

## 2020 – A Short Review



2020 was a year that we all will certainly remember for a very long time. It was dominated by the Coronavirus and its effects. A year that was exhausting for all of us and which demanded a lot from us.

But the Buddy Bears would not be the Buddy Bears if they did not stretch their arms in the air full of optimism. And indeed: A lot of good things have happened this year, too.

For example, the United Buddy Bears exhibition was opened in July at the Tierpark Berlin. The 146 individually designed bears representing 146 countries of the United Nations have taken up residence among tigers, zebras, and penguins on the Schlossallee in Europe's largest zoological garden until the summer of 2022. They are under the patronage of the Governing Mayor of Berlin, Michael Müller, and the Federal Minister for Family Affairs, Franziska Giffey.



And also the smaller version of the exhibition "The Art of Tolerance", the United Buddy Bears – The Minis, is on display in Berlin. The 1m tall international bears are well protected from the cold winter weather in the Mall of Berlin at Leipziger Platz. They can be admired there well into February. We are very happy that the exhibition could be extended once again and can now be visited even after the current lockdown.

You can read about other positive developments of the past few months on the following pages.

Before that, however, we would like to wish you a good start into the new year from the bottom of our hearts. Above all, we wish you good health for 2021.

All the best from the whole team of Buddy Bear Berlin!





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## German-Danish Friendship

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To mark the cultural Year of Friendship between Germany and its neighbor to the north, Denmark, the Goethe-Institut collaborated with Danish schools to hold a Buddy Bear competition in 2020. The main focus was put on the topic of the bond between the two countries, but of course it was also about the differences between Danes and Germans.

In this project, too, the students created great things with a lot of enthusiasm and creativity as well as through joint work.

In short [videos](#), the young artists themselves have their say and present their German-Danish Buddy Bears.

We thank the Goethe-Institut for this inspiring project!

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## #TS\_sagtdanke / A district says „Thank you“

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In this issue of our newsletter, we would once again like to present a joint project with the Berlin district of Tempelhof-Schöneberg. With the campaign "#TS\_sagtdanke" (TS says thank you), district mayor Angelika Schöttler had called on people in her borough to nominate individuals who have been helping others during the pandemic. Therefore, she visited the retirement residence "Alloheim Senioren-Residenz" in late summer.



Residence director Jens-Uwe Heinrich had nominated his 80 employees who take care of 110 residents. In addition to the big thank you, the entire team also received a small Buddy Bear during the personal meeting, in which they were able to discuss current challenges with the mayor.

Schöttler said: "While many people in Germany have been able to work from home, the employees of the Senioren-Residenz were one of the many professionals who took the risk and continued to go to work. Without their commitment on the spot, our society would have suffered even greater losses. The events have once again shown us how important the healthcare sector is for the people in our city. Healthcare facilities and their employees are indispensable to us. In the future, the appreciation of the health and care sector should also reach employees financially."

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## A Bear for Eternity

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Already in November 2019, children and employees of the Bärenherz Children's Hospice as well as their siblings and parents, but also employees and ambassadors of the Bärenherz Foundation had started working on their [Buddy Bear](#). The project could not be continued collectively due to the pandemic. In the fall of 2020, the artist Manuela Dilly then completed the bear, consisting of many hundreds of mosaic pieces. The bear stands for solidarity and the importance of each and every individual. The mosaic bear now has its home in the Bärenherz children's hospice in Wiesbaden.

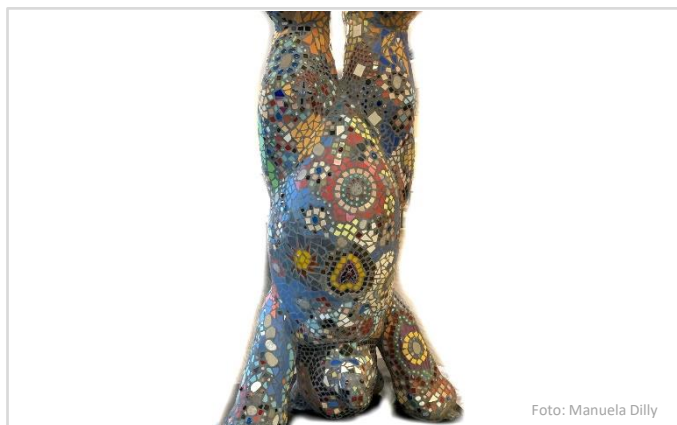


Foto: Manuela Dilly

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## Other Countries, other... Bears!

