



Food and Agriculture
Organization of the
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Better production
Better nutrition
Better environment
Better life

SDG-Forum 2025

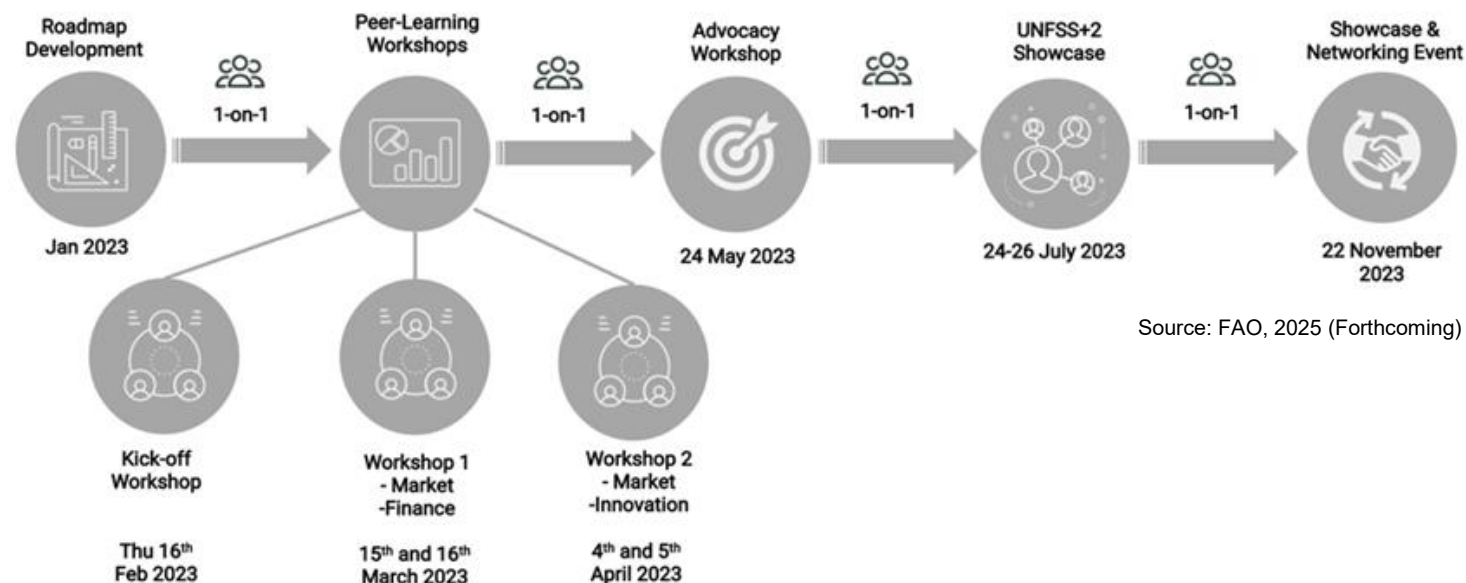
Scaling impact: Incubation strategies to unlock the potential of MSMEs and advance the SDGs

14 November 2025, 14:00–15:00 CET

FAO, Office of Sustainable Development Goals

SDG Agrifood Accelerator Programme

Capacity development



Source: FAO, 2025 (Forthcoming)

The assistance provided to the agrifood innovators included:



Tailored business and marketing plans to strengthen diversification and market reach



Investment and bankable finance plans to support expansion and innovation trajectory



Strengthened advocacy and pitching skills for approaching potential investors



An impact dashboard to track contribution to the SDGs

Source: FAO, 2023



SDG Agrifood Accelerator Programme

Capacity development – Results

Accelerator approach



Programme results

Supporting the development of individual business instruments

- Plans in how to implement innovations (Business plans for new ideas/products)
- Plans in how to expand or better reach new markets (Marketing plans)
- Plans to raise finance for new investments (Investment plans)
- Plans in how to track impact (Impact Dashboard)

Strengthening outreach and advocacy skills

- Improved skills and capacity to pitch their enterprise (Pitch-deck development)
- Improved advocacy skills (Advocacy messages)

SDG Agrifood Accelerator Programme

Networking, showcasing and advocating



UN Food Systems Summit Stocktake (UNFSS+2): exhibition and dedicated side event; 6 enterprises



2023 World Food Forum: Science and Innovation Forum; exhibition and presentation; 2 enterprises



2024 World Food Forum: Science and Innovation Forum; exhibition; 2 enterprises



Advocacy workshop: The Agrifood Innovation Finance Debate; 4 enterprises

SDG Agrifood Accelerator Programme

Financial support

	Activities	Results
<ul style="list-style-type: none">• Three enterprises (Uganda, Indonesia, Ghana)• Concrete projects• Six months• USD 20,000	<ul style="list-style-type: none">• New innovative product development• Training of farmers in sustainable agricultural practices• Educational campaigns• Planting (shade) trees• Purchasing equipment	<ul style="list-style-type: none">• Productivity• Food security• Market access/Income• Addressing land degradation• Climate change adaptation• Women's and youth empowerment• Decent job creation• Wildlife protection

Harnessing SDG-based Agrifood System Transformation through the Empowerment of the Next-Generation of Agrifood Leadership in Africa (HASTEN)

Business Incubation Programme – Lesotho, Rwanda and Sierra Leone





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Harnessing SDG-based Agrifood System Transformation through the Empowerment of the Next-Generation of Agrifood Leadership in Africa (HASTEN)

Business Incubation Programme



“This success was not achieved in isolation—it was largely shaped by the **guidance, mentorship, and capacity-building** provided through the **HASTEN Business Incubation Programme**. The workshop sessions, personalized coaching, and constructive feedback from the HASTEN trainers and organizing team helped me to **refine our business model, strengthen our financial strategy, and clearly articulate our impact story.**” *Felice, Coffee Connect Centre, Rwanda*

Main lessons learnt

Holistic approach is key:

- tailored CD (business, market, financial, innovation, but also systems thinking)
- networking/showcasing
- matching with financiers
- financial support
- impact story - pitching skills
- tracking social and environmental impact
- linking to the broader ecosystem
- + technical training (e.g. food safety, quality, packaging, certification, logistics)



Thakane Mahase

Programme Coordinator of the Pius
 XII Mentorship Foundation at the
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 Founder of Nutri Rosa and HASTEN
 Participant.



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Thank you!

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