

WORKSHOP

Innovative business models in the Agri-food sector

New Business Model Conference, 2026
Toulouse, France
30.06 - 01.07.2026

Workshop objectives

How can new business models strengthen the agri-food sector—and what can we learn from international experiences? This interactive workshop brings together various actors to discuss and collect examples, insights, characteristics, opportunities and challenges of international agri-food business models.

The workshop has two parts. *First*, the workshop chairs will share experiences from the international project, Karbonmat, specifically the design of agri-food business models that emerges from interdisciplinary collaboration. *Second*, we shift to an interactive co-creation session, where participants are invited to share their experiences working with different agri-food business models.

Workshop Chairs:

Pia Pirotschka Otte, Research Professor, Ruralis – Institute for Rural and Regional Research, Norway
Natalia Maehle, Professor, Western Norway University of Applied Sciences, Norway

More info here: <https://www.newbusinessmodels.org/conference-tracks-2026>

Register now!

For questions contact: pia.otte@ruralis.no

Register for the conference here
<https://www.newbusinessmodels.org/registration-nbm2026>



Karbonmat



<https://ruralis.no/en/projects/karbonmat/>



We invite senior and junior scholars as well as entrepreneurs, NGOs and practitioners from different backgrounds.