Google.org

AI for the Global Goals Call for Applications
APPLICATION QUESTIONS

This copy is for reference only. All applications must be submitted online.

Introduction
At Google, we believe that artificial intelligence can provide new ways of approaching problems and meaningfully improve people's lives. AI provides another tool to explore and address hard questions across all sectors of society – from quickly and accurately forecasting floods to connecting people in transition to education and job opportunities.

That's why we're excited to expand our commitment to launching and scaling AI tools that help organizations tackle some of the world's biggest problems. Building off of Google.org's previous investments in AI for Social Good, we're launching an open call to find organizations around the world that are using AI to create new, innovative solutions to advance the UN's Sustainable Development Goals (SDGs).

There is no fixed amount to request. Historically, Google.org AI for Social Good funding amounts have ranged from $500k to $2M, with the median at $1.3M. Applying organizations must have the capacity to absorb a large amount of funding. Based on the type of project, Google.org will provide support through a combination of funding, product donations and technical expertise.

We believe that projects supported by our funding should be able to benefit everyone. If you are selected, the standard funding agreement will require any intellectual property created with funding from Google.org be made available to the public for free under a permissive open source license. If your organization is invited to move forward in the selection process, and you have a compelling reason why your organization needs to own the intellectual property created with Google.org funding, you will have an opportunity to request an exception.

The application is organized into sections corresponding with the criteria that will be used to evaluate applications. For more information on what we're looking for, please refer to our Frequently Asked Questions.

Criteria
1. **Impact:** How will the proposed project address a societal challenge, identified under the UN's Sustainable Development Goals, to drive real world impact for people, especially underrepresented populations? And to what extent? Could this project halve the time to achieve one or more of the UN's Sustainable Development Goals? Is the application grounded in research and data about the problem and the solution? Is there a clear plan to deploy the AI model for real-world impact, and what are the expected outcomes?
2. **Scalability and Sustainability:** If successful, how can this project scale beyond the initial proposal? Can it scale directly, serve as a model for other efforts, or advance the field? How will the project continue beyond Google.org's funding? Is there a clear plan to share learnings and best practices with the global community?

3. **Feasibility:** Does the team have a well-developed, realistic plan for execution and technical expertise that enables them to apply AI to the problem? Have they identified the right partners and domain experts needed for implementation?
4. **Data and Responsibility**: Is AI the appropriate tool to tackle the issue this proposal seeks to address? How does the application of AI accelerate progress, break through barriers, or reduce inefficiencies? Does the team have a plan to access a meaningful dataset? Does the proposed use of artificial intelligence align with Google's AI Principles? See Google's Responsible AI Practices for practical guidance.

We will accept applications by 11:59pm PST on March 17, 2023. Google.org will invite high-potential organizations to submit additional project information and attend an interview.

We look forward to reviewing your ideas.

Instructions
Thank you for applying to the Google.org AI for the Global Goals Call for Applications. This application is lengthy and responses in the form **can not** be saved for later completion. We strongly recommend drafting your responses in a separate document first and only completing the form when the entire application is ready for submission. This PDF contains a list of the questions in the application form for use in preparing your responses.

When you're ready to apply, please do so by completing the application form.

A few notes before you begin:
Applications may only be submitted in English, as post-funding support for selected organizations will be in English.

Free response fields enforce a maximum response length per question.

Do not submit any confidential or proprietary information through this application as the details of your project proposal may be shared with internal or external experts to evaluate your proposal.

Protect your privacy! Please do not include any sensitive personally identifiable information in your response.

You must be using one of the following internet browsers: Apple Safari, Google Chrome, Microsoft Edge (Chromium Version), or Mozilla Firefox.

Please review the Application Terms and Google's Privacy Policy before proceeding.

