EMISSIONS REDUCTION ALBERTA

Investing in technologies that improve our environment and economy.

SOCIAL MEDIA TOOLKIT: AGRICULTURE, WATER, AND LAND CHALLENGE

Thank you for helping us promote ERA's Agriculture, Water, and Land Challenge. This toolkit provides newsletter and social media posts to help you share the funding call and encourage Alberta-based innovators to apply.

Here are the ways you can use the Communications Toolkit:

- Copy and paste the newsletter and social media posts to share through email and on your social media platforms.
- Use the graphics provided in the ZIP folder sent to you by email. The graphics include:
    - Social media graphics
    - Newsletter graphics
- Tag @Emissions Reduction Alberta on LinkedIn, @eralberta_ on Instagram or @ERAlberta_ on X.

About the Funding Challenge

Funding available	Up to $60 million in total. Successful applicants can receive between $250,000 and $10 million per project.
Matching	At least 1:1 with private funding. Cash and eligible in-kind contributions count.
What's funded	Field pilots, demonstrations, and first-of-kind commercial projects.
Who can apply	All categories of lead applicant: producers, ranchers, processors, forestry organizations, landowners, technology developers, small and medium-sized enterprises, industrial operators, utilities, Indigenous communities and organizations, municipalities, not-for-profits, researchers, post-secondary institutions, and individuals.
Where	Applicants can be based in Alberta or elsewhere, but projects must be piloted, demonstrated, or deployed in Alberta.
Application deadline	December 11, 2026, at 5:00 p.m. Mountain Time (Expressions of Interest, submitted through Grant Manager).
Webinar	Free Ask Me Anything on Thursday, November 12, 2026, from 11 a.m. to 12:00 p.m. MT. Sign up here or watch live on LinkedIn or YouTube
Learn more	Visit the webpage

Social Media Posts

Suggested Post #1

LinkedIn/Facebook
Big news for Alberta's agriculture, agrifood, forestry, water, land management, reclamation, remediation, and waste management sectors! @Emissions Reduction Alberta is investing $60 million through their new Agriculture, Water, and Land Challenge to help promising technologies move from pilot to practice.
The Challenge supports field pilots, demonstrations, and first-of-kind projects in Alberta, with up to $8 million per project. Applications are due December 16, 2026, at 5 p.m. Mountain Time.

Apply today: https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

X
@ERAlberta_ is investing $60M to help Alberta agriculture, agrifood, forestry, water, land management, reclamation, remediation, and waste management technologies move from pilot to practice. Up to $8M per project. Applications due Dec. 16, 2026, 5 p.m. MT.

Apply today: https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

Suggested Post #2

LinkedIn/Facebook
@Emissions Reduction Alberta's Agriculture, Water, Land Challenge offers up to $60 million to help technologies in agriculture, agrifood, forestry, water, land management, reclamation, remediation, and waste management.

✅ Funding available: Up to $8M per project, with a minimum 1:1 funding match
✅ Eligible solutions: Scale-up, field pilot, demonstration, and first-of-kind commercial projects
✅ Deadline: December 16, 2026, at 5 p.m. MT

Apply now: https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

X
Up to $60M available through ERA's Agriculture, Water & Land Challenge.

✅ Up to $8M per project (minimum 1:1 match)
✅ Support for pilot, demonstration, scale-up & first-of-kind commercial projects
✅ Open to agriculture, agrifood, forestry, water, reclamation, remediation & waste management technologies
✅ Apply by Dec. 16, 2026

Apply now: https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

Suggested Post #3

LinkedIn/Facebook
Whether you're a producer, entrepreneur, researcher, Indigenous organization, municipality, or industry association, ERA's Agriculture, Water, and Land Challenge is designed to support a diverse range of innovators.

Projects must be piloted or deployed in Alberta and demonstrate how they can deliver benefits and drive adoption in the province.

Register today:
https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

X
Farmers, ranchers, landowners, producers, processors, innovators, researchers, municipalities and more: the #AgWaterLandChallenge is open to all categories of lead applicant. Up to $8M per project for projects deployed in Alberta.

