


# INNOVEIT Bilbao: Women Entrepreneurship & Leadership

#INNOVEIT

Join our networking app

5 October 2022



 SAN MAMÉS, Rafael Moreno "Pitxitxi"  
E Access - 48013 Bilbao  
Basque Country (SPAIN)

Organised by:



# ABOUT EIT

The European Institute of Innovation and Technology (EIT) is an independent EU body strengthening Europe's ability to innovate. The EIT is an integral part of Horizon Europe, the EU's Framework Programme for Research and Innovation. The Institute is a unique EU initiative that drives innovation across Europe by bringing together organisations from business, education and research and find innovate solutions to pressing global challenges to create, cooperate and innovate.

# ABOUT EITFOOD

EIT Food is the world's largest and most dynamic food innovation community. It accelerates innovation to build a future-fit food system that produces healthy and sustainable food for all. Supported by the EIT, EIT Food invests in projects, organisations and individuals that share a goal for a healthy and sustainable food system. EIT Food unlocks innovation potential in businesses and universities, and create and scale agrifood startups to bring new technologies and products to market. It also equips entrepreneurs and professionals with the skills needed to transform the food system and put consumers at the heart of their work, helping build trust by reconnecting them to the origins of their food.

# WHY THIS EVENT?

Although there has been a significant evolution in our society on achieving gender equality among all aspects of life, there's still room for improvement. Women still represent less than a quarter of doctoral graduates in the ICT field (22%), while they represent 60% or more in the fields of health & welfare and education (60% and 67% respectively). Furthermore, in an entrepreneurial context, women-led businesses raise less venture capital than their male-only counterparts, including at the vital early-stage investments and the amounts that they raise tend to be lower.

Women bring diversity to teams, a wider perspective of society, innovation impact and unbiased view on startups from underrepresented communities. Since the beginning, EIT has been focused on supporting gender equality working along women on different projects and helping them shape the future of the agrifood sector. The INNOVEIT: Women Entrepreneurship & Leadership event is a testimony of the work EIT does towards achieving this goal, where key stakeholders of the industry will share their knowledge and discuss the role of women in the innovation and entrepreneurship fields.

 EITnews

 @EITeu

 EIT

 EITeu

 @eiteu



## **INNOVEIT Bilbao: Women Entrepreneurship & Leadership**

5 October 2022

**9:30 - 10:00**     **Registration & Coffee**

**10:00 - 10:20**     **Welcome**

- **Begoña Pérez Villarreal**, Director at EIT Food South
- **Andy Zynga**, CEO at EIT Food
- **Bittor Oroz**, Deputy Minister of Agriculture, Fisheries and Food Policy at Basque Government
- **Maria de Miguel**, General Director for the High Commissioner at Spain Entrepreneurial Nation

**10:20 - 10:45**     **Opening by:**

- **Martin Kern**, Director at EIT

**10:45 - 11:30**     **Roundtable** | Bringing Women to Key Roles in the Entrepreneurship Ecosystem: How to Achieve the 50-50 Promise?

Traditional work schemes have generally posed social and economic challenges to women when trying to keep a work/life balance while being fully productive members of the workforce. Entrepreneurship poses them an opportunity to empower themselves and define their own economic participation but to make this happen the whole ecosystem needs to redefine women's participation in Key Roles to really fight the gender gap.

- **Simone Brummelhuis**, Founder and Business Angel of the year at Borski Fund
- **Carmen Niethammer**, Sr. Gender Specialist at European Investment Bank (EIB) Group
- **Liselore Havermans**, Head of Research at Dealroom.co

**11:30 - 12:00** **Coffee Break & Women-startup Showcase**

---

**12:00 - 13:00** **Inspiring panel** | From Innovation to Impact: How gender equality can lead to global welfare

Welcoming women in the innovation ecosystem is not just a question achieving gender equality, but also to benefit the whole, as studies show that if women and men participated equally as in the global economy, GDP could rise by approximately 3 to 6 percent, generating \$2.5 trillion to \$5 trillion, and bringing more prosperity to disadvantaged parts of the world. But how can we achieve this?

- [Silvia Manca](#), Head of Social Impact Programmes at the European Investment Fund (EIF)
- [Maija Palmer](#), Senior Editor at Globalventuring and Sifted

**Moderator:** Cristina Bescos, Director of Innovation at EIT Health

---

**13:00 - 13:30** **Inspiring Keynote** | Be aware of your POWER: The rise of the creative class - how empathy and inclusion turns into real policy power.

[Lisa Lang](#), Director EU Affairs & Policy Orchestrator at EIT Climate KIC

---

**13:30 - 14:30** **Lunch Break & Networking**

---

**14:30 - 15:00** **Cultural Interlude** | Topa-K: Traditional music and dance spectacle with a twist

---

**15:00 - 15:45** **Roundtable** | Looking into the Future: How EIT Supports Women Innovators To Make A Global Impact.

At EIT we believe that to change the way we do things and create a sustainable and healthy food system it is necessary to have a more disruptive, entrepreneurial approach, led by a more diverse cast of actors. We believe women can lead this disruption and we are working to transform the food sector by promoting equal opportunity projects around Europe.

- [Sara Guimaraes Gonçalves](#), CEO at Actif
  - [Marina Aghayan](#), Co-Founder at FACT Industries, Estonia
  - [Maartje Claassen-Eradus](#), Co-founder and director at SARA
- 



15:45 - 16:30

**Roundtable** | Scaling deeptech startups; a womens' tale too?

Access to funding and scaling support it is a key challenge women. Research done in 2021 shows that 1.1% of capital raised overall went to all-women founding teams, and 8.8% to mixed-gender founding teams. Giving visibility to venture-backed female-led startups can bring more investments and create role models in female entrepreneurship.

