



# Women Entrepreneurship and Education

*e-zine*

WeRin Project

| Issue 4/January 2023



# Welcome to the WeRin Project Newsletter!

We are delighted to introduce you to the bi-annual magazine dedicated to Women Entrepreneurs in Regional Inclusive Entrepreneurial Ecosystems (WeRin), a forward-thinking European initiative with a team of 14 partners who are passionate about increasing the share of female graduate entrepreneurs.

Through this project, we, a group of academics and practitioners passionate about entrepreneurship, aim to make entrepreneurship education and support programmes more inclusive for women.

## **What is in this issue?**

Our fourth issue brings you the latest updates from the project as well as new role models that we want to introduce. Additionally, we tell you a bit more about the members of our consortium.

To start, we want to encourage you to catch up on the latest news from the WeRin project, including the job that one of our Irish partners has been doing during the last few months (p. 5 and p. 9). Read about Impact Hub Amsterdam's take on female entrepreneurship directly from its two directors through a self-reflective interview (p. 7) and learn more about the lessons learned by one of our

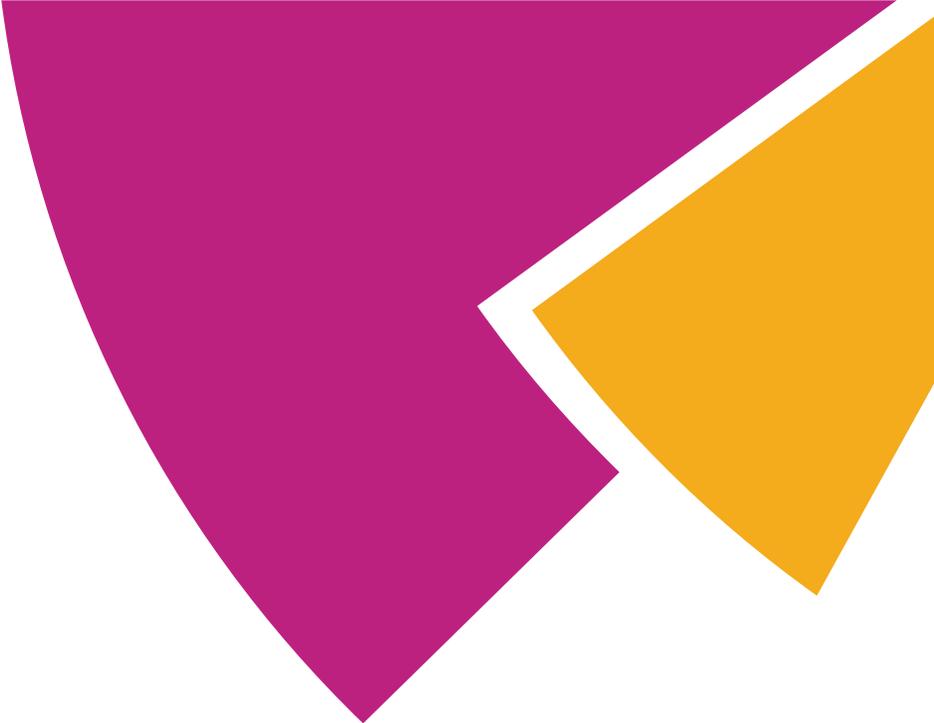
partners in Turkey (p. 11)

We continue this e-zine by placing the spotlight on a new selection of fascinating women entrepreneurs. Hear from Aslı Elif Tanuğur Samancı (BEE & YOU) (p. 14), Anna Gesina Hülemeier (TechLabs e.V.) (p. 15) and Nabila Doudou (FOUS A FOUS) (p. 16).

To conclude, learn about the approach to challenging gender neutrality at MTU (Munster Technological University) (p. 17) and meet two more of our project partners: ITU (Turkey) (p. 22) and Impact Hub Amsterdam (Netherlands) (p. 23).

We wish you a pleasant read!

*University Industry Innovation Network (UIIN)  
on behalf of the WeRin Project Consortium*



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# News from WeRin



# When is a Nudge Not a Nudge?

The Hincks Centre, a key partner in the WeRin project, were busy with nudging sessions in week 7 of this semester. Thanks to the kind permission of MTU (Munster Technological University) lecturer Lisa Murphy, Hincks Researchers Dr Sarah Davis and Dr Ana Cruz Garcia visited two Bachelor of Business Studies (BBUSS) Year two classes on Tuesday 18th and Wednesday 19th October 2022 and ran interactive WeRin nudging sessions over two hours. Lisa is Lecturer in Entrepreneurship and Innovation in the Department of Management and Enterprise at MTU and PhD Researcher.



