



Aileen Binici | Analyst

Verification systems - Certification - Green electricity

Aileen Binici supports Hamburg Institut in the area of green electricity, particularly in the certification of green electricity products and providers, as well as in climate accounting. She is also involved in the topic of guarantees of origin for renewable energies. She is currently studying for a Master's degree in Sustainable & Digital Business Management at Wedel University of Applied Sciences.

Before joining Hamburg Institut, Aileen Binici worked in (online) marketing and completed a bachelor's degree in business administration.

Consultancy and research focus

- Green electricity certification
- Verification systems
- Projects on the green electricity market

Qualification and career

Since 2023	Working student at Hamburg Institut
Since 2023	M. Sc. Sustainable & Digital Business Management , Fachhochschule Wedel
2022 – 2023	Junior Marketing Manager , Dogs'n Tiger, The Dude Food Company GmbH, Hamburg
2021 – 2022	Trainee in online marketing, ameo GmbH, Hamburg
2021	Intern in online marketing, coLanguage, Valencia (Spain)
2021	Marketing intern , Moinworld e. V., Hamburg
2019 – 2020	Working student in platform marketing and retail media, heyconnect GmbH, Hamburg
2019	Intern in platform marketing and retail media, heyconnect GmbH, Hamburg
2017 – 2021	B.A. Business Administration , Fachhochschule Westküste, Heide