Request for Expression of Interest: Content Global Goods

2023 Global Call for Candidate Global Goods: Content

The call is open to innovators, entrepreneurs, for-profit and non-profit companies, research groups, university departments and spin-offs, and small- and medium-sized enterprises interested in improving global healthcare with open-licensed digital health content.

Introduction

Are you a digital innovator with a current or candidate **content global good**? We are excited to launch the first-ever call for **content global goods**. We are looking for innovative companies interested in working with us to increase the availability, adaptability, and maturity of high-quality digital health tools to address country-driven health needs. Successful applicants to this call will join the global goods community and will be featured in the next version of the Global Goods Guidebook.

At least half of the world's population cannot obtain essential health services. Digital interventions can play a key role in extending the reach and quality of health services, improving health access and outcomes. Since 2016, Digital Square has focused on reorienting the global digital health community to better match digital health approaches to country needs—advancing digital health resources and tools that are adaptable to different countries and contexts to help close the health equity gap.

Notice G1: Content Global Goods

Notice G1 aims to identify and promote high-quality digital health content that qualifies as a global good. The digital health content tools should address country-driven health needs and ultimately contribute to inclusive and equitable health outcomes for all. *Table 1: Notice G application rounds and related timeline.*

Notice application rounds	Timeline
Round 2	
Notice G1: **Content:** A digital health resource, toolkit, or data standard that is available under an open license and that is used to improve or analyze the capabilities required to manage health data.	*Launch date:* June 14, 2023. *Information session:* June 28, 2023 *Q&A submissions due:* June 30, 2023 *Q&A response published:* July 5, 2023 *Application deadline:* July 12*, 2023*

This call seeks to support the discoverability, accessibility, and promotion of **content global goods**. Through advocacy and providing support for these tools, we aim to reduce fragmentation and duplication to accelerate use at scale and health impact.

A mature digital health content global good is a resource, toolkit, or data standard that is available under an open license and that is used to improve or analyze the capabilities required to manage health data. Capabilities include those related to resource allocation, people, hardware, software, infrastructure, and operations.

Key attributes of a content global good are:

- Available under an appropriate Creative Commons license or similar.
- Aligned with the Digital Public Goods (DPG) Standard.
- Supported by a strong community with a clear governance structure.
- Funded by multiple sources.
- Uptake at scale (relative to use case for the content) across **multiple countries and/or diverse projects.**
- Demonstrated effectiveness.

Examples of content global goods may include, but are not limited to:

- Training content
- Standards specifications and technical guidance
- Guidance and normative documents
- Protocols and policies

Who can apply?

Digital Square accepts submissions from various applicants, independently or in partnership with others, including research institutes and institutions of higher education, non-governmental organizations, and private, for-profit companies. Digital Square also accepts applications for funding from innovators, digital entrepreneurs, and researchers of all nationalities based in all geographies.

Target geographies

The initiative encourages applications from organizations working to address health equity challenges in low-middle-income countries (LMICs) as priority settings. Notice G is a global call inviting digital solutions currently in use from all areas of the world. Digital health tools with proven use and impact in LMICs as priority settings are preferred.

Benefits of applying

Recognition as a content global good: Successful applications will be recognized as a Digital Square approved global good, which provides confidence in those wishing to utilize the content and can be used to garner donor support.

Global goods community: Successful applicants will join the broader Digital Square global goods community and have access to Digital Square's basket of services and informational webinars and community meetings. This community offers opportunities to engage with a range of donors and endorsers of the global goods guidebook and concept at large, as well as key ministries leveraging global goods and countries interested in global goods.

Global visibility: All successfully classified content global goods will be featured in the next version of the Global Goods Guidebook and soon-to-be-released digital global goods guidebook. This key reference catalogue forms part of the recommended guidance in selecting digital health solutions for country adoption by donors.

Eligibility criteria

Proposals are required to meet a set of minimum eligibility criteria to be considered for evaluation. The eligibility criteria are as follows:

- The proposed content must meet the definition of a global good and must align with the DPG Standard. The content must also be a registered digital public good with the Digital Public Goods Alliance (DPGA).
- The proposed content must be licensed under an appropriate open license such as Creative Commons, or similar.
- The proposed content must focus on Sustainable Development Goal 3: Health and well-being and must be mapped to the categories and system classifications of the World Health Organization's "*Classification of digital health interventions v1.0*" according to the focus areas of intervention they seek to address.
- The content must provide evidence of uptake at scale with preference for diverse use and not singular projects.
- The content must demonstrate a level of maturity and uptake within the target market with strong backing and support from a community or established anchor organization/group.

Evaluation criteria

The applications will be evaluated according to the following criteria, based on the data entered into the application forms:

Criteria 1: The ability to meet the definition of a global good, being a DPG (Digital Public Good), and demonstrated uptake and support.

Definition of a content global good:

- **Publicly available under an open license**: Creative Commons or similar.
- Supported by a **strong community** with a **clear governance structure.**
- **Funded by multiple sources.**
- Used at significant **scale.**
- Used across **multiple countries and/or states** with **demonstrated effectiveness.**
- The content must demonstrate a level of maturity and uptake within the target market.
- The content must have strong backing and support from a community or established anchor organization/group.

