

*Anke Herder*

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[www.ankeherder.com](http://www.ankeherder.com)

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



## 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 Hauptstadtdepesche 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

## 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 (Finland 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\*).

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## 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 **HelsinkiKissBerlin**  
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

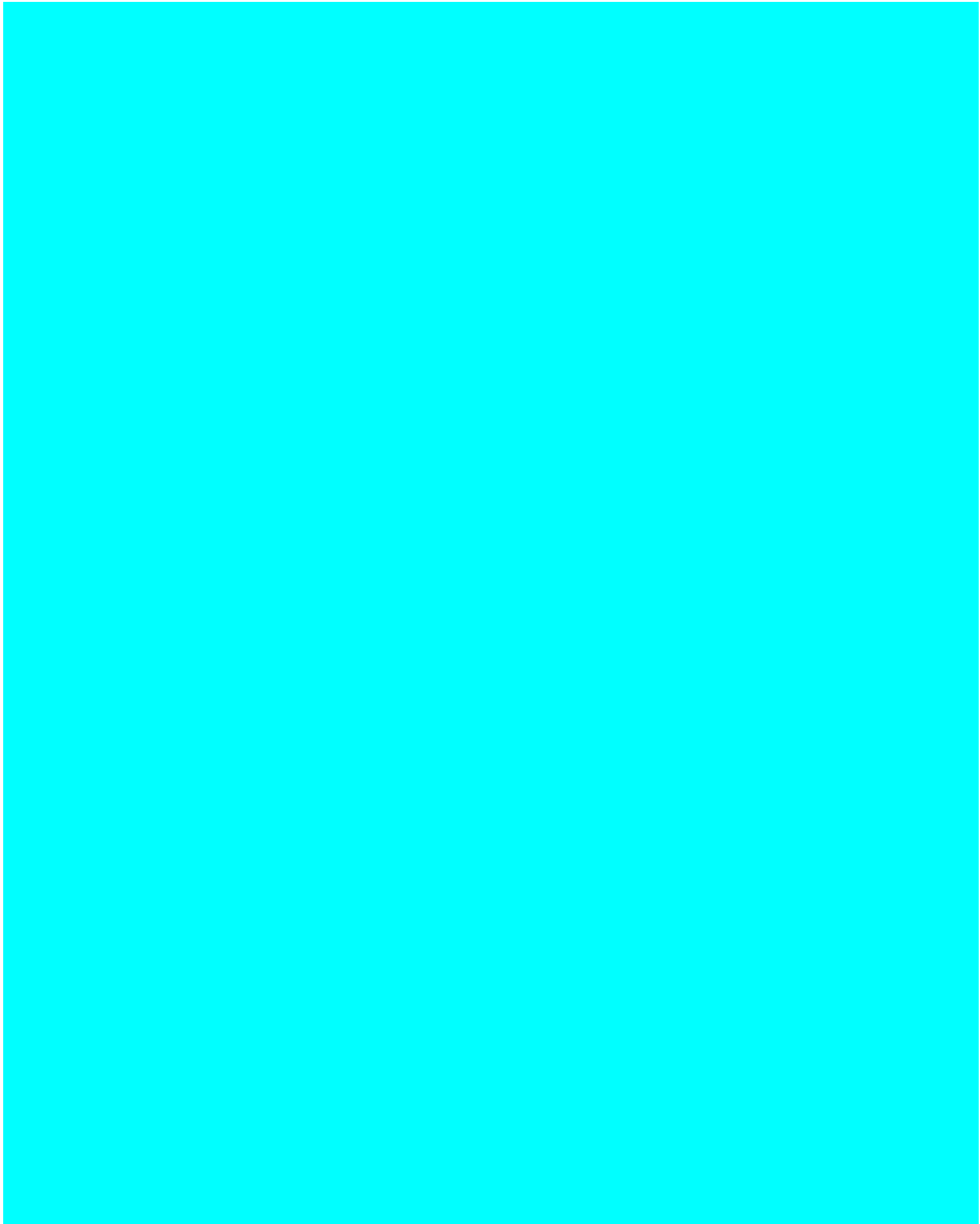
»Die Rolle Kanadas beim Zustandekommen der Ottawa-Konvention gegen Personenminen. Der Versuch einer »alternativen« Leadership-Theorie.«, master thesis political science, Eberhard-Karls-University, Tübingen;  
»Analyse der Klimapolitik in den US-Bundesstaaten Arizona, Colorado, Nevada und Utah« for the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

## VIDEOPRODUCTION (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\*).

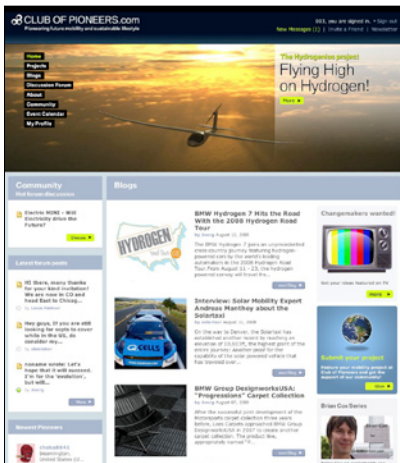
## REFERENCES

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Club of Pioneers Awareness project »Ice Cave«



Homepage »Club of Pioneers«



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.

