

Anke Herder

www.ankeherder.com

ACCOUNT/EDITORIAL MANAGEMENT
EVENTMANAGEMENT
PUBLIC RELATIONS
TEXT (PRINT/INTERNET)
VIDEOPRODUCTION

CURRICULUM VITAE



WORKING EXPERIENCE

- 2007 – 2010 **KKLD* Berlin New York**
Key account management, editorial management, concept for online communication and international communities, public relations, as well as event management for BMW, MINI, Bayer AG
- 2006 – 2007 **ariadne & wolf GmbH, Berlin**
Editorial management and editor for a service magazine (print) about lifestyle/living in Berlin
- 2006 – 2007 **Diplomatic Network TheCorps GmbH, Berlin**
Editor for the print magazine BERLIN Hauptstadtdespeche and the online platform www.DasCorps.de, management of event series for diplomats in Berlin
- 2006 **German Consulate, Los Angeles**
Supervision/concept of a media project for the public relations department, writing academic reports for the economy department, support of legal department
- 2004 – 2006 **Deutsche Rundschau, Kanada**
Freelance editor
- 2001 – 2002 **Süddeutsche Zeitung**
Freelance editor
- 2000 – 2001 **Eberhard-Karls-University, Tübingen**
Project management of language tutorial as well as organization of events for the international language department, Eberhard-Karls-University, Tübingen

AWARDS

- 2010 Jahrbuch der Werbung: winner healthcare communication
2009 ADC Germany (Bronze), One Show Interactive (Finalist), New York Festivals (Bronze World Medal)
2008 Epica (Silber Award), Eurobest (Shortlist)
2007 Germany – Land of Ideas (Landmark 2007)

EDUCATION

- Okt 1997 **Eberhard-Karls-University, Tübingen**
– Mai 2005 Master program in political science and German literature, final degree: Magister Artium
- Aug 1999 **Trent University in Peterborough, Kanada**
– Okt 2000 Scholarship holder of Ontario/Baden-Württemberg-Exchange
- Okt 1997 **Eberhard-Karls-University, Tübingen**
– Okt 1999 Master program in general rhetoric (intermediate examination)

SKILLS

German (mother tongue), English (fluent), French (good), Spanish (basic)
Microsoft Office, Adobe CS3 (incl. Photoshop und InDesign), Acrobat Pro, Powerpoint, CMS Systems

ACTIVITIES

ACCOUNT-/EDITORIAL MANAGEMENT (selection)

2009 – 2010 **Bayer AG**

Key account management for Bayer projects at KKLD*: among others online relaunch and content production for the world contraception day campaign »Your-life.com« 2009 and 2010, facebook game »Sperm Invasion« 2010, intranet campaign »Triple-i« and pre-product-launch animations website.

2008 – 2009 **MINISpace.com (MINI)**

Overall project management, chief editor and chief executive of the multilingual online platform (topic: »Creative Use of Space«) including blogs, magazine section, design competitions, worldwide events, social media marketing for MINI (KKLD*).

2007 – 2008 **Club of Pioneers.com (BMW)**

Overall project management, chief editor and chief executive of the English online platform (topic: sustainable mobility and lifestyle) including blogs, discussion forum, project sponsoring, media cooperations, worldwide events, social media marketing for BMW (KKLD*)

2008 **HelsinKissBerlin (Finnland Institut, Berlin)**

Project management of concept, design, advertising campaign and – materials, as well as creation of the festival website content and public relations for the four week long cultural festival »HelsinKissBerlin« (KKLD*).

2006 – 2007 **Die neue Wohnung**

Chief editor of the service magazine »Die Neue Wohnung« with the topic lifestyle and living in Berlin, print run 400.000 (bimonthly) for ariadne & wolf GmbH, Berlin

2007 **IBSG**

Project management of concept, design and production, as well as text for the corporate website (KKLD*).

2007 **Lufthansa**

Project management of OOH marketing (terminal banner, stickers, give aways) for the first landing of the A 380 in Frankfurt (KKLD*).

EVENTMANAGEMENT (selection)

2008 **MINI Rooftop NYC**

Management video event coverage of the ten day MINISpace festival in New York for MINI (KKLD*).

2008 **LA Autoshow**

Management video event coverage of the all electric MINI E launch in Los Angeles for MINI (KKLD*).

2008 **WIRED Home**

Event management of the WIRED and Club of Pioneers media cooperation event about sustainable architecture in Los Angeles for BMW (KKLD*).

2007 – 2008 **Editors Invite Events**

Event management of the Club of Pioneers worldwide event series »Editors Invite« in Washington DC, Los Angeles, Berlin, Frankfurt for BMW (KKLD*).