Basic Information

1. What is the full, registered name of your organization?

[text field]

2. If your organization has a website and/or social media presence, please provide links below:
    a. Website: *[text field]*
    b. Instagram: *[text field]*
    c. Twitter: *[text field]*
    d. YouTube: *[text field]*
    e. Facebook: *[text field]*
    f. LinkedIn: *[text field]*

3. I certify that the organization for which I am submitting this application is eligible to apply for the Call for Applications. This means my organization meets the eligibility guidelines, and my proposed project has a clear charitable purpose as outlined in the Application Terms. FAQs are available at this link.
    [Y/N buttons]

4. The Google.org AI for the Global Goals Call for Applications process and post-funding support will be in English. Within your organization, can you please confirm that at least one project lead is fluent in English?
    [Y/N buttons]

5. What is the official, registered address of your organization?
    [text field]

6. Which country is your organization headquartered in?
    [select one, list of countries by alphabetical order]

7. What does your organization classify as?
    [select one]
    a. Nonprofit: not-for-profit charity or other not-for-profit organization
    b. University: public or private academic or research institution
    c. Social enterprise: for-profit social enterprise company with a project that has an explicit charitable purpose
    d. Other, please specify: *[text field]*

8. When was your organization founded?
    a. Month: *[MM]*
    b. Year: *[YYYY]*

9. What is the mission/overview of your organization?
    [text field]
    [30 word limit]

10. Who is your organization's target population?
    [text field]
    [50 word limit]

11. What is your organization's current number of employees? Do not include volunteers in this question - only full-time, paid staff of your organization.
     [number field]

12. What is your organization's current annual budget (approximate, in US$)? Estimates are acceptable. Please do not include potential funding from this Call for Applications.
     [number field, do not include symbols in your response.]

13. Organization-wide, who are your top 5 largest partners or funders from the last 3 years?
     [text field]

14. Is your organization submitting a joint application with another organization?
     [Y/N buttons]

15. If you answered "yes" to the above question, please list your partner(s)' information:
     [required if Q14="Y", text field]
     a. Partner Name: *[text field]*
     b. Partner Website: *[optional, website link]*
     c. *[up to 5 submissions in the fields above]*

16. Please enter the full name of the person completing this application.
     Please note this person will serve as the main point-of-contact throughout the Google.org Call for Application process.
     [text field]

17. What is your job title?
     [text field]

18. What is your email address?
     [text field]

19. My project is named:
     [text field]
     [30 word limit]

20. How many years has your organization been working on this idea (the core idea of this project)?
     [select one]
     a. Less than a year
     b. 1 to less than 2 years
     c. 2 to less than 5 years
     d. 5+ years

21. At what stage do you believe your technology is at? Please note that we are willing to consider projects in the idea stage.
     [select one]

a.   Research - an initial idea with a proof-of-concept
b.   Prototype - prototype proven in test or real conditions, in component parts or at scale
c.   Demonstration - solution working in expected conditions, public demonstration, or full scale deployment in final form
d.   Adoption - solution is publicly available and competitive but may need further improvement or integration
e.   Maturity - proof of scalability and sustainability reached with predictable growth

Impact

22. Which of the UN's Sustainable Development Goals (SDGs) will your work impact?
     [select all that apply]
     1. No Poverty
     2. Zero Hunger
     3. Good Health and Well-Being
     4. Quality Education
     5. Gender Equality
     6. Clean Water and Sanitization
     7. Affordable and Clean Energy
     8. Decent Work and Economic Growth
     9. Industry, Innovation, and Infrastructure
     10. Reduced Inequalities
     11. Sustainable Cities and Communities
     12. Responsible Consumption and Production
     13. Climate Action
     14. Life Below Water
     15. Life On Land
     16. Peace, Justice, and Strong Institutions
     17. Partnership for the Goals
         Unsure
         None of the above

23. Please tell us more about the problem you propose to address. Why did you choose to take it on? How many people does the problem currently affect and how does it impact their lives?
     [text field]
     [150 word limit]

24. Please tell us more about your project idea. How will your project effectively address the problem you have described?
     [text field]
     [150 word limit]

25. Contextualize your idea: what other approaches have been tried in the past? What is the insight or innovation that differentiates your project, and how is it better than what already exists?

