Google.org

Google.org Impact Challenge: Tech for Social Good

Application Workshop

g.co/impactchallenge/techforsocialgood

Workshop Agenda

1. **The Google.org Impact Challenge: Tech for Social Good**
2. Assessment scoring rubric overview
3. Tips and reminders

Google.org

OUR MISSION

We bring the best of Google to help solve some of humanity's biggest challenges — combining funding, product donations, and technical expertise to support underserved communities and provide opportunity for everyone.

Let’s help create a more resilient Europe.

The Google.org Impact Challenge: Tech for Social Good is an open call for European nonprofits, civic entities, and social enterprises focused on **sustainability, economic opportunity, and cyber security.** Successful applicants will receive up to six months of full-time pro bono support from a team of Google.org Fellows and up to €3M in funding. The Google.org Fellowship is a program that provides organisations with a team of Google employees who assist the organisation's staff to build scalable solutions with lasting impact.

Unique offering: technical support, in addition to funding

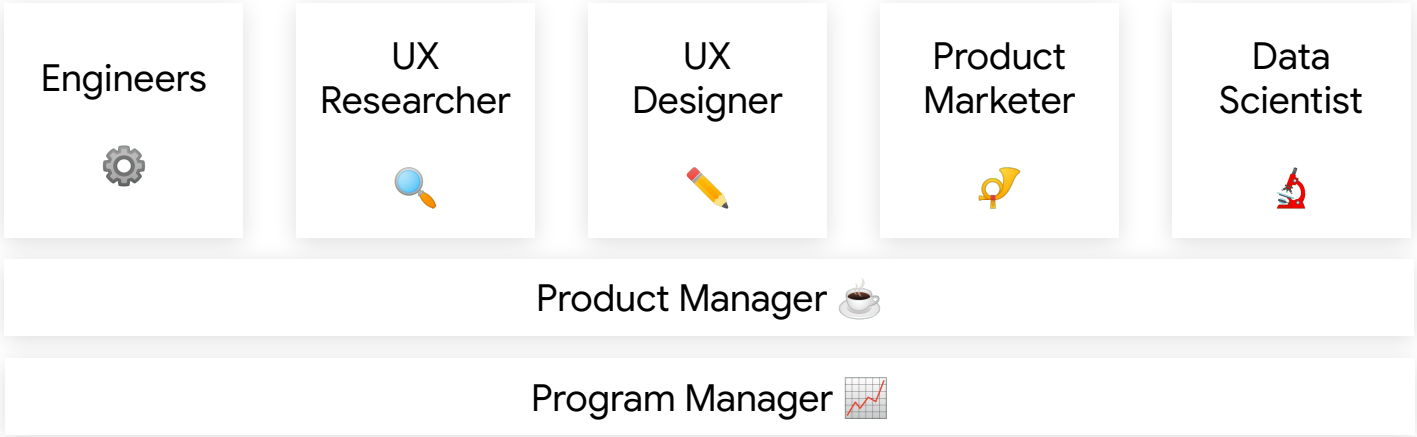
- We believe that technology is a driver of social innovation and offers a path to scale
- We also know there are many organizations (like yours) with great ideas on how to use “Tech for Social Good” but may lack the resources to fully bring it to life
- Through our Google.org Fellowship program, we've seen the transformative impact of matching a team of Google employees working full time on a pro bono basis to assist an organization with technical projects aimed at solving some of Europe's biggest challenges.

That’s why, for the first time through the Google.org Impact Challenge, organizations can apply to receive pro bono technical help from a team of Google.org Fellows for up to six months, in addition to funding, to help transform your project

About the Google.org Fellowship

The Google.org Fellowship is a program that provides organisations with a team of Google employees (software engineers, product managers, user experience researchers, and more) who work alongside the organisation's staff to build scalable solutions with lasting impact.

A typical Google.org Fellowship team (illustrative example)



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What will we be looking for?