PUBLIC RELATIONS

2009 **World Contraception Day Press conference**

Concept and production of the worldwide live online press conference including live question and answer tool for journalists, online press website for World Contraception Day 2009 for Bayer (KKLD*).

2008 **HelsinKissBerlin**

Public relation concept (press releases – and conferences, press materials, media analyses) for the four week long cultural festival in Berlin including 80 events about Finnish music, design, fashion, dancing and food for the Finland-Institute Berlin (KKLD*).

2007 – 2010 **KKLD***

Public relations for KKLD* Berlin New York.

2006 **German Consulate, Los Angeles**

Concept of a press website for the southern California region.

TEXT (PRINT/INTERNET)

Newspaper (Print)

Süddeutsche Zeitung; Leipziger Volkszeitung; Mainzer Zeitung; Rhein-Main-Presse; Deutsche Rundschau, Kanada; Die Neue Wohnung; BERLIN HauptstadtDepesche

Online Magazine/Blogs

MINISpace.com, ClubofPioneers.com, Your-Life.com

Corporate

Executive Paper »Lohas – Spitzenkonsum mit Breitenwirkung« (KKLD*), Texts for the IBSP corporate website.

Academic

»Die Rolle Kanadas beim Zustandekommen der Ottawa-Konvention gegen Personenminen. Der Versuch einer alternativen Leadership-Theorie.«, master thesis political science, Eberhard-Karls-University, Tübingen;
»Analyse der Klimapolitik in den US-Bundesstaaten Arizona, Colorado, Nevada und Utah« for the economy department of the foreign ministry head quarters.

VIDEO PRODUCTION (selection)

2010 **Girls Talk TV**

Concept and production of a video series aimed to reach teenagers worldwide spreading the contraception message and information for Bayer AG (KKLD*).

2010 **MINI R60 TV Spot**

Production of New MINI Countryman TV spot (inclusive handling of legal rights) for MINI (KKLD*).

2008 **MINI Rooftop NYC**

Concept and production of the ten day long MINI Rooftop Festival event coverage for MINI (KKLD*).

2007 – 2008 **Interview Series Clean Energy**

Production and interview moderation with Michael Gorbachev, Hans-Dietrich Genscher, Martina Gedeck, Anna Netrebko, Sabine Christiansen about the clean energy initiative for BMW (KKLD*).

REFERENCES

CLUB OF PIONEERS



Club of Pioneers Awareness project »Ice Cave«

The screenshot shows the homepage of Club of Pioneers.com. At the top, there's a banner for the 'Hydrogen project Flying High on Hydrogen!' with a small video thumbnail. Below it, a navigation bar includes links for Home, Projects, About, Community, Event Calendar, and My Profile. The main content area has two columns: 'Community' on the left with news like 'BMW Hydrogen 7 Hits the Road With the 2008 Hydrogen Road Tour' and 'Interview: Solar Mobility Expert Interview about the SolarTaxi'; and 'Blogs' on the right with posts like 'BMW Hydrogen 7 Hits the Road With the 2008 Hydrogen Road Tour' and 'Interview: Solar Mobility Expert Interview about the SolarTaxi'.

Homepage »Club of Pioneers«

This screenshot shows a subpage for the 'SolarTaxi' project. It features a large image of a solar-powered car driving on a road. The page includes sections for 'Project: SolarTaxi' (describing the goal of traveling around the world), 'Special Video Reports' (with a thumbnail for a video report), 'SolarTaxi Movie' (with a thumbnail for a movie trailer), and 'Initiator' (with a profile picture of Hans-Dietrich Genscher). There are also sections for 'Loans and Erik need your help!' and 'Talent your project'.

Project subpage »SolarTaxi«



Germany – Land of Ideas Award 2007



Club of Pioneers Editors Invite Event Berlin



Interview with Hans-Dietrich Genscher

Client: BMW

Agency: KKLD* Berlin New York

Date: 2007 – 2008

Description:

Club of Pioneers is an international English speaking blog/community platform created to raise and reinforce an awareness for the global BMW »Clean Energy Campaign« in order to encourage a debate about environmentally friendly future technologies and a sustainable lifestyle. This was implemented via on- and offline events and projects, public relations and cooperations with media partners and innovations-summits such as TED or DLD.

Sustainability news and trends were covered in blogs and via video blogging – and discussed in several discussion forums. To raise even more awareness for the topics of Club of Pioneers the temporary crossmedia art project »icecave« was created as well as submitted pioneers' projects supported and realized.

