



2018 Awards Application Guide

Mozilla exists to protect and promote the Internet as a global public resource, open and accessible to all. As a critical part of this mission, Mozilla invests in the innovators at the frontlines of working to make the Internet more open, inclusive, decentralized, and secure. Through fellowships and awards, we support these leaders and amplify their important work on issues impacting the health of the internet.

From data breaches to troubling centralization, the open Internet is undoubtedly facing increasingly urgent and complex challenges for which there are unlikely to be simple solutions. Awards at Mozilla are designed to support diverse approaches to addressing the most pressing threats to Internet health. Awards celebrate a variety of targeted solutions, not a one-size-fits-all silver bullet. They spotlight the technologies, art, and other work being done by leaders across the globe in order to amplify these promising approaches and to help make the Internet healthier for all.

Award Track: Creative Media

About this Awards Track:

The Creative Media awards track supports the technologists and media producers who are helping the general public understand how threats to the open Internet affect their everyday lives. We seek to support educational work that is native to the Internet, discoverable to broad audiences online, and takes advantage of the unique medium that is the Internet. We want artists and technologists to use the Internet to explore online life.

This year's Creative Media awards track supports promising approaches to engaging audiences around issues related to Artificial Intelligence (AI) and machine learning through screen-based media. Awards will be given for interactive experiences, videos, games, and other web media that serve to increase public awareness of the issues and opportunities these technologies present in our increasingly quantified society.

Creative Media awards are part of a comprehensive set of activities supported by the [NetGain Partnership](#), a collaboration between Mozilla, Ford Foundation, Knight Foundation, MacArthur Foundation, and the Open Society Foundation. The goal of this philanthropic collaboration is to advance the public interest in the digital age.

Internet Health Issue Area: Creative Media track awards support the NetGain partners' examination of [The Quantified Society](#): a cluster of issues at the intersection of the public sphere, big data systems, and automated decision making. These awards most centrally address the [internet health issues](#) of **Privacy, Decentralization, and Openness**.

Award Amounts:

A total of \$225,000 in funding is available. Prize packages are valued up to \$50,000. Final award amounts are at the discretion of award reviewers and Mozilla staff, but it is currently anticipated that the following awards will be made:

- Two (2) \$50,000 total prize packages (\$47,500 Award + \$2,500 MozFest Travel Stipend)
- Five (5) \$25,000 total prize packages (\$22,500 Award + \$2,500 MozFest Travel Stipend)

Award Criteria

All Creative Media track projects must meet the following criteria to be considered for funding:

- Supported projects must be in-progress work at either the conceptual or prototype stage.
- Works must be freely available on the web. We will not support work that cannot be experienced online.
- Works should be suitable for a non-expert audience and demonstrate the potential to be broadly shared.
- Projects must include privacy-respecting mechanisms to assess whether users of the work have taken action - either by interacting with the work in some way, updating privacy settings, or sharing the project.

Example Projects:

To date, Mozilla has supported a variety of creative media projects - short videos, browser extension, games, and visualizations. These are examples of the types of projects and makers we wish to support:

- [Data Selfie](#) - Mozilla Fellow Hang Do Thi Duc created this browser add-on that simulates how Facebook might be interpreting your data.
- [Chupadados](#) - Mozilla Fellow Joana Varon's series on the surveillance of homes, bodies and cities is from the perspective of a creature known as the "data sucker"
- [Paperstorm](#) - Mozilla collaborated with Moniker to create this political action game
- [How Paypal Shares Your Data](#) - Mozilla Fellow Becca Ricks analyzed PayPal's terms of service to create an interactive data visualization

Additional media created by Mozilla that could inform your proposed concept include:

- [CodeMoji](#) - A fun way to learn about encryption using Emojis
- [Safety Tips](#) - A series of short videos for social networks that highlight ways to stay safe online
- [Privacy Not Included](#) - Mozilla and Univision created a series of videos to educate consumers of connected devices and IoT products
- [IRL: Because Online Life Is Real Life](#) - Mozilla's podcast series about digital life
- [Internet Health Report](#) - Mozilla's resource to document and explain what's happening to the health of the Internet

