Google.org Impact Challenge

Google.org Impact Challenge on Climate
Application Questions

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

Introduction
The Google.org Impact Challenge on Climate will fund bold ideas that aim to use technology to accelerate Europe's progress toward a greener, more resilient future. Selected organisations will receive funding from a €10M fund and customised post-grant support to help bring their ideas to life.

Since 2005, Google.org has invested in innovative organisations using technology to build a better world. For more information on this Challenge, please refer to our Frequently Asked Questions (FAQs) and our Grant Application Terms. We look forward to reviewing your ideas.

Instructions
Thank you for applying to the Google.org Impact Challenge on Climate. This PDF contains a list of the questions in the application form for use in preparing your responses.

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

Responses in the form **cannot** 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.

Free response fields enforce a maximum response length of 150 words 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.

We look forward to receiving your application on or before 23:59 CET on November 6, 2020, and we encourage you to apply early given that we expect high volume within the last few hours of the application window. Thank you!

Basic Information

1   What is the full, registered name of your organisation?
[text field]

2   If your organisation has a website, please provide the URL.
Provide only one. You can share additional resources at the end of the application.
[text field, optional]

3   I certify that the organisation for which I am submitting this application is eligible to apply for the Challenge. This means my organisation meets the eligibility guidelines in the [FAQs](#), including current legal registration, and a proposed project with a clear charitable purpose outlined in the [Grant Application Terms](#).
[Checkbox]

4   Which of the following best characterizes your organisation?
Not-for-profit charity
Not-for-profit organisation (non-academic)
Not-for-profit academic or research institution
Public academic or research institution
For-profit academic or research institution
For-profit business with a social mission or other for-profit social enterprise company
Other (explain)

5   Is your organisation a public or government entity, or an intergovernmental organisation?
[yes/no buttons]

6   If you answered "yes" to the above question, explain here:
[text field, optional]

7   If your organisation is a for-profit entity, how does your charitable project relate to your organisation's regular commercial business activities?
[text field, optional]

8   What is the official, registered address of your organisation?
Full Address [text field]
Country [select one: Albania, Andorra, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, North Macedonia, Moldova, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom]

9   When was your organisation founded?
[Format: MM/YYYY]
[text field]

10   What is your organisation's mission?
[text field]

11   How many full-time employees does your organisation have?
Do not include volunteers in this question -- only full-time, paid staff of your organisation.
[Number field]

12   The name of the person completing this application is:
[text field]

13   What is your job title?
[text field]

14   What is your email address?
[email field]

15   What is your contact telephone number?
Include country and area codes.
[text field]

Financial Information

For questions below, please include fiscal year data for 2017, 2018 and 2019 in Euros. Estimates are fine; please do not include potential funding from the Challenge. If an answer is not applicable to your organisation (e.g., if your organisation has been around for less than 3 years), enter '0'. We may ask for additional financial information from your organisation during our evaluation process.

Annual operating expenses:
16   2019 [number field]
17   2018 [number field]
18   2017 [number field]

Annual revenues:
19   2019 [number field]
20   2018 [number field]
21   2017 [number field]

Total assets:
22   2019 [number field]
23   2018 [number field]
24   2017 [number field]

Total liabilities:
25   2019 [number field]
26   2018 [number field]
27   2017 [number field]

Project Overview

Please answer the following six questions, each in one sentence or less - they'll give us a high-level understanding of your project and its goals. We'll ask for more detail in just a minute.

Please complete the following sentences:

28	My project is named…
[text field]
[30 word limit]

29	The specific problem I/we are tackling is…
[text field]
[30 word limit]

30	To counter this problem, we...
[text field]
[30 word limit]

31	The role of technology in this project is...

32	It will support a greener, more sustainable economic recovery by...
[text field]
[30 word limit]

33	The team/organisation(s) leading this project is composed of…
[text field]
[30 word limit]

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

35	Describe the geographic area (eg Countries, Country, Cities) that your project impacts:
[text field]
[30 word limit]

36	How many years have you been working on this idea (the core idea of this project)?
[multiple choice]
Less than a year
1-2 years
2-5 years
5+ years

Project Detail

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

38	Tell us more about the problem you propose to address. Why did you choose to take it on?
[text field]
[150 word limit]

39	Contextualise 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]

40   How is technology at the core of the solution proposed above? 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. How has your organization used technology in the past?
[text field]
[150 word limit]

41   If selected to receive a grant, will your organisation use the majority (>50%) of grant funds to create new content, resources, or materials?
[yes/no buttons]

Impact and Risks
We are looking for projects that will drive real-world impact for people or the environment.