Task:

- Overall project management
- Editorial management (chief editor and chief executive) including editorial design
- Organization and management of all events worldwide
- Production of video content and blogs
- Coordination of media cooperations
- Concept and coordination of social media marketing and PR

Media partners:

WIRED Magazine, GOOD Magazine, treehugger.com, PSFK.com, Adventure Ecology etc..

Awards:

»Landmark 2007« by the initiative »Germany – Land of Ideas«

MINISPACE

www.minospace.com



The MINI Rooftop New York City

Creative Use of Space. An Urban Initiative by MINI.

HOME BLOG PROJECTS PEOPLE MAGAZINE ABOUT PARTICIPATE

MINI Space @ Bread and Butter!

MINI Space Design Competition #4

MINI SPACE DESIGN COMPETITION ALWAYS OPEN DESIGN ENTER WIN

Obama and MINI Space architects collaborate - 3 hour renovation transforms DC homeless shelter

Sometimes left a little creativity in a space over a long while. This Monday our MINI Roofbox with Becht HORN discovered that with some simple tools and a few hours (and a few people) (and a certain man) they could make a change forever in the lives of the center. Read on for the full story. [Read more](#)

January 22, 2009, STYLING & DESIGN: BECHT HORN

MINI Space Design Competition 3: Winners Announced!

Latest Issue The Ruler Metropolis, #30 MINI International #30

Homepage MINISpace



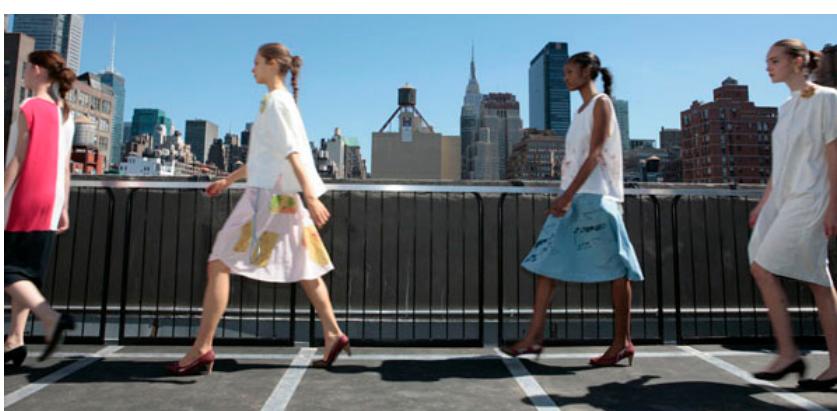
Teaser- Image Rooftop Event NYC



MINI E, teaser image



Film Festival Rome, teaser image



Fashion show MINI Rooftop New York

Client: MINI

Agency: KKLD* Berlin New York

Date: 2008 – 2009

Description:

The online platform MINISpace is the online campaign hub of the cross media »Creative Use of Space« campaign for the enhancement of MINI's brand rapport within the creative class worldwide. It focuses on the idea of the creative use of space – a philosophy that MINI shares with all urban creative communities. The campaign involves creative projects, competitions, events, direct marketing and PR activities, all brought together in the multilingual internet community platform MINISpace.com.

The website itself has become a great example of the Creative Use of Space: the background of the site is a blank canvas, filled with the designs of users themselves.

Task:

- Overall project management
- Editorial management (chief editor and chief executive) including editorial design
- Organization and management of events and video productions
- Coordination of media cooperations
- Concept and coordination of social media marketing and PR

Media partners:

GOOD Magazine, VICE, V Magazine, Dazed and Confused etc..

Awards:

ADC Deutschland (Bronze), 2009;
One Show Interactive (Finalist), 2009;
New York Festivals (Bronze World Medal), 2009; Epica (Silber Award), 2008; Eurobest (Shortlist), 2008

WORLD CONTRACEPTION DAY

www.your-life.com



Campaign website Your-life.com



Girls Talk TV



Girls Talk Crew

Welcome, Imran Sheikh!

Bandwidth: low (geekbit.it) high (Boothbit.it)

WORLD CONTRACEPTION DAY 2009 YOUR LIFE

YOUTH LOVE SURVEY FACTS

36% of young people in Asia Europe and North America had sex without condom.

UPCOMING QUESTIONS:

M. Hale, Freelance Journalist: Question to Anne Quiseney - By being part of this campaign are you not just endorsing products produced by Bayer?

O. Sue Heei, Urban Health: How can a society where premarital sex is a taboo subject get its youth to talk about it?

J. Green, Freelance Journalist: What did the young people think - is contraception the responsibility of the boy, the girl or both?

