



REQUEST FOR APPLICATIONS

BIODIVERSITY NET POSITIVE IMPACT RFA #122560

Deadline for application submission:
January 30, 2026, 5:00pm Central Time

The Gulf of America Alliance (GOAA) is a partnership of the five Gulf states, federal agencies, academic organizations, businesses, and other non-profits in the region. Our goal is to significantly increase regional collaboration to enhance the environmental and economic health of the Gulf of America. For more information about the Gulf of America Alliance visit <https://gulfofamericaalliance.org/>.

Shell is a global energy company with a commitment to managing the impact of their activities on the environment and to making a positive contribution to biodiversity in their operations. Shell aims to contribute a net positive impact on local environments. For more information about Shell's Net Positive Impact initiative, visit [Biodiversity and ecosystems | Shell Global](https://www.shell.com/sustainability/environment/biodiversity-and-ecosystems) (<https://www.shell.com/sustainability/environment/biodiversity-and-ecosystems>).

BACKGROUND AND PROJECT SUMMARY

There is growing recognition that businesses are responsible for creating a positive impact on society as a whole, including practicing environmental responsibility. To support this goal, GOAA is administering a funded program that will provide an overall benefit to the integrity of the Gulf of America through coastal conservation, restoration, and management of species and habitats. Through this Request for Applications (RFA), funding from Shell is available to the Habitat Resources and Wildlife & Fisheries Teams to implement projects that make a positive impact on biodiversity in the Gulf of America.

GOAA seeks projects that will demonstrate a measurable impact on species and/or critical habitat (e.g. sea turtle nesting beaches, wildlife foraging and resting areas, estuarine and marine areas); projects that use multiple approaches (e.g. conservation and restoration) and/or benefit multiple species or habitats will also be considered. Projects may include stewardship, education, or research components, but they should not be the primary action.

Successful projects will demonstrate a **measurable** impact for biodiversity in the Gulf of America and address the Alliance's Priority Issue Team actions. If a proposed project leverages existing work by expanding or continuing an existing project, this should be made clear in the proposal, and the impacts resulting from this grant award must be quantifiable and attributable separately from any existing project.

Final project selection will be in alignment with Shell's Biodiversity Net Positive Impact program, as well as actions identified in GOAA's *Governors' Action Plan IV for Healthy and Resilient Coasts*.

AWARD DETAILS

Award Value: Grant award agreements and payments will come directly from GOAA. Maximum available funding for projects selected from this RFA is approximately \$400,000, so project applications should not exceed that value. Minimum award value is \$100,000 and applications for less than this amount will not be considered. GOAA anticipates awarding one to three projects as a result of this RFA.

Geographic Area: Proposed projects should be located within the coastal zone of United States, including the five coastal states of Alabama, Florida, Louisiana, Mississippi, and Texas, as well as the United States Exclusive Economic Zone.

Period of Performance: The project must be able to demonstrate impacts within three years of the date of the award.

Deliverables:

1. Positive impact on species and/or habitat (as demonstrated through measurable metrics)
2. Semi-annual progress reports
3. Annual project update presentation
4. Publicly available data and final project report (Selected applicants will be provided with specific data repository and sharing instructions. All applicable data must be made publicly available before the conclusion of the project.)

Eligibility:

1. Applicants must be U.S. organizations or corporations with a valid tax ID number and Unique Entity Identifier (UEI), including non-governmental organizations, academic institutions, for-profit businesses, or government agencies*
**Applications for proposed projects from state or federal agencies should be free of conflicts with GOAA or Shell and for projects that are not currently funded under normal or supplemental appropriations. Furthermore, federal agencies and any other organizations connected with the government might be requested to provide additional documentation for screening purposes.*
2. Entity and Principal Investigators must not be debarred or suspended.
3. Applicants will be required to certify that they have the institutional, managerial, and financial capability to ensure proper planning, management, and completion of the project described in the scope.
4. Applicants must have established safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
5. Applicants must have the capacity to initiate and complete the work within the applicable time frame after receipt of approval from the Gulf of America Alliance.

Failure to meet eligibility criteria at the time of execution of an award may be grounds for eliminating an applicant and making an award to another applicant.

Budget Constraints:

- **Prohibited Costs:** Already-incurred costs and costs related to political or policy initiatives. If equipment costs are included, the equipment must be essential, described in detail, and a permanent installation

instrumental in achieving the project's goals. The total project budget should include no more than 30% indirect (facilities & administration) costs.

