

Newsletter

September, 2026



IBS-U
Hanze UAS

■ Europes Next Digital Powerhouse	■ Intro week 2026	■ White Lies Party
■ New IBS-U Sponsor	■ Music Meets Politics	■ Sustainability Spotlight



Groningen: Europes Next Digital Powerhouse

Big tech has found its new home base right here. Groningen and Eemshaven are drawing billions in investment from Google, which has poured more than €3.7 billion into Dutch digital infrastructure, alongside QTS's expanding data centre campuses. Add the newly confirmed Dutch AI factory, a 200-million-euro supercomputer and centre of expertise landing at Zernike Campus, and our region is fast becoming a genuine European tech stronghold.

What Does This Mean For You?

As hyperscale campuses multiply, companies need people who can manage complex builds, embed sustainability into energy-hungry operations, and coordinate expansion across European markets.

For International Business students, that translates into real opportunities: internships in project management, sustainable tech operations, and cross-border strategy right on our doorstep.

Newsletter

September, 2026



IBS-U: A Strong Start to the Year

Introduction Week 2026

The new academic year started with a successful IBS-U Introduction Week, bringing together new International Business students through several days of activities, socialising, and exploring Groningen.

One of the first activities was Crazy 88, where students worked together in teams to complete different challenges around the city. It was a fun way for everyone to get to know each other while also discovering Groningen.

We also spent an evening bowling, which gave everyone the chance to relax, compete, and spend more time together. During the second hour, we switched things up with pool, giving everyone another chance to socialise and enjoy the evening in a more relaxed setting.

Another highlight of the week was our boat ride through Groningen. It was a great opportunity to enjoy the city from the water while getting to know fellow students and making new connections.

To finish the week, we brought everyone together for our final party, celebrating the end of Intro Week and the beginning of a new academic year with IBS-U.

Overall, the week was a great success and a strong start to the year. It was especially nice to see so many new friendships already beginning to form.

Newsletter

September, 2026



White Lies Party

Wear white, tell a lie, see who get caught

Following Intro Week, IBS-U continued the start of the year with our White Lies Party.

Students came dressed in white shirts with their own "white lies" written on them, leading to plenty of creative, funny, and unexpected statements throughout the night. The party brought together new and returning students and gave everyone another opportunity to meet people outside of the university environment.

The atmosphere was great throughout the evening, and it was nice to see so many people getting involved with the theme and enjoying the first major social event after Intro Week.

Thank you to everyone who joined us and helped make the evening such a success.

We are looking forward to many more events throughout the year.



Newsletter

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New IBS-U Sponsor: Eetcafé Stadtlander

We are excited to introduce Eetcafé Stadtlander as one of IBS-U's new sponsors! Located in the heart of Groningen at Poelestraat 35, Stadtlander has been a familiar name in the city since 1977. For almost 50 years, it has been a place where students, locals, and visitors can come together for good food, drinks, and a relaxed atmosphere.

Whether you are looking for a place to grab dinner after a long day of lectures, catch up with friends over drinks, or start your evening in the city, Stadtlander offers something for everyone. Their menu includes fresh and flavourful dishes, with their famous spareribs being one of their signature favourites. They also offer a wide selection of drinks, including 9 beers on tap, wines, and a variety of cocktails.

A Special Offer for IBS-U Students

One of the highlights for students is Stadtlander's 1+1 cocktail promotion. From Sunday to Wednesday between 20:00 and 23:00, you can get your second cocktail for free. It is a great opportunity to meet up with friends, enjoy a drink after studying, and make the most of your evening in Groningen.

Beyond the food and drinks, Stadtlander focuses on what they describe as "Gewoon Goed" — good quality without unnecessary fuss. Their goal is to create a warm and welcoming place where guests feel at home, whether they are stopping by for a quick drink or staying for dinner.

So next time you are heading into the city, bring your friends and stop by Eetcafé Stadtlander. With its central location, welcoming atmosphere, great food, and student-friendly cocktail deal, it is a great place to unwind and enjoy Groningen together.



Ed Sheeran and Macklemore: Music Meets Politics

One of the recent controversies in the music industry involves Ed Sheeran and Macklemore, after Macklemore publicly called for “Free Palestine” during a performance on Sheeran’s U.S. tour. Following the comments, Macklemore was removed from the remaining dates of the tour after several venues reportedly said they would not host concerts with him on the lineup.

The decision quickly created further controversy. Sheeran said that removing Macklemore was not his decision and that the situation involved the tour’s promoters and venues. Several other supporting artists subsequently withdrew from Sheeran’s U.S. tour in solidarity with Macklemore.