Press Release Survey Results WCD Website Photos Videos Widgets Press Contact

Live online press conference WCD 2009



Facebook game »Sperm Invasion«



Client: Bayer Schering Pharma

Agency: KKLD* Berlin New York

Date: 2009 – 2010

Description:

World Contraception Day is an international campaign to raise awareness for the topic of contraception and sex among teenagers worldwide. The campaign was initiated by eleven international NGOs and Bayer Schering Pharma.

The website Your-life.com is the interactive platform for the campaign on which online and offline events, related information and the Youth Task Force celebrities are all brought together online. Besides giving voice to selected experts and the Youth Task Force members, the site is about giving young people themselves a chance to speak out: in the »Love Talk« and »Couple of the Week« contests, users can upload their own stories and videos to start discussions and win prizes.

All visitors to the site may also take part in the global »Love Survey«, and, using an event finder and a comprehensive help tool are able to quickly and easily find local organizations and contacts related to questions about sexuality and contraception.

Task:

- Project management for online relaunch and content production (text and video) 2009 and 2010
- Production of the Facebook game »Sperm Invasion« 2010
- Concept and production of live online press conference WCD 2009
- Management community watch und social marketing.

Awards:

Jahrbuch der Werbung: winner healthcare communication, 2010

HELSINKISSBERLIN

www.helsinkissberlin.de



Program booklet



Event poster



Festival website



Teaser campaign Berlin



Poster campaign Berlin



PR story: »Find the Finnish guy«



Guerilla marketing »Kiss-Mob«

Client: Finnland-Institut, Berlin

Agency: KKLD* Berlin New York

Date: 2008

Description:

Helsinki Kiss Berlin was an integrated media campaign for a four week long festival of cultural exchange between Berlin and Helsinki. The purpose of the campaign was to develop interest in both Helsinki and Finnish culture among Germans. In addition to the festival itself, an accompanying online platform enabled access to the event program, subscription to newsletters and PR activities.

The program included exhibitions, events, seminars, music, parties and film. A variety of interesting links to Finnish cultural and tourism resources provided users with further insights and information. The website also provided an ample download section to facilitate press coverage. Several on- and offline guerilla stunts guaranteed a large media exposure of the festival.

Task:

- Project management for concept, design, advertising campaign and material
- Creation of the festival website content
- Public relation concept (press releases – and conferences, press materials, media analyses)
- Organization and production of the official press conference

Media partners:

Zitty, VICE Magazine, o3o, RBB, Radio Fritz

Agency: KKLD* Berlin New York

Published: 4. May 2007

IPPC report deals with the »Mitigation of Climate Change«

As rumour goes it must have been quite a fight about phrases and points before the third part of the IPPC (Intergovernmental Panel on Climate Change) report was ready to get released today. Titled »Mitigation of Climate Change« this part deals with exactly that: how to mitigate or even avoid the worst consequences of climate change based on our knowledge today.

The sigh couldn't have been greater around the world reflected in today's headlines. The German magazine »Der Spiegel« for example reads: »Saving the world will only cost the thousandth part of the global gross domestic product«. It implies that most people thought it would be worse. After the first two reports stating the crude facts about the scientific basis of climate change and its impacts, things didn't look good for us. We thought we would have to pay for the part we played in causing the crises.

Based on the newest report, it seems like money isn't our problem. In fact our problem is time. Till 2050, CO₂ emissions have to be minimized by 50 to 85 percent. Consequences for our nearer future are that we have to stop CO₂ emissions from going up till 2015. The report includes a list of things which can be done to reach the goal. But the most crucial part hides behind the numbers: the whole world has to work together and move in one direction.

More than questionable thinking of the efforts undertaken by China to water down this part of the report as well as all the industrial nations still having to find a common strategy how to deal with climate change.

One thing is for sure yet: the costs for mitigation are relatively manageable right now – but will get higher with every second we hesitate or stuck in negotiations.

The screenshot shows a blog post titled "IPCC report deals with the »Mitigation of Climate Change«" by Anke Herder. The post discusses the third part of the Intergovernmental Panel on Climate Change (IPPC) report, specifically the "Mitigation of Climate Change" section. It highlights that the cost of mitigation is relatively manageable but requires global cooperation and action. The blog features a sidebar with links to related discussions, recommended posts, and a biography of the author.

CLUB OF PIONEERS

Online Magazine /Blog

Agency: KKLD* Berlin New York

Published: 5 July 2007

Friend or foe?

Sometimes it's not that easy to decide. In case of the waterhyacinth it's both – and a really good story about how to turn an ecological problem into an entrepreneurial opportunity with a sustainable outcome.

What am I talking about?