42   What would the impact of this project be, if successful?. Please quantify potential impact if possible, and where relevant, include an estimate of the projected reduction of GhG emissions caused by your intervention.
[text field]
[150 word limit]

43   Please clearly identify any assumptions you made and include sources where available.
[text field]
[150 word limit]

44   Which metrics are you planning to use as the primary indicator to measure the success in your answer above? How will you measure them?
[text field]
[150 word limit]

45   How could your project and its impact grow beyond what you've proposed in this application? How will you sustain funding for this work beyond this grant?
[text field]
[150 word limit]

46   What are the 1-2 most significant risks you anticipate in this project? How has your team planned to address them?
[text field]
[150 word limit]

Team, Partners & Budget
47   What makes your core team best suited to tackle this project?
[text field]
[150 word limit]

48   Organisation-wide, who are your major partners and/or funders from the last 3 years?

[text field]
[150 word limit]

49	On this project specifically, which partnerships are or will be most critical for your success? What is the incentive for those organisations to partner with you?
[text field]
[150 word limit]

50	What is a budget that would allow you to accomplish your goal? How would your project utilise Google.org funding? Please provide a rough breakdown in Euro (€).
[text field]
[150 word limit]

51	Over what time period would you expect this work to happen? The grant period for funded projects can last between 12 and 36 months from the time of award.
[text field]
[150 word limit]

52	If applicable, please explain how you will use any profit that your project earns.
[text field]
[150 word limit]

Googler Engagement

53	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]

54	Has your organisation worked with long-term volunteers and/or contractors before? If so, please briefly describe any lessons learned or ways that experience would inform your approach to working with Googlers (should they be made available to assist your organisation with this project).
[text field]
[150 word limit]

Ethics & Compliance

55	Have any Google staff, officers or directors (or to your knowledge, immediate family members thereof) been members of your organisation's board or officer group within the last 12 months?
[yes/no buttons]

56	If you answered "yes" to the above question, explain here:
[text field, optional]

57	Does your organisation 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.)
[yes/no buttons]

58   If you answered "yes" to the above question, explain here:
      [text field, optional]

59   To your knowledge, are any current government officials, employees or civil servants employed by your organisation or are they members of your organisation's board or officer group?
      [yes/no buttons]

60   If you answered "yes" to the above question, explain here:
      [text field, optional]

61   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 a grant, will your organisation use grant 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?
      [yes/no buttons]

62   If you answered "yes" to the above question, explain here:
      [text field, optional]

63   If selected to receive a grant, will your organisation engage with any local, state, federal (including military) law enforcement entities or officials on the project?

      [yes/no buttons]

64   If you answered "yes" to the above question, explain here:
      [text field, optional]

65   Does your organisation have any dealings or programmes in Cuba, Iran, North Korea, Syria, or Crimea?
      [yes/no buttons]

66   If you answered "yes" to the above question, explain here:
      [text field, optional]

      Optional Information
67   Please include links to up to 3 articles, publications, videos, or other resources that support your proposal. (optional)
      [text field]

68   Is there anything else we should know? (optional)
      [text field]

69   How did you hear about the Challenge? (optional; select all that apply)
      A colleague or friend
      Another applicant or an advisor
      Email from Google

Email from another organisation
Google.org homepage
Press (print, radio, or TV)
Social media
Other

By submitting an application, I certify on behalf of my organisation that: (1) my organisation agrees to be contacted by Google for purposes of carrying out the Challenge; (2) my organisation agrees to the Grant Application Terms; (3) all information contained in this application is true and accurate; (4) my organisation 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 authorised representative of my organisation who has the authority and permission from the organisation to participate in the Challenge on behalf of the organisation, and has the authority to legally bind the organisation – 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 Challenge 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 organisation, do not check the box below. If you do not certify, nothing in your application will be saved or sent to Google.

70   I certify *[checkbox]*