Key Dates and Deadlines:

- June 1, 2018: Applications Open at <https://mozilla.fluxx.io>
- June 18, 2018: Informational Webinar (Recommended but Not Required)
- July 6, 2018: Initial Funding Concept Submissions Due (Required for All Applicants)
- August 1, 2018: Final Full Application Deadline
- By September 17, 2018: Award Notification
- October 23-28, 2018: Mozfest Week and Public Awards Announcement (Required)
- June 3, 2019: Final Report Deadline

Award Track Contact: For questions specific to the Creative Media awards track, please attend the optional applicant informational webinar or contact Jenn Beard at jenn@mozillafoundation.org. For questions about the Fluxx application platform, please contact grants@mozillafoundation.org.

Informational Webinar: An optional webinar will be held for applicants on Monday, June 18, 2018 at 4pm Eastern/1pm Pacific. Mozilla staff members will answer your questions about the awards track and the Fluxx application portal. [Click here to register](#) for the webinar and submit your questions in advance.

Review and Selection: Awardees are selected based on quantitative scoring of their applications by a review committee and a qualitative discussion at a review committee meeting. Committee members include Mozilla staff, current and alumni Mozilla Fellows, and - as available - outside experts. Only those projects meeting the award criteria for this awards track will be reviewed.

Selection criteria are designed to evaluate the merits of the proposed concept. They include:

- **Potential of Approach:** Does the proposed concept represent a promising approach to meeting the goals of this awards track? Is the work feasible, and is the applicant a suitable leader to advance this work?
- **Internet Health:** Does the proposed concept advance the Internet health issue(s) this awards track is designed to address? Will this work help these issues be more broadly understood?
- **Movement Building:** Does the proposed concept help grow the Internet Health movement? Is there a plan to engage users? Are the impacts of the work clear?

Diversity in applicant past work and medium are also considered. Awards will be given to the proposed concepts that represent the most promising approaches to using screen-based media to engage audiences around issues related to the quantified society.

Reporting Requirements: All awardees will be required to submit their project on [Mozilla Pulse](#) and to complete a brief final report in Fluxx focusing on the impacts of their work.

Awardee Benefits and Supports: Mozilla awardees will benefit from ongoing support from Mozilla staff members. They will also have the opportunity to participate in working open training to help their work reach broader audiences. In addition to these opportunities, Mozilla offers awardees a spectrum of support based on the needs of each project, which can include:

- **MozFest Participation:** Awardees will join a day-long symposium at MozFest House to share best practices and case studies in media related to Artificial Intelligence and The Quantified Society. MozFest takes place October 23-28, 2018 in London and participation is required for Creative Media awardees. A travel stipend will be provided as part of each awardee prize package.
- **Project Promotion Plan:** Program staff will evaluate projects suitability for promotion within Mozilla's owned channels. Communications staff will offer a spectrum of support including pitching to media outlets, crafting social media campaigns, and sharing with email list.
- **Rapid Risk Assessment (RRA):** Mozilla infosec staff will evaluate potential security concerns of awarded media.
- **Legal Review:** Mozilla legal staff can assess the privacy policies and risk profile of relevant awarded media.

- Impact Design with Harmony Labs: Harmony Labs will work with each awardee to create an impact plan - outlining a theory of change for each piece of media, as well as accompanying performance indicators.

Application Process:

All award applications are submitted via Fluxx at <https://mozilla.fluxx.io/>.

Important Notes:

- All registrations and submissions must be in English.
- All submissions are final upon upload to the Mozilla's Fluxx portal.
- No responsibility is assumed for lost, late, incomplete, invalid, illegible, incorrect, inaccurate or misdirected registrations or submissions; or for any error, human, technical or otherwise, that may occur in the processing of submissions.
- With applicant permission, submitted applications may be shared with other foundations and partner organizations.