Originally growing in the Amazon basin, the plant waterhyacinth was introduced by travellers to tropical and subtropical regions of the world. Since natural enemies needed for regulation in growth and numbers didn't exist in these areas, the waterhyacinth was able to spread with high speed. The hyacinth highly admired for its beautiful blossom became not only an ecological problem to the regional fragile ecosystems but also an economical one for the people depending on the water ways for their earnings (boat tours, fishing etc.) – literally clogging them up.

Unfortunately the problem is not so easy to come by – not with chemical means or simply weeding the plant out. The high costs don't stand in relation to the little and if at all short-term outcome.

Not until the German entrepreneur Prof. Günter Faltin managed to generate a positive financial statement. Inspired by an idea of a designer from Thailand, he took the risk of investing. The trick is to dry the plant and weave it into beautiful forms, mainly furniture, and thus turned a real environmental threat into a real opportunity. The company also brought dozens of local people threatened by the impact of the waterhyacinth back into work and has enhanced local economies for the benefit of the communities and the environment. And since the waterhyacinth is so tough, it's a real sustainable resource.

That's what I call turning a foe into a friend. Two thumbs up for this real piece of pioneering!

The screenshot shows a blog post titled "Friend or foe?" by Anke Herder. The post is dated July 05, 2007, and discusses the waterhyacinth problem. It features a photograph of waterhyacinth plants. The sidebar includes links for RSS subscribe, Technorati, categories (Mobility & Technology, Sustainable Lifestyle, Green Economy, Business & Politics), tags (sustainable economy, sustainable, green economy, waterhyacinth), related discussions, and a sidebar with a profile picture and a link to "View profile". The footer indicates "Club of Pioneers is enabled by" with a logo.

Agency: KKLD* Berlin New York

Published: 7 May 2007

Bigger is better – German biogas plant holds lead worldwide

It's all about (completing) visionary cycles, at least at NAWARO.

This company not only started building the biggest biogas plant ever in the German province of Mecklenburg-Vorpommern (to be finished and all running by fall 2007). NAWARO is also the first in Germany to develop a business concept for generating energy from biogas on an industrial scale.

Topping it all, the young company manages to include and use all products and by-products (the latter to produce biofertilizer) until literally nothing is left than pure water. All in all: a closed cycle.

The vision is that electricity from biogas can play an integral part of the energy market worldwide – if produced the right and most efficient way.

It's backed up by numbers: German biogas units produced 2.9 billion kilowatt-hours of electricity in 2005, or about three times as much electricity as the amount supplied by photo voltaic solar cells. The new plant promises to push biomass energy to new levels – using all of its standardized modules it will generate electricity with a total capacity of 20 megawatt. That's the demand of a small city. The electricity generated at NAWARO is fed into the power grid.

The NAWARO concept appeals – nationally as well as internationally. But the company plans first to complete the project phase in Germany – before conquering the worldwide market.

The screenshot shows a blog post from 'Blog from Anke Herder'. The title is 'Bigger is better - German biogas plant holds lead worldwide'. The post features a photograph of a large industrial facility under a blue sky. Below the photo is a detailed diagram titled 'GENERATING ENERGY FROM BIOMASS - PRINCIPLE'. The diagram illustrates a complex industrial process involving various stages of energy generation and waste management. To the right of the diagram, there is a sidebar with several widgets: 'RSS Subscribe', 'Technik News', 'Categories', 'Tags', 'Recommend this post', 'Links to here', 'Get this widget', and 'Biogass'. At the bottom right of the screenshot, there is a small logo for 'Club of Pioneers'.

CLUB OF PIONEERS

Online Magazine /Blog

Agency: KKLD* Berlin New York

Published: 1 June 2007

Pioneering picture by picture

Most people agree with regenerative energies – as long as they are out of sight and not in their own backyard or on top of their roofs. Wondering why, at the beginning of this century German photographer Paul Langrock started exploring the aesthetic of these energy forms. Since then his pictures tell a different story of the beauty of windmills and solar panels and explore places where such energies were used – like the German Reichstag (parliament).

Being a professional since 1985 Paul Langrock won several awards and prices, his pictures were published in the magazines SPIEGEL, STERN and used by Greenpeace. Even though he doesn't see himself as pioneer, his work proves the opposite contributing to change people's perception picture by picture ...

You present renewable energies very aesthetically. Which concept is there behind?

Generally, I aim at excellence when taking pictures. They are based on a certain aesthetic: The rest is left to subjective interpretation. The observer himself judges whether he thinks they are good or bad. Referring to my pictures, this means that they can even be used by an opponent of wind power or someone who is critical towards major aspects of renewable energies. This of course is due to the high aesthetic demands that magazines have today. Even the most critical article is illustrated with an aesthetically appealing photo.

Could you shortly describe the development you observed in Germany as well as internationally?

