



Better Shelter, IKEA Foundation and UNHCR invite to a press meeting; Better Shelter is presented and reveals its first large order

Hereby we invite media to the official launch of Better Shelter.

You are welcome to participate in a press meeting at the Dubai International Humanitarian Aid & Development Conference & Exhibition, DIHAD, in Dubai. There we will present Better Shelter, a housing solution made in collaboration with the IKEA Foundation and UNHCR, which will improve the lives of many thousands of displaced people. Better Shelter will also reveal its first large order.

In 2013, the IKEA Foundation and the UNHCR publically announced their partnership. Prototypes of Better Shelter were completed and tests in real life conditions have taken place. At DIHAD, the final shelter will be demonstrated.

DETAILS ARE AS FOLLOWS

Date: Tuesday, 24 March

Where: DIHAD, Dubai. DIHAD is held at the Dubai International Convention & Exhibition Centre.

Time: 1:00 PM (local time)

Representatives from the IKEA Foundation, UNHCR and Better Shelter will participate in the press meeting. The press meeting will last approximately 30 minutes, and it will be followed by one-on-one interviews.

RSVP no later than 18 March to press@bettershelter.org and please let us know if you wish to request a one-on-one interview. For further inquiries or press material, please contact Sofia Wretman, +46 (0)76 -109 05 09, sofia.wretman@halvarsson.se.

ABOUT DIHAD

24-26 March 2015, the 12th edition of Dubai International Humanitarian Aid & Development Conference & Exhibition will be held at the Dubai International Convention and Exhibition Centre. The event will be held under the patronage of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President, Prime Minister of United Arab Emirates, Ruler of Dubai, supported by Mohammed Bin Rashid Al Maktoum Humanitarian and Charity Est., the United Nations, the UAE Red Crescent Authority, International Humanitarian City, Dubai Cares and the Organisation of Islamic Conference.

ABOUT BETTER SHELTER

Better Shelter's mission is to develop and provide innovative housing solutions for the many people displaced by conflicts and natural disasters. The Better Shelter Housing Unit is a weatherproof and socially sustainable temporary shelter. It offers a more dignified home for displaced people and a cost-effective solution for humanitarian organizations. Better Shelter is a social enterprise, with entrepreneurial energy and market discipline, aiming to achieve social change at scale in a financially self-sustainable way. Every dollar generated in profit is reinvested within the company or distributed to Better shelter's philanthropic owner, the Housing for All Foundation. Better Shelter is brand of Refugee Housing Unit RHU AB.

ABOUT THE IKEA FOUNDATION

The IKEA Foundation aims to improve opportunities for children and youth in some of the world's poorest communities by funding holistic, long-term programmes that can create substantial, lasting change. The IKEA Foundation works with strong strategic partners applying innovative approaches to achieve large-scale results in four fundamental areas of a child's life: a place to call home; a healthy start in life; a quality education; and a sustainable family income. Learn more at www.ikeafoundation.org and www.facebook.com/IKEAfoundation

ABOUT UNHCR

The Office of the United Nations High Commissioner for Refugees was established on December 14, 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It strives to ensure that everyone can exercise the right to seek asylum and find safe refuge in another State, with the option to return home voluntarily, integrate locally or to resettle in a third country. It also has a mandate to help stateless people.