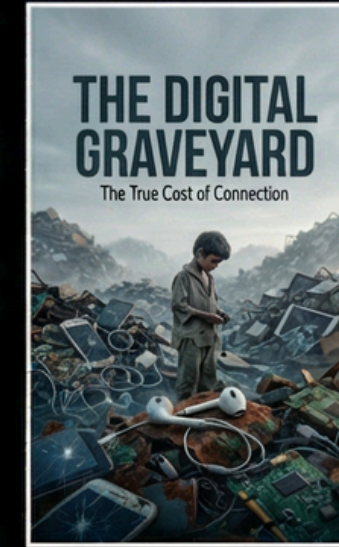
Media Assets



Creative lens

AI-generated cinematic key visuals, focusing on emotionally striking compositions and design that was refined to emphasize contrast, scale, and human presence

Movie Posters



Times Square Billboard Mockup



Storyboard for Ad

Creative lens

Journey of electronic waste from consumer use to global disposal, using simple sequential storytelling



Ad

- 4x 9:16 vertical clips (Higgsfield AI (Nano Banana Pro mainly))
- Sound from Artlist, iMovie and speech from Elevenlabs