In Germany, this topic is getting more and more attention. I believe we are somewhat of a pioneer in this sense. German technology is leading. Danish companies, for example, have their branches in Germany in order to benefit of our know-how and expert knowledge. As to the development of wind power in Germany, you can say that we are reaching our limits. We have set up a lot of wind turbines. Some actually say, too many. This is why there is an international trend towards using the sea and to install the turbines »off-shore«.

Did the acceptance of renewable energies increase during the last few years?

All together, the acceptance has increased because it is important. The problem lies elsewhere: Renewable energies alone are not enough. We still obtain the greatest economizations through our own behavior: In flying not as often, in using eco-friendly cars, in insulating one's own house. The energy pass for one's own flat is subject to discussion. It it get's down to that, things might be different: one does not want to start by oneself and act.

Just recently a survey presented by Spiegel online was published: If you and I invested 60 euros per year in environmental protection, CO₂-emissions could be reduced by 30 percent until 2030. This is less than two glasses of beer per month.

(...)

The screenshot shows a blog post from June 04, 2007, titled "Pioneering picture by picture". The author is Anke Herder, a member of the Club of Pioneers. The post discusses the aesthetic of renewable energy forms through the work of photographer Paul Langrock. It includes a photograph of a sailboat on the water with wind turbines in the background. The sidebar features links to RSS feeds, categories like Mobility & Technology, and related discussions about electric cars and wind power.

Agency: KKLD* Berlin New York

Date: June 2007

Executive Summary

Spaß am Konsum, klar – aber nur mit gutem Gewissen. Das sind die Leitlinien der Menschen, die einen Lifestyle of Health and Sustainability leben: kurz Lohas. Die enormen Wachstumszahlen der Wellness-Branchen, der Biomärkte, des Öko-Tourismus etc. sprechen eine klare Sprache. Die Lohas sind eine enorme Marktkraft. Getrieben vom Wunsch nach Individualisierung und einem Wertewandel in Richtung eines moralischen Hedonismus, erheben Lohas langsam aber sicher auch Anspruch auf ein Umdenken von »lohas-fremden« Märkten: wie die Technologie-, oder auch Energiebranche.

Wer in Zukunft erfolgreich in seinem Marktsegment sein möchte, muss verstehen, wie Lohas »ticken«. Gar nicht so einfach. Denn obwohl sich der Trend unaufhaltsam in die gesellschaftliche Mitte bewegt, verweigern sich Lohas jeglicher Kategorisierung. Lohas gibt es in allen Altersgruppen und Gesellschaftsschichten. Was sie verbindet ist der Wunsch nach Nachhaltigkeit, aber ohne Einschränkungen im individuellen Lebensstil und mit einem Zugewinn an Freude. Unternehmen, die es schaffen, diese Anforderungen ganzheitlich und glaubhaft in Produkt und Unternehmensphilosophie umzusetzen, haben gute Karten, ganz vorne beim Lohas-Trend mit dabei zu sein. Denn eines ist ebenfalls sicher: dieser Trend ist keine Alltagsfliege, sondern wird nachhaltigen Bestand haben. Allein in den USA hat die Bewegung einen Richtungswechsel in der Klimapolitik bewirkt und wächst sich langsam aber sich zur medienwirksamen »eco-luxury« Massenbewegung aus. Die Deutschen hinken zwar noch hinterher (30 Prozent der US-Verbraucher zählen sich bereits zu den Lohas, in Deutschland sind es etwa 15 Prozent), werden sich die Rolle des »grünen Gewissens« der Welt jedoch nicht nehmen lassen.

Lohas – what's that all about?

Englands Starkoch Jamie Oliver verkündet live im Fernsehen: »I want us to have a f***ing better, cooler, cleaner, healthier nation« – und kriegt Applaus. Der Republikaner Schwarzenegger gewinnt seine Wahlen mit grünen Themen, lässt seine Hummer-Flotte mit Biodiesel fahren – und wird vom weltrettenden Terminator zur Ikone einer schwarz-grünen Politikzukunft.

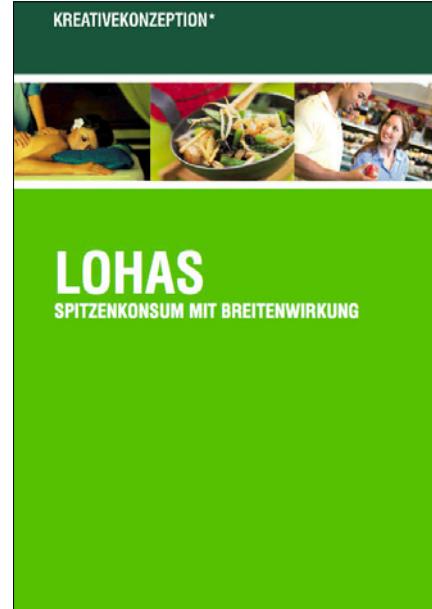
Das sieht zwar nach zweiter grüner Revolution aus, ist aber zu trendy, zu hedonistisch, zu sehr am Luxus orientiert, um in die alternative Öko-Ecke zu passen.