Impact

The project addresses a critical societal challenge to drive real world outcomes while demonstrating how the unique expertise of Google.org Fellows' would catalyse this impact

Innovative Use of Tech

The proposal advances a new technology, or the innovative use of an existing one. The tech is purposeful and would benefit from the support of Google.org Fellows

Feasibility

The project team is the best suited to implement the idea successfully. Execution plans are robust and highlight how the skills of Google.org Fellows will be absorbed

Sustainability & Scalability

The proposal presents a solid plan for how the project will be scaled-up and sustained once the Google.org Fellowship is complete

The Application is structured by four criteria.

Impact: Tips for your application

Impact | Innovative Use of Technology | Feasibility | Sustainability and Scalability

We are looking for proposals aimed at addressing a critical social challenge and driving tangible, real world outcomes for people and communities. Proposals should be well-grounded in data and research, and Google.org Fellows would act as catalysts for accelerating or amplifying your project's impact.

Tip #1: Help us understand why your project is important by quantifying your project's potential impact through clear metrics, such as:

- The number of people reached (#)
- The socio-economic value created ($)

Tip #2: Specify the value-add Google.org Fellows would bring to your project and its impact

- Indicate the skills you'd want the Fellows to have
  - Refer to the set up of a typical Google.org Fellowship team for inspiration
- Tell us what you would expect to accomplish with the Fellows' support that you would not be able to achieve on your own

Previous Fellowship Case Study: Open Food Facts (OFF)

Project: A food products database and application that helps consumers understand the environmental footprints of food items with a simple scan of the barcode from a mobile device.

Goal: Empower everyone to make more sustainable food choices (34%+ of human-made greenhouse emissions are from food systems).

How Google.org Fellows and their skills helped to further the project:

- Software Engineers provided AI expertise to write code to predict food product categories and automatically assign an Eco-Score to products
  - Impact: enabled the project to calculate the Eco-Score of over 500K new food products and expanded to 49 countries
- UX Researchers conducted customer interviews to simplify the user experience, and helped to redesign, build and launch of a new Flutter-based mobile app
  - Impact: The iOS and Android apps amassed over 2.7M users per month

Innovative Use of Tech: Tips for your application

Impact | **Innovative Use of Technology** | Feasibility | Sustainability and Scalability

We are looking for projects that leverage technology to organise information and make it more accessible, useful and actionable, enabling or accelerating the project's impact. Solutions that apply AI, machine learning, and data science are encouraged. The tech should be purposeful and benefit from the support of Google.org Fellows.

Tip #1: Demonstrate why your project's use of technology is crucial and why you cannot achieve the same transformational impact without it

Note: any intellectual property created (or distributed) with support from Google.org Fellows or funding from Google.org must be made available to the public for free under a permissive open source licence.

More information is available in our application Terms & FAQs on our website.

Previous Fellowship Case Study: Full Fact

Project: Full Fact is a fact-checking app that flags more than 100k potentially false claims per day.

Goal: Ensure the right information reaches the people who need it most.

How Google.org Fellows and their skills helped to further the project:

- Software Engineers supported to build machine learning tools to identify verifiable claims in the news media, and a natural language processing model to match similar claims together
- Also assisted in the development of speech-to-text models to match claims made on the radio to claims made in text-based media

Why the technology was crucial:

- The AI increased the capacity of claim detection by 1000x, from several hundred claims to 100K per day
- This open-sourced technology was then scaled for free to other fact checkers, so that they could also benefit from the technology built by Full Fact

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Tip #2: Provide clear context regarding the current state of the technical implementation of your project

- Remember: we are willing to support projects at all stages, even if they are still conceptual ideas!

Previous Fellowship Case Study: Normative

Project & goal: Normative is a carbon accounting engine, helping businesses to track their carbon footprint and find opportunities to reduce it.

