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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.

Awards at Mozilla 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 everyone.

### **About Mozilla Creative Media Awards**

It is clear that the tools, algorithms and machine learning techniques collectively referred to as Artificial Intelligence have the potential to disrupt democracy, interfere with human rights, and erode the public's trust in online information. However, some of these technologies might also be part of the solution to many of these emerging threats. Further,

current debates about algorithms tend to ignore the fact that our intelligent systems are ultimately designed and shaped by humans.

The benefits and risks associated with, for instance, automated decision making flow from the tasks we choose to give to algorithms and the data that we feed them. Algorithms can help us stumble across the perfect song, or it can manipulate and polarize us. Creatively and ethically, there is an urgent need for artists and media makers to explore how these technologies will shape our experience online and off.

For the past four years, Mozilla's **Creative Media Award (CMA)** recipients have created interactive experiences, games, videos, and other media that explore machine learning and its impacts - both good and bad. These projects have used art to help people understand, imagine, and critique what trustworthy AI could and should look like. Supported CMA projects have served to:

- increase public awareness of the threats and opportunities of AI,
- equip audiences with tangible ways to advocate for more responsible design, and
- explore current realities or imagined futures through the lens of Black experience.

The 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.

## **2021-22 Creative Media Awards**

[Data and AI are inextricably linked](#). The algorithms that govern how automated decision making functions in our lives are fed by data. How this data is gathered, stored, managed, and used has a direct impact on how trustworthy - or not - algorithms can become. The tools for data's extraction, mechanisms for use, governance, and enduring value are neither agnostic nor devoid of harm. Indeed, they often reflect the priorities and biases of those with the means to create them. But what would these tools, mechanisms and data governance models look like in a society that valued care and wellbeing over cost efficiency? Participation over top-down control? Or curiosity over passive consumption?

**Therefore, this year's Creative Media Awards launch in partnership with Mozilla's Data Futures Lab.** *Mozilla's [Data Futures Lab](#) is an incubator for projects that aim to provide individuals and communities with greater agency over and value from their data through new models of data governance and stewardship.*

**The 2021-22 Creative Media Awards seeks projects that explore, interrogate, and reimagine the role of data and how it may be better stewarded to empower people and communities.** Proposed work should be native to the web, discoverable by broad audiences, and wrestle with/illuminate how data can function to shift power towards individuals and communities, instead of being consolidated by platforms and big tech.

Mozilla can provide artists access to the [Common Voice open-source data set](#) -- but applicants needn't use it.

We encourage artistic exploration that draws from and intersects with supporting movements like Afrofuturism, Indigenous Data Sovereignty, disability justice, and neurodiversity movements, to name a few. The 2021-22 Creative Media Awards particularly seeks applicants from communities most impacted by the current models of data extraction and stewardship including artists and technologists from: the Global Majority or Global South; women and gender diverse applicants; Black, Indigenous, and other People of Color; migrant and diasporic communities; as well as climate displaced/impacted communities, etc. We do so to support the development of just, viable and equitable futures.

## **Award Amounts**

\$250,000 in funding is available. To encourage a variety of approaches, awards will range from \$10,000 up to \$30,000 each. A budget is required as part of the full application. Final award amounts are at the discretion of award reviewers and Mozilla staff.

## **Other Benefits Received**

- **Impact Design:** Working in partnership with Mozilla and our consulting media firm, each Awardee will create an impact plan - outlining a theory of change for each piece of media, as well as accompanying performance indicators.
- **Cohort and Individual Support:** All Awardees will convene virtually for group feedback sessions, learn from guest speakers about relevant topics, and meet 1:1 with Mozilla and Harmony Labs for additional feedback and support.
- **Project Promotion:** Mozilla's Communications and PR Team will evaluate and offer a spectrum of support to Awardees including pitching to media outlets, crafting social media campaigns, and sharing with Mozilla's website audience and email list.
- **Showcasing Work:** Many past Creative Media Awardees have shown their work in a variety of international film festivals ([IDFA](#), [Tribeca](#), [TIFF](#), [Cannes](#)) and museums ([Tate Modern](#), [MoMA](#), [HKW](#)). While we can't guarantee placement, we can support your submission efforts. In addition, Mozilla holds an annual festival in Amsterdam (2021-2024) called [MozFest](#) which will provide a chance to showcase your work, meet others in your cohort, along with other artists, activists, thinkers, and makers working in the space from around the world.