- Travel to a GOAA Conference: GOAA holds annual meetings in the May/June timeframe at various locations around the Gulf region. Applications selected for funding will be required to attend and present at the annual GOAA meeting. Costs for travel to the annual GOAA meeting should be included in the project budget in the application.

APPLICATION CONTENT AND FORMAT

Applications should be submitted using the GOAA Application Form via email to Dave Reed at Dave.Reed@gulfalliance.org. Applications will be accepted and considered until **5pm U.S. Central Time on January 30, 2026**. The GOAA Application Form is found [here](#) and requires three main sections as described below with a maximum of eight pages, not including attachments. Applications must contain an original or digital signature.

1. Title Page (1 page)
2. Project Description (5 pages) – including the following elements:
 - Statement of need and how it aligns with [Shell's Biodiversity Net Positive Impact](#) goals (as found in their 2024 Annual Report) and [GOAA's Governors' Action Plan IV](#)
 - Project goals and objectives
 - Proposed team members
 - Project location (identify if the project will take place in a protected or biologically sensitive area)
 - Proposed methods or approach (how the project adds net positive impact to the biodiversity of the project area)
 - Proposed metrics for demonstrating a **measurable** net positive impact on the GOA's ecological integrity (example: percentage of a habitat to be protected or restored or improvements in the conservation status of a species expected as a direct result of the project)
 - Key Performance Indicators (primary activities that will be accomplished and the schedule for implementation as a milestone chart)
 - Data and information sharing (describe how all relevant project-derived material (data, metadata, reports, maps, products, etc.) will be publicly available by the completion of the project)
 - Optional: next phase of the project (identify if a project could achieve further impact in a future phase)
3. Project Budget (1-2 pages) – project costs should be justified and detailed according to standard categories, including:
 - Salary
 - Fringe
 - Travel (Travel must include costs to attend the annual GOAA meeting each year of the project)
 - Supplies
 - Equipment
 - Contractual
 - Other Direct Costs
 - Indirect (maximum 30%)
4. Attachments – Optional: background information or other relevant information can be provided as attachments (not included in the maximum page limit).

APPLICATION EVALUATION CRITERIA

Applications will be evaluated based on the following criteria:

1. Rationale (5 points) – Project addresses [Shell's Biodiversity Net Positive Impact](#) goals and the actions in [GOAA's Governors' Action Plan IV](#); clearly states the need for the project and the high primacy in accomplishing project goals
2. Application Merit (10 points) – Project assesses whether the goals and objectives are clear and the methodology is appropriate for the proposed project; likelihood that the proposed project will attain the stated objectives
3. Impacts and Application of Results (10 points) – Project evaluates the overall impact and anticipated outcomes of the completed project
4. Applicant (10 points) – Applicant team is well qualified to perform the proposed work; project lead and other project team members are experienced and have proper expertise to perform the project
5. Budget (10 points) - Budget costs are reasonable and justifiable
6. Time Constraints (15 points) - Likelihood that project can be completed within specified time constraints when considering any potential permitting requirements and other factors.

SUBMITTAL AND NOTIFICATION

Submission Instructions: Applications should be submitted on the GOAA Application Form via email in PDF format to:

Dave Reed, GOAA Program Director, at Dave.Reed@gulfalliance.org
Subject Line: RFA – Shell Biodiversity Projects

Question and Answer Period Regarding this RFA: Questions about this RFA will be received until January 15, 2026, 5pm U.S. Central Time. Questions should be sent by email to Dave Reed, GOAA Program Director, at Dave.Reed@gulfalliance.org. On the date of January 23, 2026, all questions received to date and responses will be posted to the GOAA website (<https://gulfofamericaalliance.org/announcements/funding-opportunities/>).

Application Deadline: Applications will be accepted until January 30, 2026, 5pm U.S. Central Time. Project applications received after the submission deadline will be not be considered, unless the deadline is extended.

Notification: GOAA anticipates notifying applicants of their award status within four (4) weeks after the application deadline.

AWARD DETAILS

Notification of Award: If chosen for an award, an applicant will generally be notified by electronic mail, unless another method is required. Applicant will be required to provide additional information as an agreement is developed and reporting requirements are determined.

Basis: Awards to selected applicants will be through a financial assistance instrument (a grant) and will be awarded on a cost-reimbursable basis.

CANCELLATION OF RFA

GOAA reserves the right to end this solicitation at any time. GOAA further reserves the right to rescind award of an agreement at any time, before execution of the agreement by both parties, if rescission is deemed to be in GOAA's best interest. In no event shall GOAA have any liability for cancellation of this RFA or the rescission of award.