Mit der Abschiebung des Phänomens in die Subkultur kleiner Bioläden ist es genauso wenig getan, wie mit einer Titulierung als »Green-Glamour«. Die neue Welt des verantwortlichen Genießens, des eco-luxury, hat die gesellschaftliche Mitte und die Szene-Viertel erreicht.

Schlagwörter dieses Trends, die das Phänomen zu erfassen suchen, geistern durch die Presse und verwirren mehr als das sie klären: New Green Lifestyle, New Greens, Neo-Ökologie, neue Konsumelite, »Cultural Creatives« (von Paul Ray definiert).

Alle richtig, aber nur Ausprägungen des wahren Phänomens mit Namen:

LOHAS ...



DIE NEUE WOHNUNG

Service Magazine

Agency: ariadne & wolf
Published: Edition 1/2007

Zweimal (Miete) gezahlt ist einmal zuviel

Wie Nebenkosten zu Buche schlagen und was man gegen die »zweite Miete« machen kann?

Man kann es schwarz auf weiß in der Zeitung lesen oder zum Beweis einfach mal einen Blick ins eigene leere Portemonnaie werfen: Die Energiekosten steigen und mit ihnen der Frust der Verbraucher. Schon ist von der »zweiten Miete« die Rede. Was soviel heisst, dass die Ausgaben für Strom, Heizung und Warmwasser teilweise sogar die Kaltmiete an Kosten verdoppeln. Für das Problem gibt es zwei Lösungsmöglichkeiten: den Kopf in den Sand stecken und auf bessere Zeiten hoffen oder aktiv etwas für den eigenen Geldbeutel tun. Dabei gilt auch hier: Erkenntnis ist der erste Schritt zur Besserung. Ein regelmäßiger Blick auf die Zähler schreckt ab und lässt erwiesener Maßen bis zu 20 Prozent weniger Energie durch Rohre und Leitungen rauschen. Denn einen Teil der Nebenkosten kann man schon durch relativ einfache und unkomplizierte Tricks im Haushalt einsparen (Infokasten).

Schwieriger dagegen ist es, den unverschuldeten, verdeckten Stromklau zu lokalisieren. Der entsteht durch den so genannten Leerlaufverlust, der verschiedene Ursachen haben kann. Die bekannteste ist mit Sicherheit das Schreckgespenst »Stand-by«. Geräte gehen nach dem Normalbetrieb in einen Bereitschaftsmodus über. Der ist zwar bequem, dafür aber teuer. Doch selbst wer bewusst auf den schnellen Luxus bei seinen Geräten verzichtet und häufiger den Aus-Knopf drückt, ist noch lange nicht auf der sicheren Seite. Vor allem bei Computern wird die Verbindung zum Netz meist nicht vollständig getrennt. Die Konsequenz: Er frisst weiter Strom. Bei anderen Elektrogeräten sucht man von vornherein vergeblich nach einem Knopf zum Ausschalten.

Doch wie findet man die schwarzen Schafe im Haushalt? Ein guter Startpunkt ist in Berlin die »Bürgerberatung Energie und Umwelt«. Nach einem Beratungsgepräch kann man dort ein Kontrollgerät zur Ermittlung von Stromverbrauch und -kosten umsonst ausleihen. Solche Energiemonitore werden ganz einfach zwischen Steckdose und Verbraucher geschaltet und zeigen an, welche Geräte wie viel verbrauchen – auf Wunsch auch genau in Euro und Cent. Hat man keine Zeit für eine Beratung, geht es auch ohne: Einen Monitor gibt es im Elektrohandel schon ab etwa 20 Euro. Eine kleine Summe im Vergleich zum Spareffekt.

