

## Press Release

December 2020

### *The Giving Bear* sculpture lights up London's West End

and supports the mental health of key workers at the end of the toughest year

**Veolia, the UK's leading resource management company, together with New West End Company (NVEC) and Westminster City Council are bringing back *The Giving Bear* - the environmentally friendly life-size light sculpture of a polar bear. The light installation will be on display in Berkeley Square Gardens, Mayfair, from 4 - 30 December 2020.**

Made from over 3,000 reused plastic milk bottles and upcycled wood, *The Giving Bear* was created at the end of 2019 as a symbol of climate change awareness and charitable giving over the festive season. This year, *The Giving Bear* is also serving as a reminder that it is more important than ever to be kind and thoughtful to others.

*The Giving Bear* encourages small acts of kindness through a fixed £3 charity tap donation point. Money raised will go to *Our Frontline*, a partnership between Shout, Mind, Samaritans and Hospice UK, that provides round the clock, one to one mental health support and other wellbeing resources for key workers during the COVID-19 pandemic.

We encourage Londoners who can safely do so, to visit *The Giving Bear*, take a selfie and share it on social media using the hashtag #TheGivingBear and tagging @VeoliaUK.

**Julie Angulo, General Manager Veolia Westminster, said:**

*"The Giving Bear was positively received by the community last year, and we wanted to recreate that joy. This year, we hope he will also serve as a reminder that as the pandemic continues, it's important to be there for each other in whatever way we can."*

*"Essential workers, including refuse workers continue to work hard, for the safety and good of the public. So we encourage people to come and visit The Giving Bear and donate to support the mental health of all key workers who continue to keep the city moving."*

**James Lawley-Barrett, Associate Director of Place Management at New West End Company, said:**

*“We are thrilled to be welcoming The Giving Bear back to London’s West End and Mayfair after its huge success last year. Now businesses in the district have reopened, we are safely welcoming back customers and employees for the festive season and we hope The Giving Bear will be on everyone’s list along with the other Christmas illuminations in the area, celebrating our key workers and supporting their mental health as they work tirelessly on the frontline against coronavirus.”*

**Cllr Andrew Smith, Westminster’s Cabinet Member for Highways & Environment, said:**

*“This winter, The Giving Bear will be back in the heart of Westminster to help show our support for the countless essential workers who have been on the frontline this year, supporting our communities and keeping the city moving through thick and thin. We hope that people from all across the city and beyond will be able to enjoy this festive installation, donate if they can, and be inspired by the positive message it carries.”*

Discover more about **The Giving Bear** on [www.veolia.co.uk/london/the-giving-bear](http://www.veolia.co.uk/london/the-giving-bear)

**About Veolia UK**

**Veolia** London has activities in over half of London's boroughs. These activities range from recycling and waste management services for businesses and households, street cleansing and the maintenance of parks and open spaces, to the operation of modern waste recycling, treatment and disposal facilities.

**Veolia** group is the global leader in optimized resource management. With over 179,000 employees worldwide, the Group designs and provides water, waste and energy management solutions which contribute to the sustainable development of communities and industries. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and to replenish them.

In 2019, the Veolia group supplied 98 million people with drinking water and 67 million people with wastewater service, produced nearly 45 million megawatt hours of energy and converted 50 million metric tons of waste into new materials and energy. Veolia Environnement (*listed on Paris Euronext: VIE*) recorded consolidated revenue of €27.189 billion in 2019 (USD 29.9 billion). [www.veolia.com](http://www.veolia.com)

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