- [Sonia Fernandez](#), Partner at Kibo Ventures
- [Kinga Stanislava](#), Experior at VC
- [Jean David Malo](#), Director at European Innovation Council

---

16:15 - 16:45

**Keynote Speaker** | Women Empowerment for a Sustainable Food Systems Transformation

[Andy Zynga](#), CEO at EIT Food

---

16:45 - 17:00

**Closing**

---

17:00 - 18:00

**Pintxos & Networking**

---



# SPEAKERS & MODERATORS



**Begoña Pérez-Villarreal**  
Director at EIT Food South

Begoña Pérez-Villarreal is the EIT Food Director for Southern Europe aimed to boost innovation involving stakeholders from the Mediterranean area. Main activity is related to building a dynamic ecosystem developing collaborative projects and activities in business creation, education, innovation and communication programmes to develop products and services contributing to a healthy lifestyle and a sustainable circular bioeconomy.



**Carmen Niethammer**  
Sr. Gender Specialist at European Investment Bank (EIB) Group

Carmen Niethammer is the Sr. Gender Specialist at the European Investment Bank. Based in Luxembourg, she leads the Gender Team on women's entrepreneurship inside and outside the European Union – closing gender gaps while driving gains in productivity, competitiveness, and innovation. Much of Carmen's work focuses on strengthening the gender & climate-lens investing nexus. On behalf of EIB, Carmen chairs the Multilateral Development Bank Working Group on Gender. She joined EIB from the IFC/World Bank Group that included assignments in Brazil, Egypt, Sri Lanka and the United States.

Carmen, a Forbes Contributor and Sr. Fellow at the Willy Brandt School of Public Policy at Erfurt University, is a graduate of the Johns Hopkins University's School of Advanced International Studies (SAIS).



**Maija Palmer**  
Senior Editor at Globalventuring and Sifted

Maija Palmer is the editor of Global Venturing, a publication focused on corporate venture investing. Before Global Venturing Maija spent 20 years at the Financial Times, mainly writing about the European technology sector. She was one of the founding team of Sifted, the online publication which spun out from the Financial Times in 2018.



## Lisa Lang Director EU Affairs & Policy Orchestrator at EIT Climate KIC

---

Lisa Lang is the Director for EU Affairs & Policy Orchestrator for EIT Climate KIC. Climate-KIC is a knowledge and innovation community established and funded by the EIT - European Institute of Innovation and Technology in 2010.

Our purpose is to tackle climate change through innovation. We are Europe's largest public-private partnership with this purpose – a growing pan-European community of diverse organisations united by a commitment to direct the power of creativity and human ingenuity at the climate change challenge.

Lisa Lang has gained recognition as one of Forbes Europe's Top 50 Women in Tech, and has been listed as one of the 50 most important women for innovation & startups in the EU.

She founded highly recognized companies like ElektroCouture, ThePowerHouse and FNDMT who are dedicated to push innovation within the creative and innovative industry eco systems. Lisa Lang is a direct adviser for creative industries, digitalisation and entrepreneurship for the European Commission on several high-level advisory boards, including Pact for Skills, Industrial Forum and the US/EU Trade & Technology Council.

Lisa Lang is on the advisory board to the Zurich university of arts as well as a policy advisor for Fashion Innovation Centre Sweden. She has been given guest lectures at TEDx Athens, KryptoLabs Abu Dhabi and Oxford University.



## Sara Guimarães CEO at Actif

---

Founder and CEO of Actif, a social impact startup focused on healthy aging. Sara has a degree in Agricultural Engineering and a specialization course in Bioinformatics. She is co-founder and former COO of Trigger.Systems, an IoT technology startup to save water in irrigation systems. Co-founder and board member of Quebra-Dados Association. Tech advisor at C-MORE. Was recognized with the EIT Women Awards in 2019. Her personal mission is to use technology to solve social problems.



## Kinga Stanislava Experior at VC

---

Kinga is Board member of European Innovation Council & Founder at Experior VC. She sits on the investment committee of the largest deep tech fund in Europe, the EIC Fund, with EUR 3.5 billion to invest over the next few years. She has been working with and investing in technology start ups across Europe for close to 20 years. Kinga is founder of European Women in VC community of over 8000 male and female investors with a mission of increasing the number of female VC fund managers in Europe.





**Silvia Manca**  
Head of Social Impact Programmes at the European Investment Fund (EIF)

---

I lead the team responsible for the Social Impact and Skills financing within the Mandate Management team of the European Investment Fund, the specialist provider of risk finance to benefit small businesses across Europe. I joined the EIF in 2008 as project manager and since then I have been working on a multitude of projects, in particular related to the design and implementation of financial instruments in the area of microfinance and impact investing. Prior joining EIF, Silvia held officer positions at State Street Bank. She holds a Master's degree in Economics and Management of Arts, Culture and Communication from Bocconi University in Milano.



**Liselore Havermans**  
Head of Research at Dealroom.co

---

Liselore Havermans is the Head of Research at Dealroom.co, the global data platform for start-up ecosystem intelligence. She has a PhD in leadership from the University of Amsterdam, worked as an Assistant Professor at the VU, and was the Research Director of ScaleUpNation. Together with her team and partners like Atomico, Techleap, Danske Bank and EIT she aims to enable start-ups and their ecosystems to thrive through data and insights.



**Sonia Fernández**  
Partner at Kibo Ventures

---





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

With the collaboration of:



**EUSKO JAURLARITZA**  
**GOBIERNO VASCO**

EKONOMIAREN GARAPEN,  
JASANGARRITASUN  
ETA INGURUMEN SAILA

DEPARTAMENTO DE DESARROLLO  
ECONÓMICO, SOSTENIBILIDAD  
Y MEDIO AMBIENTE