[text field]
[150 word limit]

26. What tangible impact have you had to-date? Please use quantitative information if you have it.
[text field]
[150 word limit]

27. What would the impact of this project be, if successful? What will be different in the world if this project has succeeded? Please quantify potential impact if possible. Please clearly identify any assumptions you made and include sources where available.
[text field]
[150 word limit]

28. How will you measure and evaluate your project's success? Which metrics are you planning to use as the primary indicator to measure the success of your project? How will you track and measure progress against the SDGs that you indicated in Q22? What progress (quantify if possible) do you anticipate to make against each of the identified SDGs in the next 2-3 years?
[text field]
[150 word limit]

Scalability and Sustainability

29. How could your project and its impact grow beyond what you've proposed in this application? For example, can it scale directly, serve as a model for other efforts, or advance the field?
[text field]
[150 word limit]

30. We believe that projects supported by our funding should be able to benefit everyone. Please describe your plan to share learnings and best practices from your project with the global community.
[text field]
[150 word limit]

31. How would you sustain funding for this work beyond Google.org's funding?
[text field]
[150 word limit]

Feasibility

32. Who is part of your main project team? Please provide the expertise and background of your team members who will be leading this project, including their experience with AI.
    a. Team Member Name: *[text field]*
    b. Team Member Expertise: *[text field]*
    c. *[up to 5 submissions in the fields above]*

33. What makes your core team best suited to tackle this project?
    [text field]
    [150 word limit]

34. Which key partnerships are most critical for your success? What is the incentive for those organizations to partner with you? If you don't have partners yet, please include your ideal partner - think big!
    [text field]
    [150 word limit]

35. How will you ensure your project consults varied perspectives, especially from underrepresented populations including, but not limited to, communities of color, people with disabilities, and women?
    [text field]
    [150 word limit]

36. Please provide a general timeline overview with key activities and milestones for your project implementation. Project funds can be utilized between a 12-36 month period.
    [text field]
    [150 word limit]

37. What are the 1-2 most significant risks or barriers that you anticipate in this project? How does your team plan to address them?
    [text field]
    [150 word limit]

Data and Responsibility

38. Please describe the innovative application of AI in your solution, and include metrics such as speed, accuracy, cost, and scalability where relevant. For example, how the use of AI will increase efficiency by X% by 2030.
    [text field]
    [150 word limit]

39. How would you solve your problem without the use of AI? Please include metrics around speed, accuracy, cost, and scalability where relevant.
    [text field]
    [150 word limit]

40. What are the expected and unexpected repercussions (positive or negative) this use of AI/ML can have? What is your plan to mitigate negative impacts?

[text field]
[150 word limit]

41. How has your organization used AI/ML in the past? How do you believe your technology can rapidly scale or be replicated with the right support? If your organization hasn't yet used AI/ ML, please indicate that below.
[text field]
[150 word limit]

42. What practices does your organization have in place to ensure privacy, safety, fairness, and accountability? Do you have specific or additional practices when engaging with AI?
[text field]
[150 word limit]

43. Please describe any significant datasets you have (or would need) to implement your idea. For example, you may share information in the following categories:
    a. Datatype (e.g., images, text, videos)
    b. Size (e.g., # images or rows)
    c. Attributes (e.g., images, image metadata, image labels)
    d. How frequently data is refreshed
[text field]
[150 word limit]

44. Do you currently have access to this data? Is it public or private? Do you have consent for the proposed use case or sharing? If not, how do you plan to collect or access them?
[text field]
[150 word limit]

45. Tell us about how you would use the data in an AI model. What data would your model consume, and what information or decisions would it produce? For example, the model may predict a future value to act on, automate an existing process, etc.
[text field]
[150 word limit]

46. All datasets are biased in some way. How is your dataset biased, and what's your plan to mitigate the impact? For more information on dataset bias, see Google's resources on [ML Fairness](#) and [Responsible AI Practices](#).
[text field]
[150 word limit]

The following optional questions aim to understand your proposed use of AI in greater detail. Please complete those you are able to answer.

47. What AI algorithm(s) are you using or do you plan to use?
    [optional, select all that apply]
    a. Apriori Algorithm
    b. Artificial Neural Networks
    c. Collaborative Filtering
    d. Decision Trees
    e. Deep Learning
    f. K Means Clustering Algorithm
    g. Linear Regression
    h. Logistic Regression
    i. Naïve Bayes Classifier Algorithm
    j. Nearest Neighbours
    k. Random Forests
    l. Support Vector Machine Algorithm
    m. Other, please specify: *[text field]*
    n. Unsure