Based on work by Kahneman and Tversky related to how biases and heuristics operate, nudging is recognised in behavioural economics as reflecting on how humans behave and interact and provides more realistic views compared to the traditional economics view of 'rational' actors. A nudge can be defined as 'any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives'. (Thaler & Sunstein, 2008, p. 6).

For a nudge, no incentives or inducements are offered; the goal is to make the desired behaviour more likely to be chosen. Nudges are subtle hints, guiding behaviour in a particular direction, without affecting freedom of choice. A nudge is not a nudge if it includes bans, restrictions and/or monetary incentives. Rather, a nudge targets innate biases and automatic responses to encourage alterations or improvements in behaviours. Key biases for this exercise were Availability, Anchoring, and Framing.

Students were given a presentation on bias and a background to the WeRin project. Next, students completed a worksheet to identify:

- A target audience for their nudge;
- An existing behaviour and
- The targeted new behaviour.

### *Continued*

They worked in pairs to design their nudge and explain how it operates. The teams then shared their nudge with another team to conduct an evaluation on the effectiveness of the designed nudge.

Effectiveness was evaluated based on:

- Relevance to the WeRin project;
- How specific the nudge was in targeting behaviour and
- Whether it was possible to measure the change in behaviour.

We were delighted with the engagement during the class and will be awarding a small prize to the team with the most relevant, measurable and specific nudge. Again, we want to thank Lisa for her assistance and interest in the WeRin project.

The Hincks Centre are indebted to the invaluable assistance and access provided by our MTU colleagues. We are very much looking forward to running more of these engaging and interactive WeRin sessions.



*\*The best nudge will be tested during the Pilot Test sessions as par of the WeRin project.*

*Article and pictures retrieved from the [Hincks Centre's website](#).*

# Self Reflection: Interview with Impact Hub Amsterdam's directors

*Author: Margot Kemps (Impact Hub)*

WeRin project partners, Impact Hub based in Amsterdam, is led by two female directors, **Ilse Kwaaitaal** and **Manon Klein**. For this issue, we spoke to them about female leadership, the challenges they face and asked them to share some advice to inspire more female entrepreneurs.

## **Q: What does leadership mean to you?**

**M:** *To put into practice what you feel is important and not only talk about it. But also talking about it a lot of course, in an inspiring and substantiated way, to bring others on board with your objectives.*

**I:** *Supporting others to flourish in their jobs and listening to their needs.*

## **Q for Ilse: You have been part of Impact Hub Amsterdam for many years before this step. Starting as an intern, how did you experience the journey towards becoming a co-director?**

**I:** *It's been exciting for sure. Impact Hub has always been my dream organisation: international, entrepreneurial, innovative and responsible. When I started as an intern, I actually quit my paid job, because I thought an opportunity like this might never happen again. It might have been one of my best decisions so far. To get to this position, I've been lucky enough to be surrounded by many great leaders and I still learn every day from all of the people in my team.*

## **Q: Do you face barriers as a female in your current leadership role?**

**I:** *Occasionally, for example when a potential client shies away from working with 'a young woman' or a young team in general. With more than 8 years of experience in the sector of impact entrepreneurship, I feel confident I know what is needed to reach sustainability goals. It's a new type of leadership and radical innovation. I believe entrepreneurship plays a key role in this and young people bring energy and break through barriers. It's sad how often I still hear: we've always done it like this OR we are waiting for the companies in our supply chain to change.*

**M:** *And occasionally experiencing the "typical" female insecurities. I write it in "commas" because I'm finding more and more that men struggle with the same insecurities, even when they don't show it.*

## **Q for Manon: Related to WeRin. Why do you think it is important to work together with other organisations on the topic of female entrepreneurship?**

**M:** *What we're seeing and learning is that there are many different elements influencing the development of female entrepreneurs, and therefore you need a variety of organisations to offer the different types of support that is required. As they say, it takes a village... for any entrepreneur really, not just women.*

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**Q: What piece of advice would you like to give other upcoming female entrepreneurs?**

**M:** *I really like the expression; lead by example. Meaning that you have to put into practice what you like to see in the world, from small daily behaviours to big principles. And secondly, never be afraid to ask what you fear might be “stupid questions”, they’re the best because they’re usually not stupid at all and get you into interesting conversations.*

**I:** *I’ve talked to more than 1,000 entrepreneurs and the key success factor has always been willpower. Don’t give up. You are probably doing something new that people don’t understand. Search for the right people around you.*



**Ilse Kwaaitaal** leads Impact Hub’s Innovation Sourcing team, which scouts promising participants and innovative solutions for acceleration programs, challenges, and investors. Having identified hundreds of starting and growing impact enterprises, Ilse knows a diamond in the rough when she sees one! Through a thorough selection and matchmaking process, she assesses each venture’s potential for success as well as possible pitfalls. Ilse has an MSc in International Development Studies and also runs her own business in cutting out plastic waste from products.