## **Key Dates and Deadlines**

- October 12, 2021: Application opens
- November 23, 2021: Letter of Intent (LOI) Due at 12pm ET/4pm GMT (LOIs are reviewed on a rolling basis and moved into "Full Application" stage if eligible)
- December 20, 2021: Full Application Deadline at 12pm ET/4pm GMT
- January 28, 2022: Awardee notification of decisions

- Week of March 8, 2022: Public awards announcement at MozFest (virtual) + Grantees Begin Project Work
- November 2022: Public Project Launches
- December 2022: Final report deadline

## Eligibility

- Awards support in-progress works at either the conceptual or prototype stage
- Works must be screen-based media of an artistic or journalistic nature
- Works must be freely available on the web
- Works should be suitable for a non-expert audience and demonstrate the potential to be broadly shared
- Creators must demonstrate an understanding of who their audience is and how they want their project to impact this audience
- Creators must articulate how the work will help to illuminate an essential shift of power regarding data's use
- Applicants must demonstrate an ability to be able to execute their plan via past experience or a prototype
- Applicants should self-identify as any/all of the following:
  - being from the Global Majority or Global South;
  - Black, Indigenous, and other People of Color;
  - women, transgender and/or gender diverse applicants;
  - migrant and diasporic communities; and/or
  - coming from climate displaced/impacted communities, etc.
- These awards are open to all applicants regardless of geographic location or institutional affiliation, except where legally prohibited
- Grantees must begin working on their projects on or before the week of March 8

## We do not support:

- Apps for proprietary ecosystems (eg iOS, Android)
- Productivity tools
- Software libraries
- Works that can only be experienced in person such as gallery works

## Evaluation Criteria

- **Relevance to funding track:** Does the project substantively do *any* of the following:
  - propose or illuminate an essential shift of power regarding data's use?
  - mitigate data extraction?
  - propose [models of collecting and managing data](#) that recenters community or decenters corporations, nation-states, etc.?
  - provide a theoretical or literal technical exploration that could fuel data alternatives?

- explore collectivity [eg. collective data governance; collective value sharing; collective bargaining/leveraging collective rights, etc.] in a new and potentially generative way?
- interrogate the extractive power relationship currently ascribed to data use and governance?
- interrogate current thinking around models of “trusts, commons, collectives, and/or other imagined stewardships”?
- wrestle with autonomy, value, community, geography, or borders in ways that can generate new potential data governance pathways or business models?
- model data usage or governance or data policies in ways that upend or are divorced from supremacist, colonial, patriarchal, or other normative societal systems and strongholds?
- embrace openness, transparency, and community stewardship as methodology?
- **Artistic Merit:** The project is equal parts creative and interactive, and it will allow users to learn about automated decision making and current models of data extraction and stewardship. The project allows for exploration, interrogation, and reimagination of the role of data and how it may be better stewarded to empower people and communities in an engaging way.
- **Public engagement potential:** The project has an idea of how to publicize the project to their target audience and/or a plan to grow that community.
- **Suitability of team:** The individual or members of the project team seem suitable for the proposed project and/or plans are in place to pull in outside expertise where needed.
- **Feasibility of budget and timeline:** The applicant has a clear project plan in place and the award amount requested is appropriate and will be catalytic for the project. The project can be completed within the nine-month grant period.