The state of technology before the Google.org Fellowship:

- Normative had a tech solution available for large businesses which involved human action to upload & verify financial statements
- Normative wanted to target small and medium sized enterprises (SMEs), but needed to automate the tool to reduce the reliance on human support throughout the measuring process
- Therefore, Normative had a conceptual idea on how the tool could better serve SMEs and looked for support to develop it

The state of technology after the Google.org Fellowship:

- 12 Google.org Fellows (Software Engineers, UX designers, and Product Managers) helped Normative progress from conception to reality
- The tool became the world's first and most comprehensive carbon calculator with 3,000+ SMEs signing up

Innovative Use of Tech: Tips for your application

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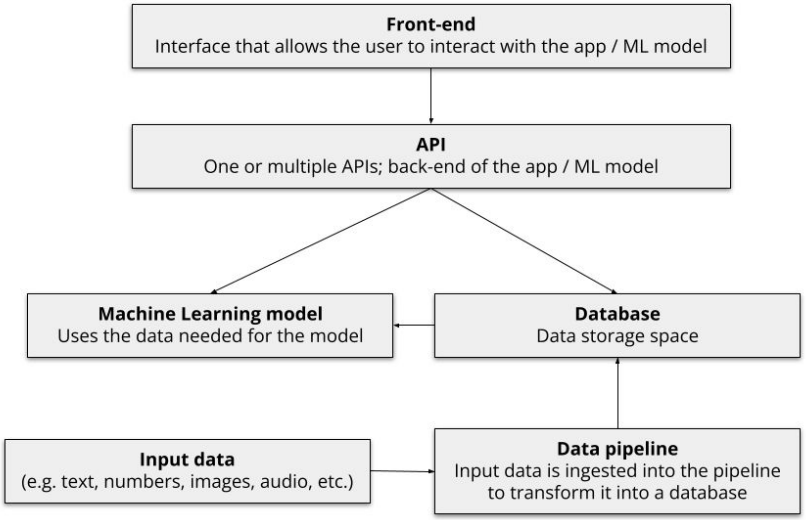
Tip #3: Provide a visual representation of your project's technical components: what is it made of and how does it work?

- This is optional, but recommended
- The visual representation on the right-hand side is a very simple example, and not the expected template

Example of visual representations of your technology



Feasibility: Tips for your application

Impact | Innovative Use of Technology | **Feasibility** | Sustainability and Scalability

Successful proposals will have well-developed and realistic execution plans supported by the resources and expertise needed for implementation. Solutions should account for how to effectively absorb and leverage the expertise of Google Fellows over six months.

Tip #1: Highlight why your project team is best suited to implement your idea:

- Build connections between the technical expertise of your team members and the needs of your project
- Inform us of any internal challenges or gaps you see

Tip #2: Be clear on how you plan to absorb the technical skills and expertise of Google.org Fellows:

- If you have full-time technical staff, in **Q38** clearly describe how Google.org Fellows would work with them
- If you do not have full-time technical staff now, in **Q39** describe who from your team will work with the Google.org Fellows

Technical staff already established within organization: Normative

- Google.org Fellows worked closely with Normative's Chief Technology Officer (CTO), ~20 engineers, and 2 technical leads
- The team worked on two-week agile sprints and had daily standups to ensure Google.org Fellows were aligned on direction and any roadblocks were identified and removed
- This is an example of an organisation that already had a strong technical team

Beginning to invest in technical staff: Open Food Facts (OFF)

- Google.org Fellows worked closely with the organization's CTO and only engineer, who also founded the nonprofit. Due to the CTO's engineering experience, OFF always had engineering principles in its core, and was ready to scale their technology by hiring more engineers andworking with a team of Google.org Fellows
- **We encourage you to onboard at least 1 technical full-time staff member before the Google.org Fellowship begins**

Sustainability & Scalability: Tips for your application

Impact | Innovative Use of Technology | Feasibility | **Sustainability and Scalability**

We are looking for proposals that have the potential to progress beyond the support from Google.org. Proposals should include realistic scalability plans and display how the project will be sustained after the Google.org Fellowship.

