

AI for the Planet Alliance call for solutions – Rules and Guidelines

1. About us

Welcome to the AI for the Planet Alliance call for solutions Rules and Guidelines. The AI for the Planet Alliance call for solutions is made up of the following legal entities:

- **Startup Inside SAS** (Company Number: 823904867) - 14 rue Castellane, 75008 Paris, France.

Startup Inside organises AI for the Planet events and call for solutions and is committed to protecting your personal information. We invite you to read these Rules and Guidelines, which explain the types of information collected, how and why we use such information, who we share it with and your legal rights.

Unless indicated otherwise, these Rules and Guidelines relate to our use of any personal information we collect or use in relation to the call for solutions: <https://aifortheplanet.org/en/registration/call-for-solutions>

Personal information processed in connection with the call for solutions is controlled by Startup Inside.

2. Key parties

- **AI for the Planet Secretariat:** Led by AI for the Planet co-chairs Damien Gromier and Mark Minevich. Supported by team members from Startup Inside and from the alliance knowledge partners BCG and BCG GAMMA. ("Secretariat Working Team")
- **AI for the Planet Steering Committee:** In addition to the initiative co-chairs, includes 1-2 representatives from UNESCO, UNDP, UN-OICT, and BCG. ("Steering Committee")
- **AI for the Planet Advisory Board:** Committee of global experts in AI and/or climate topics from academia, public sector organizations, corporations, investment firms, and more. ("Advisory Board")

All these representatives are listed on AI for the Planet's alliance website: <https://aifortheplanet.org/en/content/ai-for-the-planet-alliance>

3. Key dates

- **28 June 2022:** Call for solutions opens
- **15 October 2022:** Application deadline*
- **Q4 2022:** Application review and potential pitch session from top solutions

**The organizer reserves the right to change the Application deadline without prior notice.*

4. Eligibility criteria for candidates

Teams putting forward impactful, scalable, and scientifically robust ideas are eligible for this call for solutions if they:

- use advanced analytics & Artificial Intelligence (AI), such as machine learning, or other forms of data analytics and data engineering, and do so in a responsible manner
- tackle a widespread challenge originating from climate change—with the potential to create impact at scale
- have a clear organizational commitment to social impact
- originate from the public, non-profit or private sector (including startups), or academia [please see section 2. Conflict of interest for details]
- are at any level of maturity, as long as there is a working prototype of the solution (i.e., ready for a first pilot, at minimum)
- are led by at a team of at least 2 people

We welcome applications from all solutions which fulfill the criteria above. The following characteristics are encouraged, but **not required**:

- emphasize the challenges faced by people in developing and emerging countries
- follow the Digital Public Good principles and/or open data, open source, open algorithm solutions
- are designed to bridge the digital divide, or to provide services to vulnerable or marginalized populations such as people living in poverty, women, indigenous communities, informal economy actors, rural farmers, etc.
- are endorsed by a relevant organization or domain expert (e.g., a corporation, government agency, or an expert in the topic addressed)

5. Conflict of interest policy

- **Steering Committee and Advisory Board members are not eligible** to submit solutions themselves, but **other members of their organizations can submit solutions**. The Steering Committee or Advisory Board member will recuse themselves from consideration of that solution, and the solution is not eligible for a prize sponsored by that same organization.
- **Boston Consulting Group (BCG) and its units (e.g., BCG GAMMA) are not eligible to submit solutions for consideration, to minimize conflicts of interest**. Instead, a BCG solution may be highlighted as the AI for the Planet “featured knowledge partner solution”, at the discretion of BCG.
- **Other global strategic consulting firms and their subsidiaries**, i.e., global firms that advise senior corporate leaders across industries on strategic decisions, **are not eligible to submit solutions, to minimize conflicts of interest**.
- **Specialized consulting firms**, i.e., firms that are either not global, or that have a specialized set of topics or industries, **are eligible to submit solutions**

6. Scoring process for submissions

The **scoring process** involves:

1. Pre-screening of submissions
2. Shortlisting of submissions
3. Full grading of submissions
4. Pitch session for top ~10 submissions

7. Scoring criteria

The pre-screening process will be based on the eligibility criteria outlined separately.