With an MSc in anthropology and over 15 years of experience, **Manon Klein** heads up Impact Hub’s Innovation and Acceleration department. She leads the development, implementation, and facilitation of innovation and acceleration programs and has a deep understanding of impact investing, startups, impact entrepreneurship, and strategy. She is also a driving force behind Impact Hub’s ecosystems, which she builds to support entrepreneurs who are laying the foundations for a sustainable economy.

*Pictures retrieved from Impact Hub Amsterdam’s [website](#)*



# WeRin Community of Practice Workshop

WeRin is going from strength to strength. On 3rd November 2022, 11 members of the WeRin consortium from Turkey, Croatia, Germany, Ireland, the Netherlands, and Norway engaged in a design workshop to begin scoping a WeRin Community of Practice (CoP).

MTU (Munster Technological University) PhD Candidate, Michelle O'Keeffe, a User Experience Researcher and Designer, led an activity-based workshop where WeRin partners interacted and explored aspects of a card-based toolkit.

This framework and toolkit were designed as part of a PhD study to “Establish a Framework and card-based Toolkit for the creation and

sustainment of Communities of Practice”. The framework includes the seven stages involved in the creation and sustainment of a successful Community of Practice and the toolkit may be used by in-person, online or hybrid communities of practice.

Michelle introduced the framework and an interactive workshop. The WeRin partners engaged with the toolkit cards with a focus on the early stages of identification and defining the community of practice.

Miro boards and sticky notes were used to track the development of the consortium's ideas. The toolkit cards include nudging prompt questions to explore the understanding and inspire the partners to

*Continued*

The screenshot shows a Zoom meeting interface with a presentation slide titled "Communities of Practice". The slide contains three diagrams, each consisting of concentric circles representing different levels of member engagement:

- Core:** A diagram with a small inner circle labeled "Core". Below it, the text states: "Core members are fully active members. They are responsible for kickstarting the community, recruiting new members, identifying the benefits of the community, organizing meetings and events, etc. They take on a leadership role within the community as they are viewed as an expert."
- Active:** A diagram with a larger inner circle and an arrow pointing to the outer ring labeled "Active". Below it, the text states: "Active members make up most of the members in the community. They are responsible for engaging in group activities, discussions and events, helping to develop the shared practice, contributing to that shared practice, responding to messages, sending invites, attending meetings, etc."
- Periphery:** A diagram with a very large outer ring and an arrow pointing to the outer edge labeled "Periphery". Below it, the text states: "Periphery members are the members on the outskirts of the community. They engage in group activities as the activities become relevant to them. They are aware of the community activities, purpose, goals and roles. They can contribute to the community outside of meetings."

consider how, and for whom, the community of practice will be of benefit.

We first considered the domain, the community, and the practice, and explored who will be the target members for this CoP and who comprises the core, active or peripheral members.

There was a lot to learn and to absorb in this engaging and interactive session! Michelle indicated that a Community may need to develop subgroups - particularly for large communities. Typically, a pilot phase would test the community of practice goals and relevance.

This test would then inform the wider development and launch of the community based on the findings and results from the pilot testing.

Expectations and relevance for the members will be an important element, and a key challenge for any community of practice is to remain relevant and to make individual members feel 'heard and helped'.

The goal for the WeRin community is to develop gender inclusive ecosystems that support more women entrepreneurs, aspiring entrepreneurs and students to confidently choose entrepreneurship and to feel they belong in their ecosystems.

Based on this and future discussions, the WeRin partners will look at applying the different stages to the WeRin project. Follow our progress on the [WeRin website](#) as we strive to increase the number of graduate female entrepreneurs in Europe.

*Article and pictures retrieved from the [Hincks Centre's website](#).*

# ITU ARI Teknokent: Lessons Learned from the WeRin Project

*Author: Başak Tetiköz (ITU ARI Teknokent)*



ITU Çekirdek, as the incubator of ITU ARI Teknokent, is in the top 5 of the best incubation centers in the world according to the international UBI Global index. ITU Çekirdek has supported more than 7500 entrepreneurs since 2012. More than 1100 startups have been established with nearly 5500 employees and 23M EUR revenue. Moreover, these startups have raised more than 47M EUR in early-stage investment.