Die Neue Wohnung
www.dienewewohnung.de in Berlin Ausgabe 1/2007 Berlin
HIER
62.000 Mietungen und
Häuser in Berlin finden.
immobilien.de

Mit Voll dampf in den Frühling
Berlin blüht auf – Alles rund um die beginnende Balkonsaison
Zimmer schön auf Energie achten...
SPREETANIC

Zu Hause im Glück
Interview mit Eva Breuer, Moderatorin RTL II
Frau Breuer, ber sich Ihre Wohnung
noch nicht auf Energie sparen?
Aber die Liste der Dinge, die ich
noch ändern kann, ist lang,
meins Biss auf zu gutes. Kein
Wunder, dass ich mich jetzt
nicht ständig darüber, ob ich in die
richtige Richtung fahre, beschäftige.
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nicht ständig darüber, ob ich in die
richtige Richtung fahre, beschäftige.
Fertigung auf Seite 4

Köpenick – Aba mit Vajnýen
Die grüne Lunge von Berlin
Der Döll ist höchstens bescheiden:
Der ist schon über 100 Jahre
und macht Eleganz über seine
grünen Flächen hinweg. Das
heißt: Schöne Wohnungen
Hauptrundweg eingebettet in
die grüne Lunge von Berlin.
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Ein Symposium zum Thema Zwangsprostitution

Mit Stanislaw fing alles an: nett, gebildet, weltläufig. Der Typ Mann, dem man vertraut. Und Anna, die junge Polin, vertraute ihm. Bis er sie ins Auto packte, mit ihr über die polnisch-deutsche Grenze fuhr und sie drei Männern übergab. Eine ganze lange Nacht hindurch wurde Anna brutal vergewaltigt, immer wieder. »Einreiten« heißt das im Zuhälterjargon, Vorbereitung auf das Leben als Prostituierte in deutschen Bordellen: 15 Freier am Tag, Sex ohne Kondome, Praktiken nach Wunsch, Prügel bei Verweigerung.

Was Anna passiert ist, ist kein Einzelfall. Ein Symposium an der Fachhochschule München beschäftigte sich nun mit »Frauenhandel und Zwangsprostitution – Moderne Sklaverei als Teil des globalen Marktes«. Hanna Wolf, Frauenpolitische Sprecherin der SPD-Bundestagsfraktion, sowie Akademiker, Menschenrechtler und Polizisten diskutieren das Problem. Allgemeiner Konsens: Es gibt noch zu viele Behinderungen sowohl bei der Bekämpfung des Verbrechens als auch bei der Hilfe für die Opfer. Häufig werden die eingeschleusten Frauen, wenn sie aufgegriffen werden, als illegale Einwanderer behandelt – rechtlich sind sie Täter, nicht Opfer. Das heißt: sofortige Abschiebung ins Herkunftsland. Die eigentlichen Täter, die Zuhälter, kommen deswegen meist ungeschoren davon, weil die Frauen als Zeugen für eine Verhandlung ausfallen. Kommt ein Fall doch einmal vors' Gericht, sind die Frauen bis Ende des Prozesses zwar geschützt und dürfen in Deutschland bleiben. Für die Zukunft gibt es jedoch keine Garantien – wiederum droht die Abschiebung. Entsprechend klein ist der Anreiz, sich der Strapaze einer Gerichtsverhandlung zu stellen.

Ein weiteres Problem ist die finanzielle Absicherung von Nicht-Regierungsorganisationen wie SOLWODI (Solidarity With Women In Distress), die den Opfern Obdach und psychologische Hilfe anbieten. Für sie gibt es keine staatlichen Gelder. Das soll im Bundestag laut Hanna Wolf bald geändert werden: Unter anderem soll das von Zuhältern mit der Zwangsprostitution verdiente Geld abgeschöpft werden und den Organisationen direkt zufliessen. Außerdem soll eine Bedingung für den EU-Beitritt von Kandidatenländern die aktive Bekämpfung des Frauenhandels werden.

Wie wichtig die Umsetzung solcher Forderungen ist, zeigen folgende Zahlen: Im Jahr 2000 wurden in Bayern 17 Fälle von Frauenhandel aufgedeckt, 90 Opfer, davon 12 Frauen unter 20 Jahren – die meisten aus Tschechien, Bulgarien und Rumänien. Und das ist nur die Spitze des Eisberges. Die Dunkelziffer des Frauenhandels und der Zwangsprostitution ist nicht abzuschätzen.

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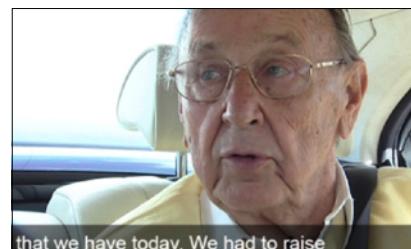


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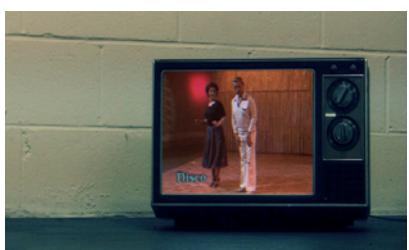
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