Tips for Using Fluxx:

- You will not be able to save and return to the Initial Funding Concept. We recommend that you draft your responses on a separate document and paste them into the application form when you are ready to submit.
- The information you submit will not auto-save. Therefore, always save your draft using the 'Save' button at the top before returning to the main page or exiting Fluxx. This ensures that you can return to continue editing.
- Only click the Submit button when the page is complete. Once you submit, you will no longer be able to edit.
- Fluxx is not mobile friendly. Plan to complete your application using a laptop or desktop computer.
- If you need to edit your contact info or need additional assistance, please reach out to: grants@mozillafoundation.org.

STEP 1 - INITIAL FUNDING CONCEPT

The first step to applying for an award is to submit your Initial Funding Concept. This initial concept is what other foundations might call a "Letter of Intent" or "LOI."

To submit your initial concept, visit <https://mozilla.fluxx.io> and select **"Submit Your Idea."** Complete and submit the Initial Funding Request Form. After you submit the form, a Mozilla staff member will review your Initial Funding Concept and either: (1) ask for more information, (2) invite you to submit a full proposal, or (3) decline your request.

Make sure you select **Creative Media Awards** as the **Awards Track** on your Initial Funding Concept form.

Initial Funding Concept	
Awards Track	Creative Media
Project Title	
If you were invited to apply by a Mozilla staff member, please provide their name.	
<p>Concept Summary: In brief, what is your proposed concept? How does your approach advance the goals of this awards track? As part of your response, please include a 140 character description of your concept that could be used to explain your work to a new audience. (1250 Characters or Fewer)</p>	
<p>Suitability: Why are you the best person to advance this work? What else have you done in this space? Include links to other projects and previous work as applicable. Please also note if you are working with any team members or partners, explaining how these collaborations advance your concept. (2500 Characters or Fewer)</p>	
<p>Internet Health: [Table] On which <u>internet health</u> issue(s) does your concept focus? Selected Privacy & Security, Openness, Decentralization, Digital Inclusion, and/or Web Literacy</p>	

Primary Contact for this Request	
Prefix	
First Name	
Last Name	
Title	
Affiliation	
Phone	

Email	
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Applicant Type

Select one and complete the relevant individual or organizational information fields.

	Individual
	Nonprofit Organization/NGO (Select from options below)
	US 501c3 public charity
	US 501c3 private foundation
	NGO based outside of the United States, with 501c3 equivalency determination
	Other legal status (e.g. in your home country). Please describe:
	Organization applying using a fiscal sponsorship arrangement
	Governmental Unit
	For-profit Organization
	Other. Please describe:

STEP 2 - FULL APPLICATION

You will receive email notification if you have been selected to submit a full application. The email will include a application deadline. You will find the full application under “Drafts” in the navigation on the left hand side of the Fluxx grant portal. Click “Edit” in the top right corner of the page to complete your full application. Be sure to click “Submit” when you are ready to submit your full application

Full Application

Concept Description: Describe your concept in detail. What successes has your concept had to date in addressing the goals of this awards track? How long have you been working on this concept? How will this award amplify your work going forward? If there are any specific award criteria for the awards track to which you are applying, explain how your concept meets these criteria. (5000 Characters or Fewer)

Users: Who are the users of your proposed concept? What is their user experience? Did you conduct any user research that shaped the design of your concept? (2500 Characters or Fewer)

Community: Does your proposed concept have specific geographic or demographic focus areas? What is your plan for engaging with these target audiences? How does your concept benefit them? (2500 Characters or Fewer)

Working Open: Mozilla works in the open. How do you document and share your concept with broader audiences? If applicable, include links to a project website, Github page, or other publicly-accessible information about your concept. (1250 Characters or Fewer)

Internet Health: How does your approach make the internet healthier? How does it help others better understand the Internet Health issue(s) this awards track addresses? (2500 Characters or Fewer)

Field Survey: Are other individuals or organizations working on similar concepts? If yes, explain how your work complements that of others or fills a key gap. (1250 Characters or Fewer)

Award Funds: How will you use the award funds? (2500 Characters or Fewer)

Attachments

- If applicable, a fiscal sponsorship agreement
- If applicant has a board of directors, a board list with affiliations
- If applicant is a for-profit company, include a list of individuals or entities that own 25% or more of the company
- If applicant is an NGO located outside the United States, provide evidence of legal status in applicant's home country.