Last year ITU Çekirdek received approximately 7300 applications, and nearly 500 were successful in one of Turkey's well-known startup competitions, the Big Bang Startup Challenge. Out of 500 supported startups, 194 of them have women founders. So, the women's ratio of the supported application is 38% at the national level.

As part of ITU ARI Teknokent's global vision, ITU Seed Program has been launched this year as a global acceleration program for startups who want to open their doors abroad. More than 100 entrepreneurs have applied to this program from 35 countries, including Australia, Poland, South Africa, India, and Russia. At the end of the selection process, 18 applications have been supported, working on various verticals such as Transportation, Edtech, Agriculture, Fintech, and Healthtech. Women made up 18% of these applications, and 11% of these women were entitled to be supported on an international level.

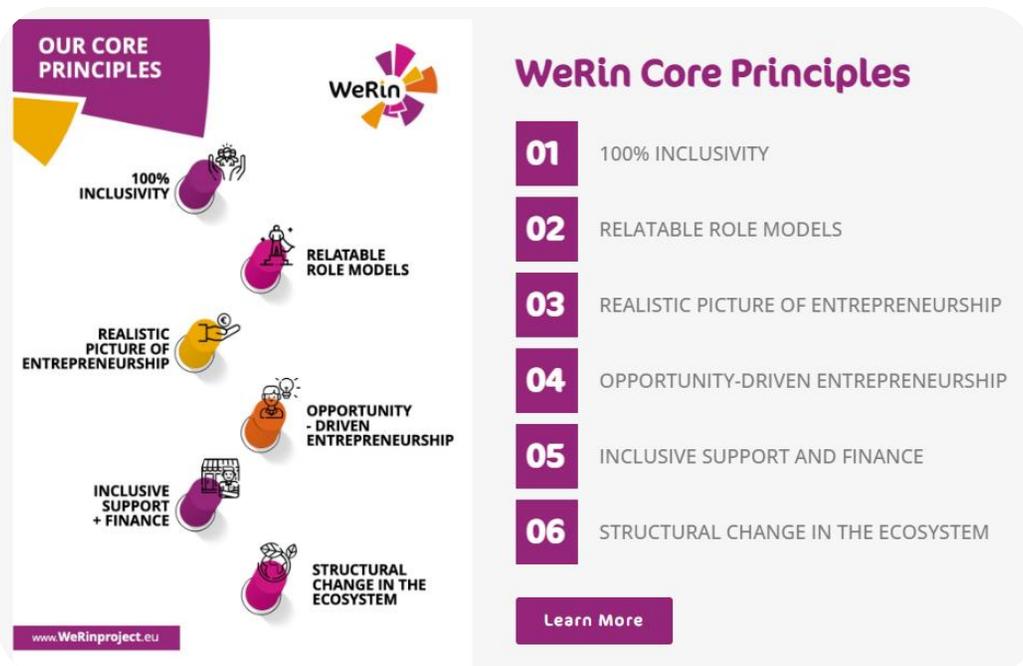
When we compare the number of successful startups run by women founders at national and international levels, we see that there is success at the regional level regarding women's entrepreneurship. Moreover, the number of applicants to our international program indicates that women's participation in entrepreneurship is not at the expected level. Together with the WeRin project, we are confident that these numbers will increase even more as the program managers' and stakeholders' awareness of women's entrepreneurship increases.

During the WeRin project period, we shared knowledge and experience between project partners and learned a lot regarding common problems and possible solutions. As an output of our work in this project, we handle issues about women's entrepreneurship according to the 6 core WeRin Principles. We embedded those principles into our daily work to support the inclusion of women entrepreneurs in our ecosystem.

## Continued

Despite the obstacles and barriers to women's entrepreneurship, we promote more inclusive and diverse entrepreneurship in our programs and networks. We increased engagement with stakeholders in the ecosystem to overcome structural barriers for women entrepreneurs. We put 100% inclusivity as our priority. We worked with successful women role models and always aimed to be part of the sustainability, social mission, and value creation in the entrepreneurial ecosystem. As ITU ARI Teknokent, we are trying to establish our programs based on the valuable, effective, and carefully selected WeRin Principles created by the consortium members of the project.