## 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, alumni Mozilla Fellows/Awardees, and outside experts.

Selection criteria are designed to evaluate the merits of the proposed approach. Applicants must submit a full budget that supports the completion and distribution of the proposed project to its intended audience. Diversity in applicant background, past work, and medium are also considered.

## Previously Funded Creative Media Projects

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:

- [Public By Default](#) - Mozilla Fellow Hang Do Thi Duc exposed how Venmo transactions are shared publicly by default.
- [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".
- [Stealing Ur Feelings](#) - Mozilla Awardee Noah Levenson explored emotional sentiment captured through social media filters in this interactive documentary.
- [Survival of the Best Fit](#) - Mozilla Awardee team from NYU Abu Dhabi created a game that explores hiring bias in automated decision making.
- [Binary Calculations Are Inadequate](#) - Mozilla Awardee Stephanie Dinkins created a project, app, and workshop series that asks how we can make the data-driven algorithms that increasingly control our daily lives more caring.
- [Dark Matters](#) - Mozilla Awardee Johann Diedrick created an experience that lets you take the seat as a machine learning researcher encountering speech data used to train AI systems similar to the ones that power voice interface systems like Alexa, Google Home, and Siri.

## Application Process

Award nominations and applications are submitted via Fluxx at <https://mozilla.fluxx.io/>. Should you have any questions about this Award opportunity, please reach out to [Jenn Beard](#), Senior Program Officer at Mozilla.

### Important Notes:

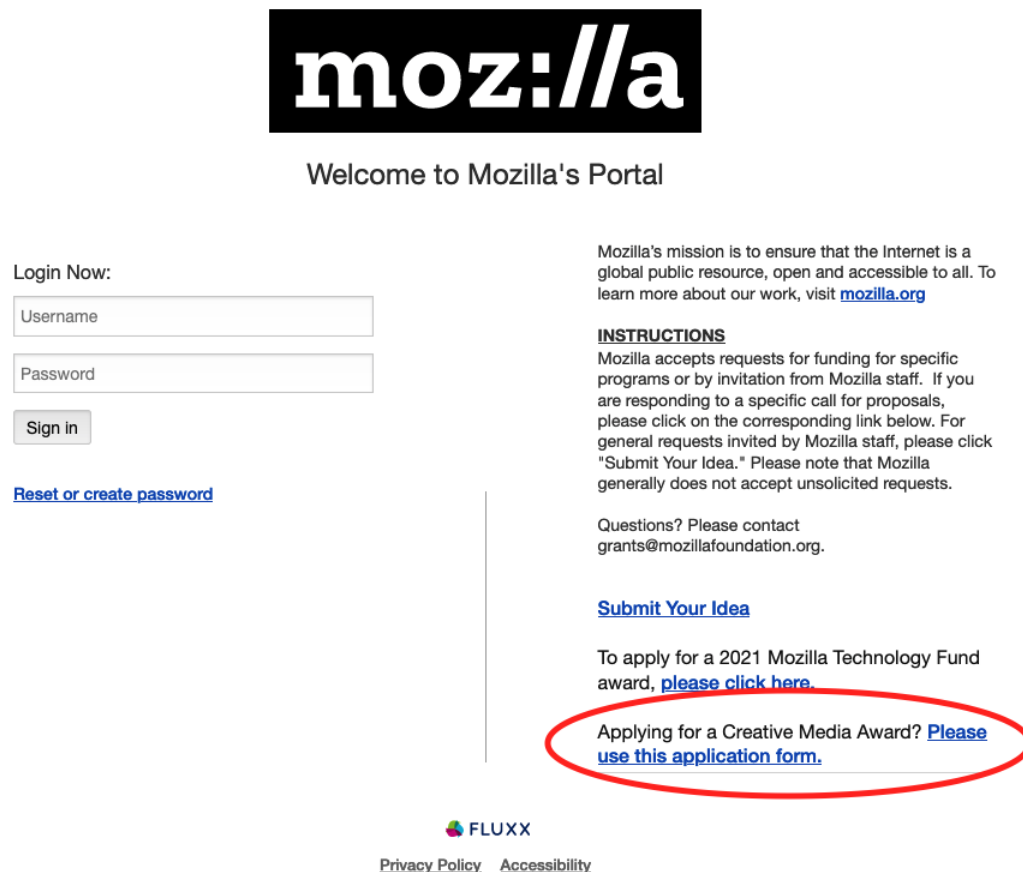
- All nominations and submissions must be in English.
- All submissions are final upon upload to Mozilla's Fluxx portal.
- No responsibility is assumed for lost, late, incomplete, invalid, illegible, incorrect, inaccurate or misdirected registrations or submissions; or for any error, human, technical or otherwise, that may occur in the processing of submissions.