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Many Buddy Bear projects had to be put on hold during the last year or were delayed by many weeks. Nevertheless, new "embassy bears" were also presented to the public in the second half of 2020. These Buddy Bears, which are set up in front of German missions abroad and are usually designed by local artists, always also represent Germany's solidarity with the respective country. However, each time they are also accompanied by the message that the Buddy Bears not only send regards from Berlin but are also a symbol for a cosmopolitan Germany.

Here you can see bears greeting guests and employees of the German missions abroad in Vancouver and Skopje.

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A special project has been realized in Burundi's capital Bujumbura in 2020. The Buddy Bear was commissioned by the German Embassy (Ambassador Dieter Reinl on the left in the picture) to mark the 20th anniversary of UN Resolution 1325 on Women, Peace, Security.

Five young artists were involved in the design, led by gallery owner Samantha Inarukundo. The design of the Buddy Bear is by Jedidiah Davidson Muraneza. The execution was done by the four artists Clark Briel Hangaza, Simon Carmel Ntwari, Audrick Manirambona and Franklin Nkurunziza.

Also present at the public presentation of the bear to Burundian media representatives in November was the Deputy Head of the UN Women Office in Burundi, Scholastique Ntirampeba (on the right).



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## A special greeting from Berlin to Europe

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A special Buddy Bear was also created at the end of the year. This bear, on which "Stronger than Violence" can be read in the various languages of Europe next to the national flags, stood in front of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth in Berlin until the end of Germany's Presidency of the Council of the European Union on December 31, 2020. Germany passed the presidency of the Council to Portugal at the turn of the year. The Buddy Bear continues to delight the ministry's employees.



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[Follow the Buddy Bears also on Instagram!](#)  
[buddy\\_baer\\_berlin](#)



# Together for Equal Opportunities

Back in spring 2020, Eva Herlitz, chairwoman of Buddy Bear Help, called for support for the BerlinBuddy project. Her call was aimed at helping as many Berlin students as possible as quickly as possible to close the gaps left by the Corona-related school closures as well as the lack of support for homeschooling. In addition to student mentors, the association was also looking for used laptops or tablets. The call to support the association and especially the elementary school students is still valid due to the ongoing pandemic and the new lockdown.

We would like to take this opportunity to thank everyone who has supported the BerlinBuddy project so far. In particular, we would like to thank the PSD Bank on behalf of all members of the association and many students for their generous donation.

The motto of Buddy Bear Help has been from the beginning: Every cent for the children – and so it is with this project, too.

Please find further details on our website (in German), if you want to support this project:

<https://www.buddy-baer.com/de/charity/berlinbuddy.html>

or get in touch with :

[eva.herlitz@buddy-bear-help.org](mailto:eva.herlitz@buddy-bear-help.org)

*Gemeinsam für Chancengleichheit*



## Buddy Bear Berlin is committed to Children

**BERLIN:** Buddy Bear Berlin has stood up for the **youngest in our society from day one** and has continued to expand its support since 1 January 2019: **5%** of all net revenue generated in the [web shop](#) is given to **children's relief organisations**. This applies to all sales at the stated retail price.

Large Buddy Bear sculptures can also be purchased for a preferential price by donating to one of the following children's aid organisations (at the amount specified on the website): *TrauerZeit* - Zentrum für trauernde Kinder und Familien; *Die Arche* - Kinder- und Jugendzentrum or *Buddy Bear Help e.V.*

### Charity

Since 20th of June 2001, when the first Buddy Bears sprung up on Berlin streets and squares, Buddy Bear activities have been intrinsically linked to helping needy children. Buddy Bears are frequently auctioned off at charity events in support of UNICEF and other children's aid organisations. The total funds generated to date amount to over

**2,414.000 EUR (January 2021)**