We are ambitious and highly motivated to reach the objectives of this project and spread the idea behind this project across entrepreneurship ecosystems. In light of the knowledge we have gained as a WeRin project partner, we will continue to work by prioritizing women's entrepreneurship.



[Download the WeRin Core Principles](#)



# Meet the Change-Makers

As part of the WeRin research & discovery phase, we showcased successful female role model entrepreneurs already embedded in the regional ecosystem.

By highlighting tenacious, ambitious and resourceful female entrepreneur role models and sharing their realistic advice on how they are succeeding, despite existing barriers, we take a step to strengthening female graduate entrepreneur inclusiveness.

Download the full collection [here](#)



## Aslı Elif Tanuğur Samancı



Business Name  
BEE & YOU

<http://www.beeo.com.tr>



Place  
Istanbul, Turkey



Year started as entrepreneur  
2013



Number of employees  
Approx. 200



What is your highest level of education?  
PhD

# My entrepreneurial journey....



I discovered propolis (a natural resin collected by bees) and royal jelly when I was looking for a solution to my son's immunity condition. After learning that propolis and royal jelly are not produced in Turkey, I decided to produce them myself for my son. I started working on my initiative with the dream of delivering these valuable healing products to everyone.

### My targets are

1. To make Beeo a leading world brand.
2. To show everyone the healing properties of natural bee products.
3. To support skin care products containing natural bee products.

### My Challenges are

Counterfeit bee products which are now very common

### This is what characterises me

1. Diligent
2. Assertive
3. Energetic

### The brands that inspire me



### The role models that inspire me:

Oprah Winfrey

### Which networks are you involved in?

1. Natural & Organic Food Community
2. International Honey Commission

### My advice to girls and women who want to realise their dreams:

1. Their philosophy should be "if nobody can do it, I must do it".
2. Believe in your desire, work hard and don't be afraid to take risks.
3. If you have an innovative business idea, knowledge and courage, there are many people who can help you.

### When I'm not working:

I like to travel and see new countries.

My motto is:  
Never back down!



[www.werinproject.eu](http://www.werinproject.eu)

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# My entrepreneurial journey....

## Anna-Gesina Hülemeier



Business Name  
TechLabs e.V. [About the Organization | TechLabs](#)



Place  
16 locations worldwide, 8 in Germany



Year started as entrepreneur  
2018



Number of employees  
360 global volunteers



What is your highest level of education?  
Ph.D. student

When I met Marius Vennemann and David Middelbeck, they talked about their idea of TechLabs. I was immediately inspired and motivated to co-found TechLabs because I saw the opportunity to build structures that I find decisive for an innovative learning environment: free access to digital education in a strong and diverse community. Every team member brought their vision of TechLabs and there was respect, support and acknowledgement for each vision. Seeing that not only my team was deeply convinced by my vision but also people outside of TechLabs motivated me further. Co-founding TechLabs was a unique experience.

### My targets are

1. I want to provide free access to digital education to everyone.
2. I believe we can rethink and innovate education.
3. My goal is to create a world full of digital shapers.

### My Challenges are

Efficient and comprehensible knowledge management

### This is what characterises me

1. Openminded
2. Curious
3. Straightforward

### The brands that inspire me



### The role models that inspire me:

Ada Lovelace	Verena Pausder
Ruth Bader Ginsburg	Isata Kanneh -Mason

### Which networks are you integrated in?

- Generation f
- Otto Creutzfeldt Center for Cognitive & Behavioral Neuroscience
- Bundesverband Deutscher Studentischer Unternehmensberatungen (BDSU)
- move - student consultancy e.V.

### My advice to girls and women who want to realise their dreams:

1. Tackle new challenges.
2. Surround yourself with people who inspire and encourage you.
3. Widen your privileges and give others a voice.

### When I'm not working:

Going out with friends  
Piano playing  
Fitness  
Cinema

## My motto is:

We lose too much potential by thinking and acting in discriminating structures. Stand up for yourself - Women can do anything.



www.werinproject.eu



# My entrepreneurial journey....

## FOUS A FOUS

Made collections at brands like Nike and Adidas before working with smaller labels I noticed how their production processes are so different. Striving for fair processes and good quality, I founded FOUS A FOUS to help the smaller labels manage complex production processes, making sure their effort and time are valued equally.

### The role models that inspire me:

Nancy Poleon

### Which networks are you integrated in?

Fashion for Good  
Soho House

### My advice to girls and women who want to realise their dreams:

I would recommend a coach or mentor as well as a safe space or office to share with and learn from others.