### **STEP 1 - Letter of Intent**

The first step to applying for an award is to submit your Letter of Intent, which is required to initiate the application process for Mozilla Creative Media Awards. The deadline to submit a Letter of Intent is November 23, 2021 at 12pm ET/4pm GMT.

Please follow these instructions to submit your Letter of Intent:

1. To submit your initial concept, visit <https://mozilla.fluxx.io> and click on the application form link indicated below. Alternatively, you can navigate directly to the application by visiting <https://mozilla.fluxx.io/apply/CMA>.



**moz://a**

Welcome to Mozilla's Portal

Login Now:

Username

Password

Sign in

[Reset or create password](#)

Mozilla's mission is to ensure that the Internet is a global public resource, open and accessible to all. To learn more about our work, visit [mozilla.org](https://mozilla.org)

**INSTRUCTIONS**


Mozilla accepts requests for funding for specific programs or by invitation from Mozilla staff. If you are responding to a specific call for proposals, please click on the corresponding link below. For general requests invited by Mozilla staff, please click "Submit Your Idea." Please note that Mozilla generally does not accept unsolicited requests.

Questions? Please contact [grants@mozillafoundation.org](mailto:grants@mozillafoundation.org).

[Submit Your Idea](#)

To apply for a 2021 Mozilla Technology Fund award, [please click here](#).

Applying for a Creative Media Award? [Please use this application form.](#)

 FLUXX

[Privacy Policy](#) [Accessibility](#)

### Tips for Using Fluxx:

- The portal does not autosave. You must click the [Save] button to ensure your data will not be lost.
- All questions with an asterisk (\*) are required.
- Only click the Submit button when the application 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.

- Spaces are considered characters in the character count system used in Fluxx. If you are receiving an error message when attempting to submit your application (or think Fluxx is miscounting your characters when you copy and paste into the application), try typing your answer directly into the application.
- If you need additional assistance, please reach out to: [grants@mozillafoundation.org](mailto:grants@mozillafoundation.org).

2. Complete the Letter of Intent and click '**Submit Request.**'

Letter of Intent	
<b>Proposed Project Title</b>	
<b>Amount Requested (in USD)</b>	
<b>Project Purpose (250 characters)</b>	Please provide a brief description of your project.
<b>Project Summary (2500 characters)</b>	What do you plan to create/build/make? Tell us how your project explores, interrogates, and/or reimagines the role of data and how it may be better stewarded to empower people and communities. Explain how your project will increase awareness and how it might equip the public to advocate for increased fairness in data use and governance.
<b>Interest (2500 characters)</b>	Let us know why you're interested in applying for a Creative Media Award.