48. If your organization is not currently using AI, what is the greatest deterrent?
    [optional, select all that apply]
    a. Data availability and quality
    b. Talent availability
    c. Computing resources
    d. Tool accessibility
    e. Competing strategic priorities
    f. Other, please specify: *[text field]*

49. What AI framework(s) are you using or do you plan to use?
    [optional, select all that apply]
    a. AML (Amazon ML)
    b. Apache Singa
    c. Caffe
    d. cuDNN
    e. Excel
    f. Microsoft CNTK
    g. Open C.V.
    h. TensorFlow
    i. Theano
    j. Torch
    k. Spark
    l. Other, please specify: *[text field]*
    m. Unsure

50. What are your success metrics for the AI system (e.g., how will you know whether the system has succeeded or failed)?
    [optional, text field]
    [150 word limit]

51. Is your dataset currently labeled with output examples for training purposes? If not, how do you plan to label the data, and how much effort will this take (e.g., person hours)?
    [optional, text field]
    [150 word limit]

52. How do you plan to maintain and refresh the model?
    [optional, text field]
    [150 word limit]

Budget

53. What is the estimated budget that would allow your organization to accomplish your project? Please specify in US$.
    [number field, do not include symbols in your response.]

54. Please provide a specific line item budget breakdown of how your organization would spend the funding amount for your **proposed project**. Please list the major subcategories of your budget and the approximate percentage of the requested funding you'd allocate to each subcategory.
    Please note: For-profit organizations may only use funds for staffing and overhead directly related to the charitable project. All organizations should have overhead expenses limited to 10% of the total budget or less. This maximum rate applies to the primary funding recipient, sub-grantees, and sub-contracts. Google.org only allows the indirect cost rates to be applied to sub-grants/contracts that are designated for research and development.
    [text and percentage field]

Budget breakdown example:

Subcategory	% of requested budget
Build models and logic for pulling data from datasets.	*10%*
Develop a secure platform on which to run and analyze the models.	*20%*
Launch pilot and collect data.	*30%*
Secure and train partners for deployment.	*25%*
Develop landscape analysis for future growth.	*15%*
Admin: *staff salary, supplies, and general office overhead.*	*10%*

Video Submission

55. In a video of 90 seconds or less, **please present your idea and bring it to life**. The structure of the video is up to you, whether it's a video of one team member speaking or of your project in action. Your video could help us better understand the following questions:
    ● What is the problem you are trying to solve and why does it matter?
    ● What is your idea / project?
    ● How does it use technology in an innovative way?
    ● Why is your organization uniquely positioned to successfully implement this project?

    Please note that we will not place an emphasis on video production quality: a video filmed on a smartphone or other mobile device is perfectly acceptable! Video submissions should follow these guidelines:
    ● A length of **no more than 90 seconds** (we will stop watching at 90 seconds)
    ● Your video should not contain any images of identifiable children (under 18 years old) without expressed parental consent
    ● Your video should not contain third party content that you do not have the rights to
    ● The video should be in English, either spoken or subtitled
    ● Any content you provide is subject to our [Application Terms](#)

    [Required video, upload video in MP4 format of less than 100MB in size]

    If you experience technical difficulties, please check that your video is a MP4 file no larger than 100MB. If you are still experiencing difficulties, please complete the rest of the application and email ai-globalgoals@google.com so we may help you troubleshoot.

Pro Bono Consulting
The following optional questions aim to understand if your proposed use of AI can be supported with technical resources through a Google.org Fellowship. Fellowships typically provide organizations with up to six months of full time, pro bono services from Google employees.

56. If Google employees were available to help grow your initiative, what aspects of your project would they help with and what skills or functions would be most valuable (e.g. Software Engineer; Product Manager; User Experience Researcher; Marketing Analyst; Online Advertising Strategist)?
    [optional, text field]
    [150 word limit]

57. What are the specific deliverables you would expect to come away with at the end of a Fellowship? (e.g. Would Fellows build new pieces of technology, gather new data, or improve an existing process?)
[optional, text field]
[150 word limit]

Additional Information

58. Please include links to up to 3 articles, publications, videos, or other resources that are relevant to your proposal.
[optional, text field]

59. How did you hear about the Call for Applications?
[optional, select all that apply]
   a. A colleague or friend
   b. Another applicant or an advisor
   c. Email from Google
   d. Email from another organization
   e. Google.org homepage
   f. Press (print, radio, or TV)
   g. Social media
   h. Other, please specify: *[text field]*