### My targets are

1. To see the positive side in every story
2. To focus on qualitative and humanitarian production
3. My goal is to change the fashion industry

### When I'm not working:

I like travelling and meeting other (culturally diverse) people.

### My Challenges are

Finding the right expertise and skills for growing my business. Networking events are not enough, there's a need for more in-depth guidance.

### This is what characterises me

1. Results-driven
2. Personal Development
3. Fairness

### The brands that inspire me

F R E N K E N

My motto is:  
You always have a voice.

## Nabila Doudou



Business Name

FOUS A FOUS <https://fousafous.com/>  
Instagram: fousafous



Place

Amsterdam Netherlands.



Year started as entrepreneur

2018



Number of employees

2 interns + freelancers with the goal to hire employees in the near future.



What is your highest level of education?

Bachelors Degree



[www.werinproject.eu](http://www.werinproject.eu)

This project has been funded with support from the European Union. The content of this publication reflects the views of the author, and the Commission does not bear responsibility for any use which may be made of the information contained therein.





# Challenging Gender Neutrality

*Author: Dr. Ana Cruz García (MTU)*

*At the 2022 ISBE conference titled “Reshaping inclusive enterprise, policy and practice post-pandemic” held in York, United Kingdom, our Munster Technological University (MTU) WeRin partner, Dr. Ana Cruz García presented a paper titled ‘Pushing your horrible rock up the hill: Challenging gender neutrality in the entrepreneurial ecosystem through a framework of root metaphors’. This paper, co-authored with Dr. Sarah Davis, was presented in the gender track and draws on 20 semi-structured, in-depth interviews with women entrepreneurs in Ireland (data obtained from the WeRin regional scan). The constructive input from experts in the field of gender and entrepreneurship, including Sally Jones, Helle Neergaard and Lorna Treanor will improve the paper, which was well received.*



*Dr. Ana Cruz García (MTU)*

## Continued

Among the crucial elements constituting an entrepreneurial ecosystem are informal and formal networks, incubation centres, regional enterprise offices and public policy. The assumption with these elements is that they are open to all and offer a gender-neutral backdrop to support, advise and facilitate the growth of entrepreneurial firms because the focus is on the commercial potential of the venture and not the gender of the entrepreneur.

Despite the nature of inclusive 'open' entrepreneurial ecosystems, women are under-represented, even with the creation of women-only entrepreneurial networks and programmes to include and improve women's contribution and participation and to create a sense of balance. As the literature shows, oft-times these women-only programmes result in increasing 'ghettoization' or require women to adapt to alleged gender-neutral norms to succeed, and they seem to benefit men and women entrepreneurs disproportionately.

Metaphors are linguistic and cognitive resources encompassing how we think and reason. Metaphorical reasoning compares a new experience with a context that is familiar and comforting and reflects the underlying patterns of beliefs, thoughts and attitudes that shape how we structure and interpret our own experience and how we perceive and comprehend the external world. Theoretical work in the area of entrepreneurship and metaphors is quite recent and centres around Lundmark and colleagues' work (2019) that explores eight root metaphors comprise of parenthood, mutagen, conduit of knowledge, method, mindset, networking, exploration, and politics.

None of these ecosystem metaphors consider a gender distinction; however, the



paper we wrote aimed at exploring a gender dimension in the context of entrepreneurial ecosystems and gender neutrality using these metaphors. We explored three main aspects: (1) what metaphors describe women's experiences in their entrepreneurial ecosystem; (2) the ways in which these metaphors fit (or not) into Lundmark and colleagues' exploration of the eight root metaphors in the field of entrepreneurship and (3) what these metaphors tell us about the cognitive processes of women regarding gender and gender neutrality in the entrepreneurial ecosystem in which women's entrepreneurial ventures are nurtured.

When a framework to outline women's experiences within the entrepreneurial ecosystem and to provide insights into the idea of gender neutrality in this space was applied, we were able to argue that the metaphors women entrepreneurs use to describe their experiences of entrepreneurship in the ecosystem reflect three main aspects of women's entrepreneurship; (1) the eight metaphors described by Lundmark and colleagues are all present in the interviews, and some, like parenthood, mindset, networking, exploration and politics were more frequently cited;

### *Continued*

(2) the metaphors reveal a gendered perspective to the women's entrepreneurial pathway that exhibits a lack of neutrality in the ecosystem that can disadvantage women and their businesses; (3) the metaphors also reveal women-specific areas of empowerment, such as parenthood and family, that are currently undervalued in entrepreneurship but may suggest avenues for inclusion in the ecosystem in the future.

