



Philippa Kreis | Senior Consultant

Communication – Public relations

Philippa Kreis is head of communications and public relations at Hamburg Institut. She develops project-specific communication strategies for clients, advises on the target group-orientated presentation of project results and, if required, supports the various communication activities. This support ranges from overarching concepts, such as for project websites, to copywriting of press releases and other marketing texts.

The communications expert has more than 20 years of professional experience in the areas of text, editing and concept – initially in advertising agencies and later in companies, where she worked as spokeswoman for a large energy company. The topics of energy and technology accompany her throughout her career: her speciality is to make complicated issues understandable and to transform topics that require explanation into reader-friendly texts.

Her consulting expertise:

- Communication strategies and concepts
- Marketing texts
- Professional articles
- Public relations
- Concept and text for web & social media

Qualification and career

Since 2019	Senior Consultant and Head of Communication at Hamburg Institut
Since 2008	Freelance copywriter & editor
2005 – 2008	Corporate Media Editor & Deputy Press Officer , Vattenfall Europe Sales GmbH
2000 – 2005	Copywriter with editorial focus in advertising agencies in Cologne, Osnabrück and Hamburg
2000 – 2001	Trainee programm to copywriter
2000	Degree Magistra Artium in Film and Television Studies , English, Political Science, Theatre Studies, Ruhr-Universität Bochum

Projects (Selection)

<p>Since 2024 Machbarkeitsstudie Wärmenetz Neuenbrook (communication strategy) <u>Client:</u> Gemeinde Neuenbrook</p>	<p>2023 - 2024 Vorreiterkonzept Klimaschutz für die Stadt Osnabrück <u>Client:</u> Stadt Osnabrück</p>
<p>Since 2022 Forschungsprojekt OptInAquiFer (Optimierte Integration Thermischer Aquiferspeicher in Fernwärmesysteme). Project communication <u>Client:</u> Bundesministerium für Bildung und Forschung</p>	<p>Since 2022 Netzwerk „Innovative und grüne Fernwärme Norddeutschland“ Project communication <u>Initiator:</u> Hamburg Institut with AGFW as partner</p>
<p>Since 2021 Meerwasser-Wärmepumpe im Hafenuartier Neustadt i.H. Project communication <u>Client:</u> Stadtwerke Neustadt i.H.</p>	<p>2020 - 2022 Forschungsprojekt GO4Industry. Herkunftsnachweise für Erneuerbare Energien als Instrument zur Dekarbonisierung der Industrie. Project communication <u>Client:</u> Gefördert durch das Bundesministerium für Umwelt, Naturschutz und nukleare Sicherheit (BMU)</p>
<p>Since 2020 IW³ - Integrierte WärmeWende Wilhelmsburg Project communication <u>Client:</u> Gefördert durch das Bundesministerium für Wirtschaft und Klimaschutz (BMWK)</p>	

Studies and publications (selection)

<p>2021 Dr. Matthias Sandrock, Thomas Pauschinger, Philippa Kreis: Förderprogramme und Initiativen: Bundesländer als Treiber für den Ausbau erneuerbarer Wärme. Infoblatt Nr. 10 der Initiative Solnet 4.0, Download</p>	<p>2020 Dr. Matthias Sandrock, Philippa Kreis: Solarthermie: Systematische Risikoabschätzung als Entscheidungshilfe für Investoren. Infoblatt Nr. 8 der Initiative Solnet 4.0, Download</p>
<p>2020 Dr. Matthias Sandrock, Thomas Pauschinger, Philippa Kreis: Versorger und Stadtwerke entdecken die Solarthermie. In: EuroHeat & Power, 10/2019</p>	