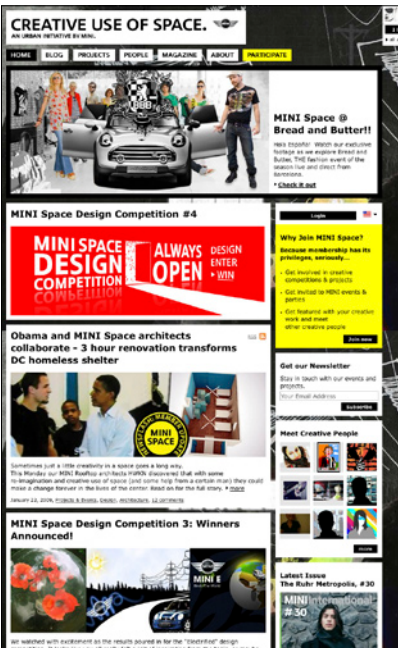
- Task:**
- Overall project management
  - Editorial management (chief editor and chief executive) including editorial design
  - Organization and management of all events worldwide
  - Production of video content and blogs
  - Coordination of media cooperations
  - Concept and coordination of social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

**Media partners:**  
 WIRED Magazine, GOOD Magazine, treehugger.com, PSFK.com, Adventure Ecology etc..

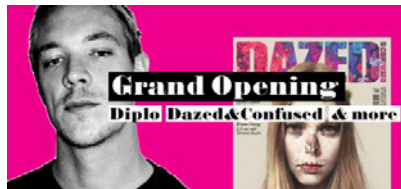
**Awards:**  
 »Landmark 2007« by the initiative  
 »Germany – Land of Ideas«



The MINI Rooftop New York City



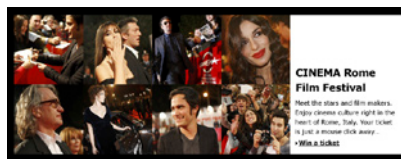
Homepage MINISpace



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 world-wide. 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



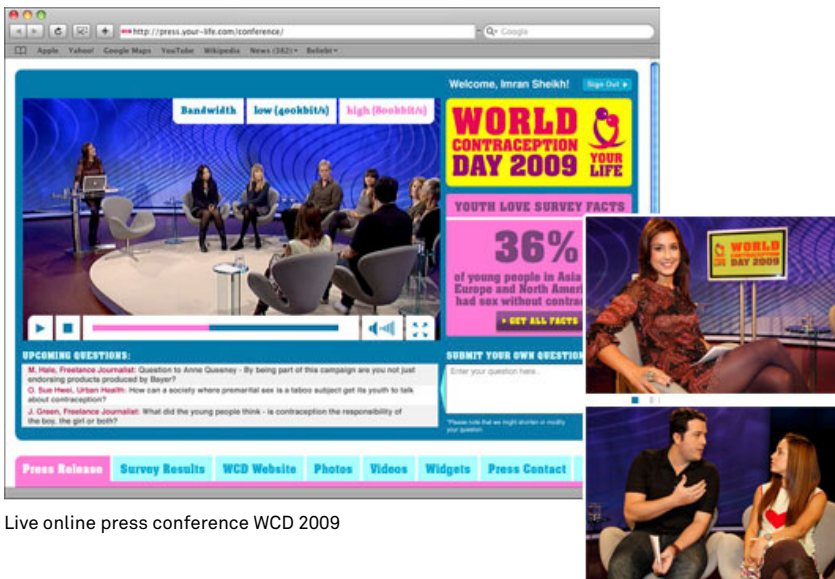
Campaign website Your-life.com



Girls Talk TV



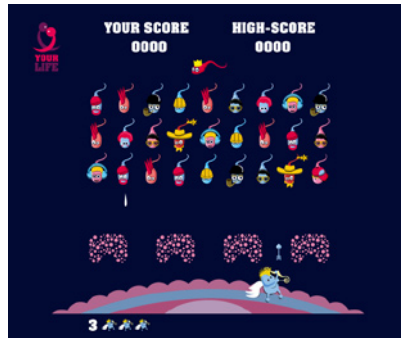
Girls Talk Crew



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

**Client:** Finnland-Institut, Berlin  
**Agency:** KKLD\* Berlin New York  
**Date:** 2008

**Description:**

HelsinkiKissBerlin 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



Festival website



Teaser campaign Berlin



Poster campaign Berlin



PR story: »Find the Finnish guy«



Guerilla marketing »Kiss-Mob«

Agency: KKLD\* Berlin New York  
Published: 4. May 2007

## IPCC 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 IPCC (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, CO<sub>2</sub> emissions have to be minimized by 50 to 85 percent. Consequences for our nearer future are that we have to stop CO<sub>2</sub> 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.



