Google.org Impact Challenge

Google.org Impact Challenge on Climate Innovation
Application Questions

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

Introduction

Climate change is one of the most urgent global challenges of our time. Only immediate, ambitious climate action will keep global temperatures from rising beyond the threshold needed to prevent severe impacts on people, wildlife, and ecosystems.

Open data and advanced digital tools, including AI and machine learning, are unlocking the information governments, researchers and nonprofits need to take quick and decisive action – and ensure those actions have results. We believe there's a unique opportunity now to bring the best of what technology can offer to ensure we have the information and tools we all need.

The Google.org Impact Challenge on Climate Innovation is an open call for big bet projects that accelerate these advances in climate information and action. We are looking for solutions that help the global community illuminate previously opaque climate challenges and enable collective climate action – projects that map emissions on a global scale; that show people the most effective places to restore ecosystems; that help small businesses understand their carbon footprint.

Selected organizations will receive $5M USD in funding, along with access to Google's technical expertise and products, to accelerate progress toward a more sustainable and resilient future.

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. **Ambition**: We are looking for transformational solutions that have potential for global impact. While your idea does not need to immediately reach millions of people globally, you should articulate how it could ultimately do so. We encourage collaboration between multiple organizations, as coalitions may be helpful for achieving the scale of solutions we're hoping to support.

2. **Impact:** Projects should drive tangible, real world impact for both the climate and people. The proposal should explain how it will tackle climate change and/or the extent to which it will support others to do so too. Successful applications will be grounded in data and research.

3. **Innovative Use of Technology**: Ideas should apply technology by creating or enabling new solutions and approaches. Applications can also propose innovative applications of existing technology - solutions that apply AI and machine learning are encouraged!

4. **Feasibility**: Successful proposals will have well-developed and realistic execution plans supported with the resources and expertise needed for implementation. Taking on big, scalable ideas with technology at their core is difficult, and we look for teams that are equipped to implement the proposed project.

Applications will be reviewed on a rolling basis and the application window will remain open until 30 November 2022. As we are funding applications on a rolling basis, we encourage you to apply early. Google.org will invite high-potential organizations to submit additional project information and attend an interview.

We look forward to reviewing your ideas. Thank you!

Instructions
Thank you for applying to the Google.org Impact Challenge on Climate Innovation. 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.

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. Please note that 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.

You must be using one of the following internet browsers: Internet Explorer 8 or newer, or the latest version of Chrome, Firefox, or Safari.

Please review the Grant 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]*

3. I certify that the organization for which I am submitting this application is eligible to apply for the Challenge. This means my organization meets the eligibility guidelines, and my proposed project has a clear charitable purpose as outlined in the [Grant Application Terms](#).
    [Y/N buttons]

4. The Google.org Impact Challenge application 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?
    Number, Street Address, City, State/Province, Zip or Postal Code.
    [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. If applicable, please explain how you will use any profit that your project earns from your proposed project. This question is required for all for-profit organizations.
    [required if Q7="Social enterprise", text field]
    [50 word limit]

9. When was your organization founded?
    a. Month: *[MM]*

b. Year: *[YYYY]*

10. 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]

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

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

13. Is your organization partnering with another organization to complete the proposed project?
[Y/N buttons]

14. If you answered "yes" to the above question, please list your partner organization(s)' information:
[required if Q13="Y", text field]
    a. Partner Organization Name: *[text field]*
    b. Partner Organization Website: *[website link]*
    c. Partner Contact Name: *[text field]*
    d. Partner Contact Email: *[text field]*
    e. *[up to 3 submissions in the fields above]*

15. 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 Impact Challenge application process.
[text field]

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

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

Project Overview:
Please answer the following questions, each in 50 words or less. Your responses will give us a high-level understanding of your project and its goals. You will have the opportunity to provide more detail in later sections.

18. My project is named:
    [text field]
    [50 word limit]

19. The specific problem I/we are tackling is...
    [text field]
    [50 word limit]

20. To counter this problem, we are addressing it by...
    [text field]
    [50 word limit]

21. The role of technology in this project is...
    [text field]
    [50 word limit]

22. If successful, in five years the impact of our project will be...
    [text field]
    [50 word limit]

23. The team/organization(s) leading this project is composed of...
    [text field]
    [50 word limit]

24. Describe the geographic area (e.g., Countries, Country, Cities) that your project impacts:
    [text field]
    [50 word limit]

25. 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

Ambition
26. Please tell us more about the problem you propose to address. Why did you choose to take it on?
    [text field]

[150 word limit]

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

28. 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]

Impact

29. What stage is your project currently in? What tangible impact have you had to-date?
[text field]
[150 word limit]

30. What would the impact of this project be, if successful? Please quantify potential impact, if possible, using clear metrics such as the projected reduction of GhG emissions caused by your intervention, the number of people reached, the economic damage averted, etc. Please clearly identify any assumptions you made and include sources where available.
[text field]
[150 word limit]

31. How could your project and its impact grow beyond what you've proposed in this application? What breakthroughs, if amplified, could significantly help address climate change? How could others working to address climate change (e.g. governments, companies, nonprofits, global collaborations) benefit from the proposed solution?
[text field]
[150 word limit]

Innovative Use of Technology

32. How is technology at the core of your proposed solution? Please describe the innovative technology or application of technology in your solution, and explain how it will transform existing solutions to the issue you are addressing or create new solutions to unaddressed/approaching problems.