Tip #1: Clearly describe how you plan to maintain your project

- Use **Q42** to clarify what kind of organizational and technical resourcing you need for your project to continue after the Google.org Fellowship. For example, new staff and/or tech infrastructure

Tip #2: Clearly describe how you plan to grow your project

- Use **Q43** to illustrate how your project could grow: can it scale up directly to other regions, demographics / markets? Could your project serve as a model to spur other efforts in your industry?

Previous Fellowship Case Study: International Rescue Committee

Project: Signpost is a digital web platform launched by the International Rescue Committee (IRC) to provide accurate, accessible, & timely information to refugees.

Goal: Enable refugees and communities to make critical, lifesaving decisions.

Scalability of the project: Signpost is a technology infrastructure that provides templated websites with customizable building blocks for content that is catered to the audience, geography, and context. No coding needed to create new websites that can be deployed to deliver information to refugees.

How Google.org Fellows and their skills helped the project to scale:

- Software Engineers helped to build the digital infrastructure that enables Signpost website templates to be quickly replicated through reusable UI components and tools
- Scaled outcome: Shortened the time to launch future Signpost websites from weeks to 1-2 days and expanded active programs to cover 14 countries

Sustainability of project: IRC's in-house product manager and several engineers maintained the tech platform after the Fellowship was complete

Video submission

We'll stop watching at 90 seconds!

Based on the maturity of your idea, consider talking us through a product concept, prototype, or demo

Q44. In a video of 90 seconds or less, help us understand your tech proposal and what you hope to achieve with a team of Google.org Fellows. Remember: we are willing to consider projects in conceptual stage, but hope you can use the video to bring your project to life!

We will not place an emphasis on production quality

Responding to this question is optional but recommended.

Depending on the stage of your technology, consider using the video to:

Conceptual idea

Your project is at ideation stage and still needs to be built

- Verbally walk through your idea and what your technology would be made of
- Use supporting slides, notebooks, or other evidence of your vision to show us how users will interact with your technology

Prototype

Your product has undergone initial testing, is accessible to a few users, but still has limited functionality

- Verbally walk through of wireframes or your user research
- Demo functions that have already been built
- Present modular code and how it could be improved

Developed product

Your product has been launched, is fully functional and users can access and use it on a daily basis

- Demo your entire product
- Present the way users interact with the tool and any feedback already collected

Use the video to describe what your technology is made of and how it works, and what you hope to achieve with a team of Google.org Fellows.

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Organization Eligibility

- Any not-for-profit charity, other not-for-profit organization, civic entity public, or private academic or research institution, or for-profit social enterprise company formed under the laws of your country
- Second, since this Challenge is based in Europe: your organisation must have a registered office in your country of residence and your project should create impact in one of the European countries listed in the application Terms.
- Individuals or projects without organizational affiliation are ineligible.
- We require at least one fluent English speaker in your project team and strongly recommend English fluency across your core project team to successfully host Google.org Fellows in your organisation. Application questions are displayed in English but application responses can be submitted in English, Czech, French, Italian, or Swedish.

Please note: Google.org cannot determine your eligibility ahead of your application.

Application tips and additional considerations

We encourage **partnerships & collaboration** between organizations to achieve large scale impact. Note that only one organization should submit the application and will receive direct funding

We strongly encourage you to submit your application in English, as post-funding support and communication between your core project team and a global team of Google.org Fellows will be conducted in English.

Please write in **simple and concise language**, especially regarding your project's technology, to make your proposal compelling to all readers

Responses in the application form **cannot be saved** for later completion. We recommend drafting your responses in a separate document first and only completing the form when the entire application is ready for submission

The project **cannot** use funding to purchase Google products or services, or primarily support Google or its users

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

Thank you!


THE GOOGLE.ORG IMPACT CHALLENGE
TECH FOR SOCIAL GOOD
Google.org