**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?

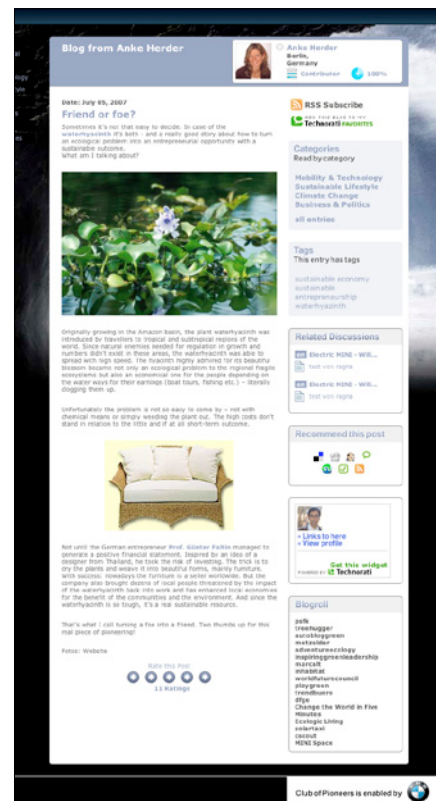
Originally growing in the Amazon basin, the plant waterhyacinth was introduced by travellers to tropical and subtropical regions of the world. Since natural enemies needed for regulation in growth and numbers didn't exist in these areas, the waterhyacinth was able to spread with high speed. The hyacinth 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.

With success: nowadays the furniture is a seller worldwide. But 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!



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.





**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 Wachstumswahlen 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 ...





**Client:** Süddeutsche Zeitung  
**Published:** 24 January 2002

**Süddeutsche Zeitung**

## **Sklavinnen ohne Rechte**

*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-Regierungs-Organisationen 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.



# VIDEO PRODUCTION

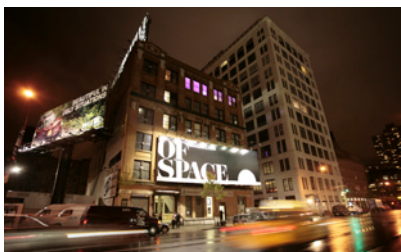
## Girls Talk TV

[www.your-life.com/en/home/talk\\_about\\_it/girls\\_talk\\_tv](http://www.your-life.com/en/home/talk_about_it/girls_talk_tv)

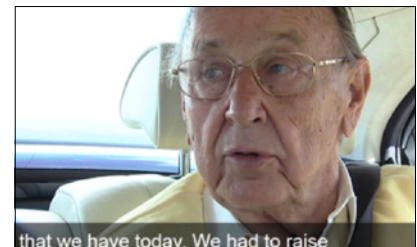
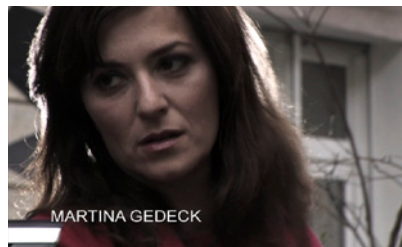


## MINI Rooftop NYC

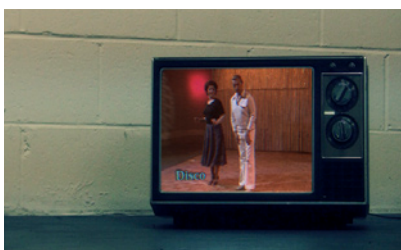
[www.youtube.com/user/MINISpaceTeam](http://www.youtube.com/user/MINISpaceTeam)



## Interview Series Clean Energy

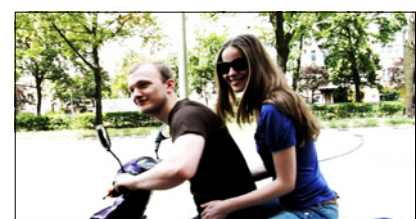
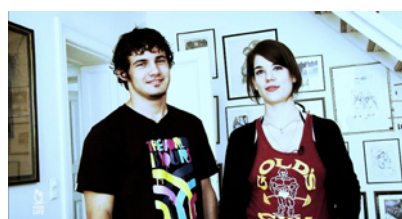


## MINI R60 TV Spot



## Couple of the Week Competition

[www.your-life.com/en/home/talk\\_about\\_it/couples\\_talk](http://www.your-life.com/en/home/talk_about_it/couples_talk)



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