The exploration of the metaphors used by women entrepreneurs provides some thematic outcomes of importance that may guide policy to improve women's entrepreneurship and entrepreneurial gender inclusivity. The thematic spectra identified in this research point to paradoxes for women entrepreneurs which, as a result, may contribute to ecosystem ambivalence, with messages such as 'invited in but not welcome' or 'the open door' of support and the reality is more like 'hitting a wall of fences' or 'dropping off a cliff'.

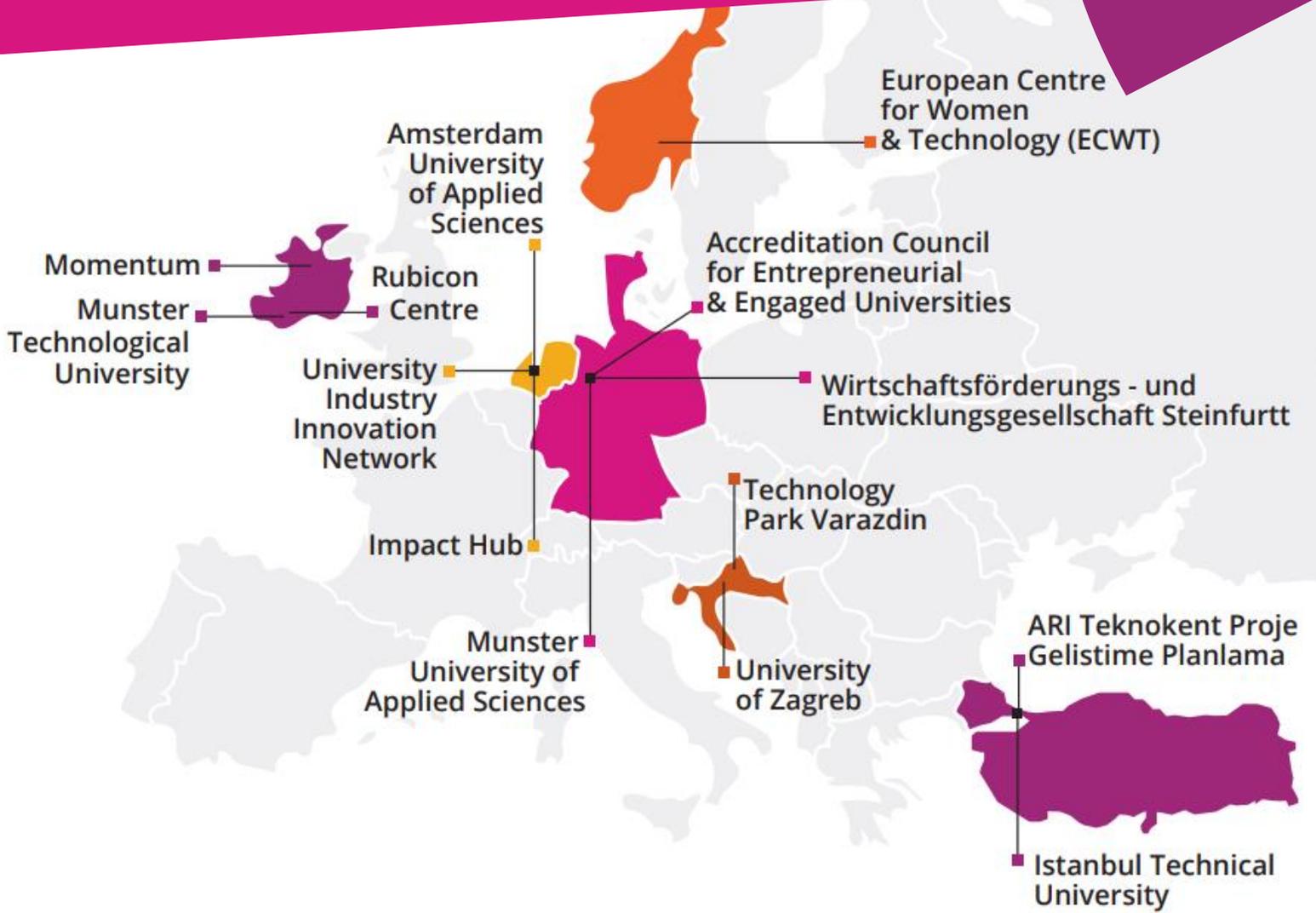
They highlight thought processes that provide sources of conflict for women entrepreneurs in negotiating their entrepreneurial ecosystem supports.

