



**GREEN GROUP**

**ACCELERATOR**

**PROGRAMME**

**AGRI-FOOD EDITION**

Enabling the Next  
Generation of Agri-Food  
Entrepreneurs & Solvers

**DIGITAL TOOLKIT**

# **ABOUT GREEN GROUP ACCELERATOR PROGRAMME**

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**Welcome to the Green Group Accelerator Programme Agri-Food Edition Digital Toolkit! This toolkit is designed to help your country promote the programme and encourage applications. By utilizing these resources, you can engage your audience and encourage startups to participate in this exciting initiative.**

**The Green Group Accelerator Programme Agri-Food Edition is an innovative platform that aims to foster sustainable agri-food solutions. With a focus on optimizing water and energy usage while minimizing environmental impact, the program empowers early-stage startups to develop and grow their innovative ideas. It provides a customized curriculum, networking opportunities, and access-to-market support to level up startups and connect them with potential investors and clients.**

## CHALLENGE

How might we design innovative and sustainable agri-food solutions that can help optimize water or energy usage while minimizing environmental impact?

## WHAT DO WE OFFER?

Tailor-made four-month accelerator programme, delivered through carefully curated group workshops, individual 1:1 mentoring and industry deep dive sessions.

Networking opportunities with industry partners, financial advisors, potential investors and clients

Peer-to-peer exchange with start-ups from other Green Group countries.

Visibility at COP28 and ample networking opportunity in Dubai, with all programme costs (including travel/accommodation costs to/in Dubai) being covered to at least one of the team members.

Additional two-month access-to-market support (for the winning team only).

## OBJECTIVES

Equip 6 to 7 early-stage startups with the needed skills, knowledge, contacts and tools to level up their innovative solutions that will help optimize water and/or energy usage while minimizing environmental impact.

Tackle the most pressing challenges faced by climate adaptation, through the development and growth of accessible and efficient innovative solutions.

Develop a robust network with participants, mentors, and industry partners to accelerate the development and implementation of sustainability-led solutions.

Position the Green Group as a strong contributor to the development of innovative and sustainability-led initiatives and strengthen the relationship between the 6 countries.

## WHO CAN APPLY?

Startups with innovative & sustainable agri-food solutions that address the unique challenges of the agri-food sector, being able to optimize water and/or energy usage while minimizing environmental impact.

Based in one of the Green Group countries: Cabo Verde, Costa Rica, Iceland, Singapore, Slovenia and the United Arab Emirates.

Startup stage: Pre-seed stage (prototype is a must) to series A (growth)

# SOCIAL MEDIA KEY MESSAGES AND GUIDELINES

## SOCIAL MEDIA GUIDELINES AND KEY MESSAGES

Maximizing the potential of your social media platforms is crucial in effectively promoting the Green Group Accelerator Programme Agri-Food Edition and enticing potential participants to sign up. To ensure a cohesive and impactful communication strategy, we have crafted key messages and guidelines for your reference. By adhering to these guidelines, you can confidently convey consistent messaging that drives applications and fosters engagement.

**Official Hashtag:**

**#GreenGroupAccelerator**

**Website:**

**<https://www.greengroupaccelerator.com/>**

## SOCIAL MEDIA GUIDELINES

Maintain a cohesive and professional online presence by consistently using the designated hashtag, #GreenGroupAccelerator, in your social media posts. This will enhance visibility and encourage engagement.

Adapt the provided sample captions to align with the tone and style of your country's social media accounts, ensuring a cohesive and authentic representation.

Ensure to share the link for applications in every social media post to drive potential participants to apply.

Encourage startups and stakeholders to actively participate in discussions and share their unique perspectives.

## KEY MESSAGES:

Green Group Accelerator Programme Agri-Food Edition: Enabling the Next Generation of Agri-Food Entrepreneurs & Solvers.

Unlock the potential of agri-food innovation: Join the Green Group Accelerator Programme Agri-Food Edition and be part of the solution to address the challenges of climate adaptation.

Empowering startups for a sustainable future: Discover the support, mentoring, and resources available through the program to turn your agri-food solutions into reality.

Collaborate with industry leaders: Network with experts, industry partners, and potential clients to foster partnerships and accelerate the implementation of sustainability-led initiatives.

# SAMPLE SOCIAL MEDIA CAPTIONS

## SAMPLE SOCIAL MEDIA CAPTIONS

Promote the applications for the Green Group Accelerator Programme Agri-Food Edition effortlessly with our ready-to-use social media captions. Spread the word and inspire aspiring innovators to join us on this exciting journey of sustainable agri-food solutions. Simply copy and post the captions below to drive engagement and encourage participation.

## CTA – APPLICATIONS ARE OPEN, APPLY NOW!

Applications are now open for the #GreenGroupAccelerator Programme Agri-Food Edition! Join us in transforming the agri-food industry with innovative solutions that optimize resource usage to protect the environment.

Apply now and be part of the change:

<https://www.greengroupaccelerator.com/>

Attention all agri-food startups! Don't miss the opportunity to unlock your full potential through the #GreenGroupAccelerator Programme. Benefit from expert mentoring, unparalleled networking, and a chance to showcase your ideas at #COP28UAE. Apply now: <https://www.greengroupaccelerator.com/>

Are you passionate about sustainable agriculture and food systems? Don't miss your chance to make a difference. Apply now to the #GreenGroupAccelerator Programme and join us in building a more sustainable future. Apply today:

<https://www.greengroupaccelerator.com/>

Calling all agri-food startups! It's time to make a real difference. Apply now to the #GreenGroupAccelerator Programme Agri-Food Edition and benefit from guidance, networking opportunities, and the chance to showcase your solutions at #COP28UAE! Apply now:

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# SAMPLE SOCIAL MEDIA CAPTIONS

## CTA - APPLICATIONS ARE CLOSING SOON, APPLY NOW!

Applications for the #GreenGroupAccelerator Programme Agri-Food Edition will be closing on July 23. Don't miss out on this incredible opportunity to drive positive change in the agri-food industry. Apply now and be part of the transformation: <https://www.greengroupaccelerator.com/>

Just a few days left to apply for the #GreenGroupAccelerator Programme Agri-Food Edition. Don't let this opportunity slip away. Submit your application before July 23 and join us in shaping a sustainable future. Apply now: <https://www.greengroupaccelerator.com/>

Final call for applications! The deadline for the #GreenGroupAccelerator Programme Agri-Food Edition is approaching. Apply before July 23 to showcase your agri-food innovations, receive expert support, and access global opportunities. Apply now: <https://www.greengroupaccelerator.com/>



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Are you a passionate startup with innovative and sustainable agri-food solutions?

Based in



Cabo Verde



Costa Rica



Iceland



Singapore



Slovenia



United Arab Emirates

[Apply now](#)

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Final call to all innovators from



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Help shape the future of sustainable Agri-Food

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