Scoring criteria will be used to rank submissions and to produce a list of the top ~10 submissions. Criteria fall into five buckets:

1. Positive environmental impact
Applications must contribute to tackling a valid and important climate change issue (or multiple issues) and demonstrate how their solution helps address the climate issue(s). Advanced analytics and artificial intelligence (AI) should be a core component of how the solution proposes to tackle this climate issue. Extra consideration will be given to solutions that address challenges faced by people in developing and emerging countries, or vulnerable or marginalized populations.
2. Scalability
Applications should address a widespread climate issue with a sufficiently large target market or user base, allowing the solution to scale up. The best solutions will be unique or additive to existing approaches, and already deployed today with customers / users. Extra consideration will be given to solutions that are open source.
3. Scientific robustness
Applications should have a scientific underpinning demonstrating the effectiveness of the proposal, such as by providing references to climate research on the issue(s) addressed by

the solution. Extra consideration will be given to solutions endorsed by relevant organization or domain expert.

4. Responsible design
Applications must demonstrate awareness of responsible AI concerns and illustrate how these risks or unintended consequences are managed in their solution. For example, applicants may refer to the Principles for Digital Development for inspiration.
5. Team composition & representation
Applications should showcase diversity and expertise within the team, including topic knowledge of relevant climate and AI topics.

AI for the Planet strives to highlight a varied set of solutions in this effort, including a range of sectors, geographic backgrounds, and climate topics addressed.

For the full set of scoring questions, please see the separate application form.

8. Prizes

Eligible solutions will receive recognition, access and (potentially) prizes—all of which are specifically targeted to help promising solutions scale up their activities.

- Recognition / credibility: Inclusion in an AI for the Planet repository of climate AI solutions.
- Access: Invitations to AI for the Planet events that convene global experts in climate and AI. Highly ranked solutions (top 10) will be eligible for speaking opportunities.
- Potential to win a prize: While the AI for the Planet process will be used to select a top 3 list of solutions, specific prizes will be awarded at the discretion of the individual organization offering each prize (including, but not limited to, the employers of Advisory Board members); prizes may take the form of the following three categories.
 - Financial support (e.g., grant or investment)
 - Business / technical support (to help promising solutions overcome a specific challenge)
 - Networking opportunities

Note: Sponsors of prizes reserve the right to tailor the prize to fit the needs and maturity level of the solution receiving the prize.

New prizes will be announced regularly (until the deadline for submission) on the AI for the Planet alliance's call for solution website.

9. Data Protection

9.1 Information we collect

We collect and receive information from the form on this page :
<https://aifortheplanet.org/en/registration/call-for-solutions>.

9.2 Data Sharing with third parties

By submitting you application, you accept that the data will be transmitted to the sponsors and partners of the AI for the Planet Alliance call for solutions: Startup Inside, BCG, the Advisory Board members and their teams as described on this page: <https://aifortheplanet.org/en/content/ai-for-the-planet-alliance>

The purpose of Data sharing is the assessment of the solutions submitted.

9.3 Data Protection Officer (“DPO”)

In accordance with the **General Data Protection Regulation – GDPR**, you have the right to access, rectify and delete your data, which you can exercise at any time.

You can contact our Data Protection Officer at contact@startupinside.com

Or alternatively write to them at:

Startup Inside
14 rue Castellane
75008 Paris
France

9.4 Changes to the Data Policy

Startup Inside – reserves the right to modify this Data Protection Policy and Declaration of Consent at any time. Any changes will be posted on our website so that you are aware of the changes. This policy was updated on June 23rd, 2022.

10. Governing law and jurisdiction

Any points between the parties in any way connected with the subject matter of these Rules and Guidelines (whether contractual or non-contractual) shall be governed by the laws of France. Each of the parties submits to the exclusive jurisdiction of the French Courts.