Why the Controversy Matters

The situation goes beyond the two artists and raises questions about freedom of expression, business interests, and the influence of venues and sponsors. A concert tour involves many stakeholders, meaning that a political statement by one artist can have consequences for promoters, venues, artists, audiences, and commercial partners.

For business students, the controversy is an interesting example of how politics and business can become closely connected. Companies and organizations must consider their commercial relationships and reputation, while artists increasingly use their platforms to express political and social views.

The debate continued when Sheeran addressed the issue at a later concert, describing the situation in Gaza as “catastrophic and unjustifiable” and apologizing for mistakes in how he had handled the controversy. Meanwhile, Macklemore has announced a new “Free Palestine” tour, with proceeds intended to support humanitarian organizations working with Palestinians.



Second Hand; First Choice: The Rise of Recommerce

Vinted and Marktplaats are not niche marketplaces anymore. They are becoming the default shopping habit for millions of European consumers, and that shift is rewriting the rules of retail.

Brands built on linear, buy-and-discard models now face real pressure. Reverse logistics, dynamic resale pricing, and circular business design have moved from nice-to-have to business-critical, as companies race to meet sustainability targets and keep up with shoppers who expect a second life for their products.

What the shift means:

This is exactly the kind of challenge Hanze International Business students are trained to solve. Your coursework in supply chain strategy, sustainable business models, and market analysis gives you a genuine head start in a field that is only getting bigger.

Careers in circular strategy, sustainable supply chains, and re-commerce integration are opening up fast. The retail world is being redesigned, and IB graduates are the ones with the blueprint.

Sustainability Spotlight: SDG Ambassador Programme

Sustainability is one of the core themes of our programme. While all graduates achieve SDG Ambassador Stage 3, students can earn Stage 4 by focusing their GPJ on a sustainable topic.

share your talent.
move the world.

SDG Ambassadors Programme

Showcase your contribution to a sustainable and socially responsible world through the SDG Ambassadors Programme. The SDGs (Sustainable Development Goals) are the United Nations' 17 goals for a better future, such as climate action, poverty reduction, and equal opportunities.

Phase 1 SDG Newbie	Phase 2 SDG Thinker	Phase 3 SDG Dreamer	Phase 4 SDG Ambassador
Objective: Explore the SDGs. An accessible activity that is part of the training program. You will focus on raising awareness of sustainable development and the SDGs, and how they relate to one another. *All 4-year IB students receive Phase 1 once completing their Propedeuse.	Objective: Develop a critical perspective on the SDGs within one's own field of study, including their impacts on and relationships with other SDGs (systems thinking). *All 3-year IB students receive Phase 2 once completing their Propedeuse.	Objective: Deepen your understanding of the SDGs through research and systems thinking. You will see how decisions affect multiple SDGs. In a minor or innovation workshop, you will focus on SDGs and develop the needed knowledge and skills to make a real impact in Phase 4. *All IB and Master students receive Phase 3 once completing their studies.	Objective: Make a difference! You inspire others and make a tangible contribution to a more sustainable world, with an eye toward all the SDGs. You complete this phase on your own, outside the curriculum, and demonstrate that you're acting like a true change agent.

How do I become an SDG Ambassador? (Phase 4)

Once you make a sustainable impact within your work, you can earn a digital badge. Students from the 3-year and 4-year Bachelor, as well as from the Master programmes can all apply.

1. Nomination

You can be nominated by SDG responsible person Froukje Wijma.

2. Motivation Letter

Describe how you have made a sustainable impact and which SDG it is linked to.

3. Application Form

Send application to f.j.wijma@pl.hanze.nl

4. Edubadge

After the review, you will receive the digital Edubadge, which you can add to your resume or LinkedIn profile.

Congratulations,
you are now an
SDG Ambassador!





Sustainability Spotlight: Meet the IB SDG Ambassador, Justin

We are delighted that one of our students has reached this milestone, showcasing both academic excellence and a commitment to positive societal impact.



share your talent.
move the world.

Wall of SDG Ambassadors International Business



Justin Hovius



About the project:

PwC BU North-Centre **Topic:** Managing Greenwashing Risk in Sustainability Assurance

Highlights of the project:

"The study examines how auditors identify greenwashing risk during sustainability assurance engagements, delivering a sector-specific ESRS materiality, helping auditors identify where greenwashing risk is most likely to concentrate across sectors. I see sustainability as the defining challenge of our generation and the future direction of global business."

Advice for students:

"Accountability requires evidence. Sustainable ambitions only have value if the information behind them can be trusted."

