

Google.org Impact Challenge

Strengthening Democracy in Europe Application Criteria

The following criteria is meant to provide additional guidance. For eligibility, please refer to the [Terms](#).

Impact:

- **Address critical areas:** A compelling proposal directly responds to thematic areas of the [Google.org Impact Challenge: Strengthening Democracy in Europe](#) or tackles another critical barrier to strengthening democratic resilience. The problem statement is clear, convincing, and specific to the target audience or region.
- **Deep understanding of audience:** Projects should identify and describe the end beneficiaries who are impacted by the problem, and elaborate on how different demographics (*e.g., gender, age, ethnicity, disability, etc.*) may experience the problem in nuanced ways. Organisations should articulate how they will engage end beneficiaries and map out how the project intends to effectively reach and support them.
- **Evidence-based approach:** Strong proposals are backed by data, evidence, and/or a proven track record to demonstrate the effectiveness of the solution. New ideas should provide credible justifications, grounded in research and data, that clearly outlines why this solution would be the most successful compared to alternatives, while existing solutions should highlight results and learnings to date.

Innovative Use of Technology:

- **Clear tech application:** The incorporation of technology is most convincing when it addresses clear needs, breaks through barriers, and reduces inefficiencies for its users. Projects should be able to explain the specific technology used - both in technical and simple language without jargon - and how it adds value, such as cutting time or cost to achieving the project's primary outcomes. Strong proposals can reflect on other technical alternatives the organisation has tried and point to why their suggested technical solution is needed. The GIC encourages the use of advanced technology, particularly effectively applying AI, but is not limited to it - all projects with innovative approaches are welcome to apply.
- **Innovative approaches:** Projects can develop their own cutting-edge technical prototypes, leverage existing open-source code, use off-the-shelf applications of tools and resources, or apply new interventions or approaches (*e.g., prebunking, accuracy prompts, digital training & upskilling, etc.*) that have strong evidence of efficacy and a clear path to scale.
- **Responsible innovation:** Advanced technologies show great promise and can raise important challenges that must be addressed clearly, thoughtfully, and affirmatively. Projects using advanced technologies and AI should align with Google's [AI Principles](#) and [Responsible AI Practices](#) to ensure the technical solutions proposed are developed [responsibly](#).
- **Uplifting the ecosystem:** We believe that projects supported by Google.org funding should be able to benefit everyone. If your organisation is selected to receive Google.org support, we will require any intellectual property created (or distributed) with support from Google.org funding be made available to the public for free under a permissive open source licence. For more information, please refer to the Challenge [Terms](#).

Feasibility:

- **Vision towards outcomes via metrics:** Projects should clearly define the desired results and how it affects the end beneficiaries (*e.g., boost education and confidence in identifying misinformation for European youth by increasing their recall accuracy of key concepts from*

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prebunking videos). The outcomes should be supported by specific, quantifiable, and achievable metrics (e.g., *metric 1: 20,000 teachers trained by December 2025*).

- **Plan to success:** Proposals should have a well-developed, realistic execution plan that maps to the outcomes and outputs supported by a capable project team. The draft implementation timeline should include specific activities, deliverables, and milestones, and should consider how to thoughtfully leverage personnel, partnerships, resources, and budget. As well, strong proposals understand and have a plan to mitigate potential risks. Please note, funding may not be used for lobbying purposes.
- **Champion collaboration:** Recognizing that strengthening democracy is a complex task that requires many actors, like businesses, civil society, academia and governments to work together, proposals should highlight existing or planned partnerships and elaborate on each partner's roles, distinct expertise, and contributions to the proposed project. Projects without planned partnerships are encouraged to consider how strategic partners could strengthen the proposal to achieve the project's outcomes more effectively.

Scalability:

- **Potential to scale:** Think about how your proposal can expand beyond the core idea and be replicated across geographic regions, demographics, governance levels, and or transferable to another problem space.
- **Commitment to share best practices:** Strong projects have a preliminary blueprint to share outcomes, learnings, best practices with peers in Europe and beyond, so other organisations can learn and replicate the results in their own communities.
- **Sustainability:** Have a plan for how your project will continue and grow beyond the support from Google.org. Successful applicants may receive anywhere between €250K up to €1M+ in funding and additional support to accelerate their project, and funding can be used over the course of 12-36 months,