



AI for the Global Goals Call for Applications FREQUENTLY ASKED QUESTIONS

About

What is the Google.org AI for the Global Goals Call for Applications?

The Google.org AI for the Global Goals Call for Applications is a call to find organizations around the world that are using artificial intelligence (AI) to help accelerate progress against the [UN Sustainable Development Goals \(SDGs\)](#).

What type of problems are you looking for?

We're building off Google.org's [previous support of AI for Social Good](#) and launching a call to find organizations around the world that are using artificial intelligence to create new, innovative solutions to existing problems and to make progress against the [UN Sustainable Development Goals \(SDGs\)](#). In the past we've supported projects that use AI-powered tools to [track air quality and pollution](#), [use bioacoustic monitoring to detect immediate deforestation threats](#), and [connect people in transition to education and job opportunities](#) - [and others](#).

What do you mean by “responsible AI”?

Does the proposed use of artificial intelligence align with Google's [AI Principles](#)? See Google's [Responsible AI Practices](#) for practical guidance.

Why is Google hosting the Google.org AI for the Global Goals Call for Applications?

We've been [committed to funding organizations](#) in the AI space over the past several years and are excited to continue supporting new uses of technology that align with the [UN Sustainable Development Goals](#).

When is the Google.org AI for the Global Goals Call for Applications?

We will accept applications beginning on 15 September 2022 and applications will be reviewed on a rolling basis until all selections are made. Please apply by 12:00 p.m. GMT on 12 November 2022 for priority consideration.

What will funding recipients receive? How big will the funding be?

There is no fixed amount recipients may request or receive if selected. Historically, Google.org AI for Social Good funding has 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 encourage applicants to submit budgets that accurately reflect the scope of their proposal. Likewise, any additional resources provided will also be tailored to project needs.

Entry & eligibility

Who is eligible?

The Call for Applications is open to any not-for-profit charity, other not-for-profit organization, public or private academic or research institution, or for-profit social enterprise company with a project that has an explicit charitable purpose. Your organization must have a registered office in your country of residence. Organizations located in Crimea, Cuba, Iran, North Korea, Russia, the so-called Donetsk People's Republic (DNR) and Luhansk People's Republic (LNR), or Syria and projects in those countries



are not eligible to apply. Unfortunately, individuals without organizational affiliation are ineligible.

Can we apply if we're a for-profit business with a social impact?

For-profit businesses that are registered or formed under the laws of their country may apply if their suggested project has an explicit charitable purpose and they are willing to open source any IP created (or distributed) with the funding.

Can my organization submit a joint application with another organization?

Only one organization may be the applicant of record, but we welcome and encourage collaboration - especially between technical and social sector experts. The application allows you to specify partners who will be critical to your work. If your application is selected to receive funding, the applicant organization will be the sole recipient of the funding, but it may sub-fund or subcontract with other organizations to complete the proposed project as long as all organizations comply with the terms of the funding agreement.

In what language should I submit my application?

Applications must be submitted in English. We are able to work with organizations with varying levels of English ability throughout the review and selection process.

Can my organization submit more than one idea?

We encourage you to strongly consider which project best resonates with our submission criteria and your organization's strengths. However, if you have two unrelated projects that you feel would each make good candidates, please submit a separate application for each. We will review each project independently. No organization may submit more than two applications, except as described below.

What if I work for a large organization, like a university, that has many departments - can we submit multiple applications?

Large organizations like colleges and universities are permitted to submit multiple applications. In the case of colleges and universities, we ask that each Principal Investigator submit only one proposal. Please note, the Google.org AI for the Global Goals Call for Applications is not an opportunity to fund research proposals. We are looking for projects with clear visions and action plans to create inspiring end impact.

Can my organization apply to both the 2022 Google.org Impact Challenge on Climate Innovation and the Google.org AI for the Global Goals Call for Applications?

