

Google News Initiative

European Innovation Challenge

March 2022

Thanks for your interest in the [Google News Initiative \(GNI\)](#). In order to participate in GNI programs, you must complete this application form. Your responses will be: (1) used by Google solely to assess your eligibility to participate in GNI programs; (2) retained by Google only for as long as needed to facilitate your participation in GNI programs and in no case will your responses be retained for more than 365 days; and (3) collected in accordance with the [Google Privacy Policy](#). As a reminder to protect your privacy, please do not include any sensitive personally identifiable information in your responses.

You may request Google to update, delete, or provide you with a copy of your responses by contacting gnidata@google.com. Please allow up to 7 days for us to process your request.

For questions regarding **this** Innovation Challenge please contact us at eugnichallenge@google.com.

Checklist prior to start filling this application

- Check criteria, rules and eligibility [here](#).
- Only online applications in English will be considered.
- Prepare additional documentation as requested in the [FAQ](#).
- Please note that this GNI Innovation Challenge is primarily intended for small and medium news organizations with an editorial staff of up to 50 journalists. However, publishers employing more than journalists may be considered subject to Google's discretion. Read more [here](#).

- Are you *
 - A company
 - A non-profit
 - An association

- An academic institution
 - A freelancer
 - A partnership / consortium
 - Other
 - If other, please specify
- Please provide your title/publication/organization name. *
- Are you part of a larger Group/parent company? *
 - Yes
 - No
 - If yes, please list your parent company's legal name.
- What is the type of your organization? *
 - National Publisher
 - Regional or Local Publisher
 - Online-Only Publisher
 - B2B Publisher
 - TV
 - Radio
 - Magazine
 - Tech Startup
 - Collective or Consortium
 - Academic Organization
 - Association
 -
 - Other
 - If you selected Other, please suggest a category.
- Please briefly describe your organization and team. (1,000 Character Limit) *
- Street Address *

- ZIP/Postal Code *
- City *
- How many full time journalists does your organization employ? (number only) *
- Country (Note: Please review the Terms & Conditions to ensure your country is eligible.) *
- What is the first (given) name of this application's Point of Contact? *
- What is the last (family) name of this application's Point of Contact? *
- What is your job title? *
- What is your phone number?
- What is your contact email? *
- What is your website URL?*
- Does any government organization hold any level of ownership, control or voting rights within your organization? *
 - Yes
 - No
- If yes, please provide some details on the nature of your or your organization's involvement.
- Your application is: *
 - Specific to you or your organization
 - A collaborative project with other organizations
- If it is a collaborative application, please specify your partners' names.
- If applicable, please provide a title for your application.[More Information] (140 Character Limit)
- Which aspect of this call for applications does your project address?*
- Advertising
- AI/ Machine Learning
- Analytics and Reporting
- AR/VR
- Audience Development

- Audience Engagement
- Audience Segmentation
- Audio
- Blockchain
- Community Building
- Content Management
- Crowdfunding
- Customer Acquisition
- Data Journalism & Visualization
- Direct Payments
- Distribution
- Diversification
- Diversity
- Email/ Newsletters
- Fact checking/Verification
- Gamification
- Hyperlocal
- Loyalty
- Membership Model
- Personalization
- Research
- Subscriber Churn Reduction
- Subscription Model
- Trust
- User Experience (UX)
- User Generated Content (UGC)
- Video

- Voice
 - Other
 - If you selected Other, please explain. (100 Characters)
- How does your proposal address this call for applications? [More information] (3,000 Character Limit) *
- Please provide a brief overview of how the funding will be used? [More information] (1,000 Character Limit) *
- What will your proposal's impact be for your organization and/or the ecosystem? (1,000 Character Limit)*
- What is the amount (in USD) you are seeking to receive? Up to the maximum amount outlined. [More information]. *
- Using the following template [here] as a starting point, please upload your presentation in PDF format. Template link creates a copy. [More information] (10 Mb max file size.)*
- I would like to receive updates by email from the Google News Initiative. *
 - Yes
 - No
- I accept the Terms and Conditions *
 - Yes
 - No