A better understanding of this ambivalence and of how women entrepreneurs view and cognitively interpret gender neutrality and social safety in the entrepreneurial ecosystem may shed some light on why the number of women entrepreneurs lag behind before, during and after passing through the entrepreneurial ecosystem. It may also help inform policy makers of the urgent need to create inclusive and transformative (rather than adaptive) entrepreneurial ecosystems for women entrepreneurs. Currently policy interventions and supports aim for increased numbers but do not delve into the complexities of what it means to be a woman entrepreneur in a heteronormative (male) entrepreneurial ecosystem.



# Meet the WeRin partners





# Our WeRin partnership across Europe

Funded by the ERASMUS+ Knowledge Alliance programme, the Women Entrepreneurs in Regional Inclusive Entrepreneurial Ecosystems – WeRin Project unites **14 partners** from network organizations, associations, research institutes, academia and businesses based in six countries in Europe.

Their expertise and strong reputation make a solid foundation for successful achievement of the intended project results.



# Istanbul Technical University Center for Entrepreneurship and Innovation

*Author: Zeynep Erden Bayazit (ITU)*

Dr. Zeynep Erden Bayazit is the founding Academic Director of İstanbul Technical University Center for Entrepreneurship and Innovation (ITU GİNOVA), where she has worked since 2014.

She has been teaching management and entrepreneurship courses at undergraduate, graduate as well as in executive MBA programs. As the academic director her responsibilities include -development and execution of the Entrepreneurship Certificate Programs, -evaluating and improving these programs -designing entrepreneurship courses -designing programs which aimed to increase industry-university collaboration Zeynep is a keen advocate of gender balance and diversity in all the training programs and activities, using quotas when necessary.

In addition to these roles, Zeynep has been active in creating and supporting student initiatives. She has been nominated as the University Faculty Innovation Fellow by Stanford University after completing a two-year program, where she has supported the UIF Program at İstanbul Technical University. She is the academic advisor to Changemaker Society (led by ITU UIF students) as well as to TEDx Society. Alongside these academic responsibilities, she leads a social initiative (coyag.org) supporting children with cancer.

Prof. Şebnem Burnaz is the founding Director of İstanbul Technical University Center for Entrepreneurship and Innovation (ITU GİNOVA), where she has worked since 2014. As the managing director of the center, she engages in planning and assigning tasks to enable cooperation among the members of the Center and controls the outcomes in terms of the contribution to the university's innovation and entrepreneurship capacity.

She acts as a bridge in developing and sustaining relations with internal and external stakeholders. She coordinated 26 graduate level programs including the design of the Entrepreneurship and Innovation Management master program, which generated significant interest and participation.

Sebnem coordinated the "Entrepreneurship and Innovation Certificate Program" project, funded by The Scientific and Technological Research Council of Turkey for three years. She also acted as supervisor or evaluator to a variety of projects such as "eLearning Platform for Social Media Management", along with several research mainly focusing on consumer attitudes and behaviors.



**Dr Zeynep Erden Bayazit**  
WeRin Project Leader



**Prof. Dr Şebnem Burnaz**  
WeRin Project Lead Researcher

# Impact Hub Amsterdam

*Author: Margot Kemps (Impact Hub Amsterdam)*

Impact Hub Amsterdam (IHA) is a certified B-Corporation committed to improving societal issues through entrepreneurial action. IHA is specialised in promoting and strengthening impact entrepreneurs, by providing capacity building services, incubation and acceleration services IHA has a large community of +5.000 people, including many impactful startups and scaleups, of which a substantive amount are female founded.

One of their core topics is on building and strengthening the entrepreneurial ecosystem to benefit Diversity, Equity and Inclusion ([see website](#)). IHA is well connected with the entrepreneurial ecosystem, with B Corp Europe and collaborates with a range of stakeholders from big enterprises to SMEs and micro-enterprises in a variety of sectors and the local, regional and national government. IHA is part of the global Impact Hub Network, one of the world's largest networks focused on building entrepreneurial communities for impact at scale, with over 100 hubs worldwide.

Within the WeRin project, IHA supports partner AUAS with various activities and events, like the profiles of inspiring role models, ecosystem analysis, the local Think-tank and best practices webinar. The IHA team also supports the development of quality assurance criteria for institutions to be used as part of the regional scans, whilst participating in the regional scans with their programs and help identify female entrepreneurs (role models).

**IMPACT  
HUB** Amsterdam



**Manon Klein**

Director & Accelerate Lead



**Margot Kemps**

Acceleration Specialist & WeRin Project Lead



**Danielle Roosen**

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# WeRin

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