Criteria 2: The maturity of the tool as per the Content Global Good Maturity Model V1.

The Peer Review Committee (PRC) will review applications in accordance with the aforementioned criteria and in line with the prioritization framework (outlined below in Table 1). The PRC evaluates applications as green-, amber-, or red-lit. Green-lit applications are recommended for clear inclusion as a global good; amber-lit applications are recommended for further exploration as global goods; and red-lit applications do not fully meet the selection standards/criteria.

Table 2: Prioritization and evaluation framework.

Core indicator	Sub-indicator	Sub-indicator
Global utility	Country utilization and country strategy	Does the content show strong adoption and use at a country level? Does it form part of the broader thinking of country plans?
	Digital health interventions	Is the content clearly mapped and identified according to the World Health Organization classifications?
	Content accessibility and DPG status	Is the content licensed under an appropriate Creative Commons license, or similar? Is it registered as a DPG or align with the nine indicators of the DPG Standard where appropriate?
Community support	Organizational and community engagement	Does the community have a governance structure and broader community engagement that is clear and facilitates ongoing support and engagement?
	Content governance and roadmap and resources	Are there governance structures in place to direct continued development of the digital health content? Is there a defined roadmap for content development? Are there resources available to support use of the content by implementers?
	Multi-lingual support	What languages are supported? Is the content available in more than one language? Has the user and implementer documentation been translated into more than one language?
Digital Health Content Maturity	Content productization	Is the content static or dynamic?
	Content reuse and adaptability	Is the content readily accessible and able to be adapted easily?
	Content's alignment to global normative agencies	Is the content aligned to global normative agencies e.g., WHO?

Impact	Demonstrated need /meet use case	How well does the content appropriately address a significant country need, identified use case, or gaps in the digital health ecosystem as evidenced by use of, approval of, and/or interest in the content?
	Potential for health impact	What level of potential impact could the content have on health systems and ultimately health outcomes?
Sustainability and global diversity	Sustainability and diversity of investment and/or funding streams	Are there plans in place to support sustainability? What plans are in place to ensure ongoing support in the short to medium term (3–5 years)? How diverse is the funding to support the ongoing curation and enhancement of the content?
	Diversity of contributors and curators	How diverse are the contributors/curators of the content? How well are the intended end users represented? (by geography, by role/area of expertise, etc.)

How to apply

Applications should be submitted using the application portal for participation in the Global Call for Candidate Global Goods: Content. All applications must be filled out in English. It is important that applicants answer all questions accurately and clearly. When completing the application form, please note that the space available to respond to some questions is limited and clearly indicated.

Application process
The submission portal will be open for applications at 8:59 a.m. (EDT) on June 14th, 2023. The process for submission is as follows:

- If you created an account for Notice G0 on the new portal, please navigate to the submission portal and click on "Login".
- If you are a new applicant, please navigate to the submission portal and click "Sign Up". **If you have previously used our WizeHive platform, you can click "Sign In" instead.**
- Enter your email and create a password. You will be granted immediate access to the portal.
- Click "Create a Profile to Get Started". **This step must be completed before you can proceed with the application.**
- Click the "Get Started" box (marked with a "+").
- You can now access and edit both two required application form(s).
- All forms can be saved in draft prior to submission.
- Once both required forms are completed, the "Submit" button will be green and clickable. Once submitted, forms cannot be edited.

A webinar hosted by Digital Square on June 28nd at 9:00 a.m. (EDT) will outline this process and answer questions specific to the portal and application process. Register here.

All applicants are expected to complete the online application forms:

- [Notice G1: Content GG Framework](#)
- [Content GG Maturity Model V1.](#)

Disclaimer

By submitting an application, you agree to having a summary of your organization, the digital health content and associated information, and your contact details published on a list of Digital Square global goods and digital health solution providers. Digital Square may leverage this list to share news, updates, and funding opportunities. Applicants acknowledge and agree that the submitted data is being shared as part of the open application process and may be included in any relevant publications. The applicant acknowledges and agrees that all sensitive data (budgets, company registration, and financial data) data provided will not be made available to third parties without prior authorization of the applicant, except for the application review by the Peer Review Committee (PRC), Investment Review Committee (IRC), and the Digital Square Board.

Application deadlines

The applications must be submitted through the internet portal available at https://webportalapp.com/sp/dsq_notice_g0_software by 11:59 p.m. (EDT) July 12, 2023.

Selection and review committees

Compliant applications are reviewed by the PRC, a group of individuals from a variety of sectors, who provide feedback on applications to guide the selection decisions of the Digital Square Board. The current PRC membership can be found on the Digital Square Wiki. The IRC will review all applications that have been selected for approval as a Digital Square–approved global good by the PRC, to be approved by the Digital Square board.

Questions

Submission of clarification and fact-finding questions to msoc@path.org	June 30, 2023, by 5:00 p.m. (EDT)
All fact-finding questions and answers posted to WizeHive and Digital Square's website/Wiki	July 5, 2023

Applicants who experience issues or technical difficulties with submissions prior to the deadline should contact Maria Soc at msoc@path.org for assistance.