Ethics & Compliance

60. Have any Google staff, officers or directors (or to your knowledge, immediate family members thereof) been members of your organization's board or officer group within the last 12 months?
[Y/N buttons]

61. If you answered "yes" to the above question, explain here:
[Required if Q60="Y", text field]

62. Does your organization have any ongoing commercial contracts or negotiations with Google that are directly related to the project detailed in this application? (For the sake of clarity, this does not include Google's standard product offerings like G Suite, Google Ads, Google for Nonprofits, etc.)
[Y/N buttons]

63. If you answered "yes" to the above question, explain here:
[Required if Q62="Y", text field]

64. To your knowledge, are any current government officials, employees or civil servants employed by your organization or are they members of your organization's board or officer group?
[Y/N buttons]

65. If you answered "yes" to the above question, explain here:
[Required if Q64="Y", text field]

66. To your knowledge, are any current government or intergovernmental entities, officials, employees, or civil servants (collectively "Government Persons") involved in your project? For example, if selected to receive funding, will your organization use funds to: (i) provide goods or services to a government or intergovernmental entity, (ii) pay for any Government Persons salaries, stipends, travel, or related costs, or (iii) otherwise benefit any Government Persons?
[Y/N buttons]

67. If you answered "yes" to the above question, explain here:
[Required if Q66="Y", text field]

68. If selected to receive funding, will your organization engage with any local, state, federal (including military) law enforcement entities or officials on the project?
[Y/N buttons]

69. If you answered "yes" to the above question, explain here:
[Required if Q68="Y", text field]

70. Does your organization have any dealings or programs in Crimea, Cuba, Iran, North Korea, Russia, the so-called Donetsk People's Republic (DNR) and Luhansk People's Republic (LNR), or Syria?
[Y/N buttons]

71. If you answered "yes" to the above question, explain here:
[Required if Q70="Y", text field]

72. What is the charitable purpose of your organization?
[text field]
[50 word limit]

73. What is the charitable purpose of your project?
    [text field]
    [50 word limit]

74. Who are the primary beneficiaries of your project?
    [text field]
    [50 word limit]

75. If applicable, please explain how you will use any profit that your project earns. This question is required for all for-profit organizations.
    [required if Q7="Social enterprise", text field]
    [150 word limit]

76. If applicable, please explain what benefits this project might have for the for-profit element of your organization? This question is required for all for-profit organizations.
    [required if Q7="Social enterprise", text field]
    [150 word limit]

77. How will your organization ensure that funds given to the project are kept separate from funds for other parts of the organization? This question is required for all for-profit organizations.
    [required if Q7="Social enterprise", text field]
    [150 word limit]

Certification

By submitting an application, I certify on behalf of my organization that: (1) my organization agrees to be contacted by Google for purposes of evaluating my Application; (2) my organization agrees to the Application Terms; (3) all information contained in this application is true and accurate; (4) my organization meets the eligibility requirements specified in the Application Terms; (5) none of the information in this application is confidential or proprietary; (6) I am an authorized representative of my organization who has the authority and permission from the organization to submit an Application on behalf of the organization, and has the authority to legally bind the organization – including, without limitation, to the terms and conditions of the Application Terms and to any other required documentation as described in the Application Terms; and (7) I have reviewed Google's AI Principles and Responsible AI Practices and ensured that the project featured in this application will be aligned with this guidance.

Note: The information you submit will be used in accordance with Google's Privacy Policy. If you do not wish to submit your application or cannot certify for your organization, do not check the box below. If you do not certify, nothing in your application will be saved or sent to Google.

I certify *[checkbox]*

Thank You - Survey Completion

Thank you for submitting an application to the Google.org AI for the Global Goals Call for Applications. You should receive an email to confirm your submission (please check your Spam folder).

The next stage will be by invitation only and organizations will be notified on a rolling basis.

Please email ai-globalgoals@google.com if you would like us to delete your data (form responses and email).

Finally, if you'd like to submit a quick 5-minute feedback form about this application process, please complete the survey here. The survey is completely optional, anonymous, and will not impact your organization's application process.

Thank you.