[text field]
[150 word limit]

33. At what stage do you believe your technology is at?
[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 stability reached with predictable growth

34. What parts of your technology have been validated and proven to work, and which, if any, are still unproven? How do you believe your technology can rapidly scale or be replicated with the right support?
[text field]
[150 word limit]

35. Does your project use AI?
[Y/N buttons]
[If yes, the survey will direct you to the AI module (optional)]

Feasibility
36. Who is part of your main project team? Please list your team member's information:
   a. Team Member Name: *[text field]*
   b. Team Member Expertise: *[text field]*
   c. Team Member Website/Bio/LinkedIn: *[optional, website link]*
   d. *[up to 5 submissions in the fields above]*

37. What makes your core team best suited to tackle this project? And, if applicable, why are your partners the right ones to help achieve your project goals (e.g., complementary expertise, geographic reach, etc.)?
[text field]
[150 word limit]

38. 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]

Timeline and Budget

39. 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]

40. Please provide a narrative overview of how your team would use the $5M USD funding amount, including the major categories of spend. If the total costs of your proposed project exceed $5M USD, explain how you have secured (or plan to secure) additional funding and provide an overview of how those funds will be used.
[text field]
[150 word limit]

41. Please provide a specific line item budget breakdown of how your organization would use the $5M USD funding amount for your **proposed project**. Please list the major categories and subcategories of your budget and the approximate funding you'd allocate to each subcategory.
Please note: For-profit organizations may only use funds for staffing and overhead directly related to the charitable project. All organizations should have overhead expenses limited to 10% of the total budget or less. This maximum rate applies to the primary funding recipient, sub-grantees, and sub-contracts. Google.org only allows the indirect cost rates to be applied to sub-grants/contracts that are designated for research and development.
[text and numerical field. Under the Budget column, please do not enter special characters such as a dollar sign ($), comma (,), or period (.).]

Budget breakdown example (for illustration purposes only) :

Subcategory	Budget
Build framework to model global greenhouse gas (GHG) emissions across the world. The framework will act as a starting point to collecting granular GHG data.	*$700,000*
Develop and store a database of GHG data that can be analyzed.	*$1,000,000*
Refine the database and analyze. Create automatic infographics that can be easily comprehended by public and policy stakeholders to take action.	*$1,100,000*
Embed database and teach policy makers how to use the database to continuously make decisions using accurate GHG emissions data.	*$1,150,000*
Equipment for emissions gathering, analysis, and storing.	*$650,000*
***Admin:** staff salary, supplies, and general office overhead.*	*$400,000*

Google Technical Support

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

Video Submission

43. 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?
    - What would the impact of this project be, if successful?
    - 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)
    - Please submit a Mp4 file of no larger than 100MB
    - 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 [Grant Application Terms](#)

    If you experience technical difficulties, please complete the rest of the application and email climateinnovation-challenge@google.com so we may help you troubleshoot.

    [video upload]

Ethics & Compliance

Please answer the following Ethics & Compliance questions carefully and provide additional information if any of the questions below apply to you and your organization.

44. 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]

45. If you answered "yes" to the above question, explain here:
[Required if Q44="Y", text field]

46. 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]

47. If you answered "yes" to the above question, explain here:
[Required if Q46="Y", text field]

48. 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]

49. If you answered "yes" to the above question, explain here:
[Required if Q48="Y", text field]

50. 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]

51. If you answered "yes" to the above question, explain here:
[Required if Q50="Y", text field]

52. 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]

53. If you answered "yes" to the above question, explain here:

[Required if Q52="Y", text field]

54. 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]

55. If you answered "yes" to the above question, explain here:
[Required if Q54="Y", text field]

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 Grant Application; (2) my organization agrees to the Grant Application Terms; (3) all information contained in this application is true and accurate; (4) my organization meets the eligibility requirements specified in the Grant Application Terms; (5) none of the information in this application is confidential or proprietary; and (6) I am an authorized representative of my organization who has the authority and permission from the organization to submit a Grant 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 Grant Application Terms and to any other required documentation as described in the Grant Application Terms.

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]*

AI Module [Optional]

The following optional questions aim to understand your use of AI, if applicable. Please complete those you are able to answer.

56. How will AI help you solve the problem you propose to address? How would you solve it if you didn't use AI? Please include metrics around speed, accuracy, cost, and scalability where relevant.
    [optional, text field]
    [150 word limit]

57. Please describe any significant datasets you have (or would need) to implement your idea. For example, you may share information on 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
    [optional, text field]
    [150 word limit]

58. Do you currently have access to this data? If not, how do you plan to collect or access them?
    [optional, text field]
    [150 word limit]

59. 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.)
    [optional, text field]
    [150 word limit]

60. Does your organization currently use AI? If so, please describe how and to what extent.
    [optional, text field]
    [150 word limit]

Thank You - Survey Completion
Thank you for submitting an application to the Google.org Impact Challenge on Climate Innovation.

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

Please email climateinnovation-challenge@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.