Our 2022 Climate Impact Challenge is soliciting proposals for big bet projects (\$5M) that use data to illuminate climate challenges and advance solutions to climate change. If your project meets these criteria, we encourage you to [apply for that Challenge here](#). For all other projects applying AI toward sustainability challenges, please [apply through this link](#). While we are open to organizations applying to both open calls, we encourage you to familiarize yourself with both sets of criteria to determine where your project is best aligned and choose the one that seems most appropriate.

Confidential information / IP

Will details of the project idea we submit be kept confidential?

No. Google.org will not treat your application as confidential or proprietary, and the details of your project may be shared with internal or external experts to evaluate your proposal. Please do not submit



any proprietary or confidential information in your application. If your organization is selected to receive funding, your project summary will be made available to the public on the Google.org AI for the UN Global Goals website and/or other Google channels.

Who owns the intellectual property created by the funding recipients?

We believe that projects supported by our funding should be able to benefit everyone. If you are selected to receive funding, 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 selected to move on in the 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 and provide support for your request.

Project info

What do you mean when you say “project”?

A project is your organization’s proposed concept and implementation plan for how you will use data and AI to create new solutions to existing problems. If selected as a recipient, funds will be supporting the implementation of this project - so we need to know exactly how the funding will help you realize your plan.

Can the project be in the idea stage? Does this have to be a new idea for my organization?

Yes - we’re happy to consider early-stage projects with a clear and feasible plan for implementation that will benefit society. Project ideas need not be brand new - in fact, they may already be a work in progress. In all cases, we would like to hear exactly how funding will change the trajectory of your progress toward implementation, scale, and impact.

If another organization is currently implementing a similar concept, can we still submit the idea?

Yes, but please note that projects will be evaluated in part on their innovative approach and potential to scale. Please tell us how and why your implementation is innovative for the community, why your organization is uniquely suited to implement the concept in a way that will be more successful, or how you plan to partner with other organizations to achieve success.

What kind of support will Google.org provide to help me implement my project?

Organizations selected for funding may be invited to workshops and other support programs to help progress their project, hosted by Google.org and external organizations. Google.org may also work with your organization to scope pro bono support or employee volunteer engagements to help you with certain aspects of your project. This type of support may include a UX Design audit, a marketing consultation, coaching and mentoring support, and more. By submitting your project, you are agreeing to arrange for senior staff members to participate in any support program (either virtually or in-person) offered in relation to the funding.

Over what time period should the funds be spent?

We expect the funding to be spent over the course of 12 to 36 months.

Can the funding be used to fund overhead and staffing costs?

Yes, but the large majority of the funding should be devoted to the implementation of the project. For-profit organizations may only use funds for staffing and overhead directly related to the charitable



project. For universities and other academic institutions, overhead expenses should be limited to 10% of the total budget or less. This maximum rate applies to the primary funding recipient, sub-funding recipients, and sub-contracts.

Process

Can I get a copy of the application questions before I fill out the application?

Yes, you can find a copy of the [application questions here](#).

Can we include appendices or additional information to the application?

The application includes an opportunity to provide links to additional resources. Unfortunately, we are not able to accept any attachments beyond those linked as additional materials in the application form.

Can I save a draft of my application on the site if I want to edit it later?

No. Applications can't be saved for later completion, so we recommend drafting your responses in a separate document first and only completing the application form when the entire application is ready for submission.

How do I make sure my application is successfully submitted?

Make sure all required fields are populated and within the given word limits, then click the "Submit" button. If the application has been successfully submitted, you will see a screen with a message confirming that we received your application, and you will also receive a confirmation email sent to the email address you provided.

I've submitted my application. What do I do now?

That's great news - thank you for applying. No further action is required. We'll reach out if we require any additional information, and will announce the selected organizations when decisions have been made.

Do I need a Google account to apply?

No, you don't need a Google account.

Will every single application be reviewed?

Yes, we will review all eligible applications received.

What if I still have questions after reading the FAQs?

Please contact us at ai-globalgoals@google.com.