Primary Contact for this Request	
Prefix	For example: Dr. Ms. Mr.
<b>First Name</b>	
<b>Last Name</b>	
Title	Professional title. For example: Program Manager
Affiliation	



Phone	
Email	

### Applicant Type

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

	Individual								
	Nonprofit Organization/NGO (Select from options below)								
	<table border="1"> <tr> <td></td> <td>US 501c3 public charity</td> </tr> <tr> <td></td> <td>US 501c3 private foundation</td> </tr> <tr> <td></td> <td>NGO based outside of the United States, with 501c3 equivalency determination</td> </tr> <tr> <td></td> <td>Other legal status (e.g. in your home country). Please describe:</td> </tr> </table>		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:
	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:								

- You will be asked to confirm your '**Applicant Type.**' These awards are open to all applicants regardless of geographic location or institutional affiliation, except where legally prohibited. (Grants can be paid directly to individuals or their institutions, provided they follow grant criteria.) If your organization will be receiving the award payment, please select the appropriate organization type and provide organizational contact information.
- To complete the application you must check the box stating "By clicking 'Submit Request' I agree to the Mozilla Privacy policy."
- Once you click '**Submit Request,**' you should see a confirmation that your registration has been received. Confirmation emails will be sent within 2 business days after submission.
- Notification emails will be delivered from the domain [fluxx.io](https://mozilla.fluxx.io). **Please update your spam filters accordingly.**

### **STEP 2 - FULL APPLICATION**

1. Once you receive your invitation from Mozilla to submit a full application, please go to <https://mozilla.fluxx.io> and log in using the instructions provided in the invitation. Please note your invitation email will come from the domain [fluxx.io](https://mozilla.fluxx.io).

2. To begin your application, click on **'Drafts'** in the navigation on the left hand side of the Fluxx portal. Your application will now be labeled with the status **'Draft.'**
3. The deadline to submit your full application is **December 14, 2021 at 12pm ET/4pm GMT.**

Full Application Questions
<b>Project Title</b>
<b>Duration of the project in months</b>
<b>Amount Requested (In USD)</b>
<b>Total Project Budget (In USD)</b>
<b>Project Purpose:</b> Please provide a brief character description of your project that could be used to explain your work to a general audience. (250 characters)
<b>Project Summary:</b> Tell us how your project explores, interrogates, and/or reimagines the role of data and how it may be better stewarded to empower people and communities. Explain how your project will increase awareness and how it will equip the public to advocate for increased fairness in data use and governance. (2500 characters)
<b>Suitability:</b> Why are you the best person to advance this work? What else have you done in this space? What is your experience working with art, technology, and machine learning that draws from and intersects with supporting movements (Afrofuturism, Indigenous Data Sovereignty, disability justice, neurodiversity movements, or others)? 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. If you are hiring contractors as part of your award, feel free to explain their role, even if you don't have individuals identified yet. (2500 characters)
<b>Concept Description:</b> Describe your concept in detail. How will your project address how data can function to shift power towards individuals and communities, instead of being consolidated by platforms and big tech? If we assume that data and usage of data are heading in the wrong direction, what might a better model look like? How will this award amplify your work going forward? (5000 characters or fewer)
<b>Deliverables:</b> What will be produced as a result of project activities? Your answer should be a numbered or bulleted list. (1250 characters or fewer)

**Audience:** Who is the intended audience for your project? 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? Did you conduct any user research that shaped the design of your concept? (2500 characters or fewer)

**Working Open:** Mozilla works in the open. How do you plan to document and share your project with broader audiences? Examples: project website, Github page, workshop, lesson plans that utilize your project. (1250 characters or fewer)

**Award Funds:** How will you use the award funds? How will the award amplify your project? (2500 characters or fewer)

**Previous Awards:** Have you previously partnered with or received a grant from Mozilla? If so, please explain. (500 characters or fewer)

**Please attach:**

- Project budget ([Template](#)) - Please do not submit a PDF
- List of key staff or project members with a description of their role
- If you are NOT applying as an Individual:
  - Board of Directors, with affiliations (if applicant has a board of directors)
  - List of individuals or entities that own 25% or more of the company (if applicant is a for-profit company)
  - Evidence of legal status (if applicant is an NGO located outside the United States)
  - Fiscal sponsorship agreement (if applicable)

**For answers to common questions about Mozilla Awards, please visit [the FAQ page](#).**