See who can apply:
https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

Suggested Post #4

LinkedIn/Facebook
Considering applying to ERA's Agriculture, Water, and Land Challenge?
Join ERA on November 12 from 11 a.m. to 12 p.m. MT for a live information session and AMA webinar. Learn about project eligibility, funding requirements, key deadlines, and get your questions answered directly by the team reviewing applications.
A great opportunity to strengthen your Expression of Interest before applying.

Register today: https://register.gotowebinar.com/register/5559247797196105815

X
Questions about the #AgWaterLandChallenge? Join ERA's Christophe Owttrim and Danielle Parent for a free Ask Me Anything on [DATE] at [TIME].

Sign up: https://register.gotowebinar.com/register/5559247797196105815

Or watch live on LinkedIn or YouTube.

Suggested Post #5 - Agriculture and agri-food

LinkedIn / Facebook
Got a better way to farm, ranch or process food? The Agriculture, Water, and Land Challenge is open to technologies such as:

- Robotics, autonomous equipment, precision agriculture and AI-enabled decision support
- Nutrient and manure management and enteric methane reduction
- Controlled-environment agriculture and greenhouses
- Food processing, cold storage, drying and fermentation

See the full list:https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

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Precision ag, robotics, manure management, controlled-environment agriculture, food processing and more. The #AgWaterLandChallenge is open to ag and agri-food innovation. Apply by Dec. 16:
https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

Suggested Post #6 - Soil, land, reclamation and remediation

LinkedIn / Facebook
The Agriculture, Water, and Land Challenge will fund technologies that restore and protect Alberta's land, including:

- Soil amendments such as biochar, and novel land-use practices for carbon sequestration
- Wellsite and infrastructure reclamation, well sealing and abandonment
- Reforestation, ecosystem restoration and biodiversity recovery
- Treatment of contaminated soil and groundwater, tailings dewatering and phytoremediation

See the full list:
https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

X
Biochar, wellsite reclamation, reforestation, soil and groundwater remediation, tailings treatment: the #AgWaterLandChallenge is open to land technologies. Apply by Dec. 16:
https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

Suggested Post #7 - Water

LinkedIn / Facebook
The Agriculture, Water, and Land Challenge will fund water treatment and management solutions such as:

- Treatment of agricultural, forestry, industrial, produced, mine and municipal wastewater
- Water recovery and reuse that reduces freshwater demand
- Technologies that reduce treatment cost, energy use or residual waste
- Integrated water management for agriculture, industry, municipalities and land restoration

See the full list:
https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

X
Wastewater treatment, water recovery and reuse, lower-cost and lower-energy treatment: the #AgWaterLandChallenge is open to water technologies. Apply by Dec.16:
https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

Newsletter or Email #1

SUBJECT: $60 million in funding for agriculture, water and land technologies
Emissions Reduction Alberta (ERA) has launched the $60-million Agriculture, Water, and Land Challenge to help Alberta produce food more efficiently, manage water effectively, restore disturbed land and recover value from waste.
The Challenge funds field pilots, demonstrations and first-of-kind commercial projects that deliver measurable environmental and economic benefits in Alberta. Projects can receive up to $8 million, matched at least 1:1 with private funding. The Challenge is open to all categories of lead applicant, in Alberta or elsewhere, if the project is piloted, demonstrated or deployed in the province.
Applications are due December 16, 2026, at 5 p.m. Mountain Time.

Apply today: https://www.eralberta.ca/technology-funding/agriculture-water-and-land-challenge/

Newsletter or Email #2

Considering applying to ERA's Agriculture, Water, and Land Challenge?

Don't miss this opportunity to hear directly from the team behind the funding program.
Join ERA on November 12, 2026, from 11:00 a.m. to 12:00 p.m. MT for a live information session and Ask Me Anything webinar. The session will cover project eligibility, funding requirements, key deadlines, and tips for preparing a strong Expression of Interest.

Hosted by Christophe Owttrim, Executive Director, Technology and Innovation, and Danielle Parent, Technology Project Analyst, the webinar will include dedicated time for participant questions, making it a valuable opportunity for innovators, entrepreneurs, researchers, and organizations considering an application.

Register today and get your questions answered directly by ERA.
https://register.gotowebinar.com/register/5559247797196105815