

**CANDIDATE FOR THE BOARD OF ICOMOS
CANDIDAT AU CONSEIL D'ADMINISTRATION DE L'ICOMOS**

HRH FIRAS DANA

JORDAN – JORDANIE



PLATFORM / PLATE-FORME / PLATAFORMA

It is with a deep sense of responsibility and commitment that I present my candidacy for Vice President for the Arab Region of the International Council on Monuments and Sites at the upcoming General Assembly for the next three year period.

Throughout my professional journey, I have worked at the intersection of cultural heritage, community engagement, and international cooperation, with a particular focus on elevating the voice and visibility of the Arab region within global heritage discourse. I believe strongly that our region—rich in history, diversity, and living traditions—has both much to contribute and much to gain from deeper engagement within ICOMOS. I am keenly aware that much more needs to be done to follow up on the work that I have done during my first mandate as ICOMOS Vice President for the Arab region.

While the region remains less engaged than I would have liked it to be, some progress has been accomplished. We have established a regional group of National Committee Presidents, created a strategic document to guide the work of the regional group and ensure continuity; held a number of ICOMOS regional events, created regional priority issues, and worked to document violations and destruction of heritage in areas affected by conflict and to raise awareness of the “cultural atrocities” happening in Palestine and now in Lebanon.

At a time of increasing challenges, including conflict, climate change, rapid urbanization, and resource constraints, the role of ICOMOS in our region is more critical than ever. The Arab region is home to some of the world’s most significant cultural landscapes, yet it also faces disproportionate risks. My candidacy is rooted in a commitment to strengthening regional resilience through heritage—by promoting integrated approaches that link conservation with sustainable development, disaster risk preparedness, and enhancing the role of ICOMOS in heritage protection and documentation.

If elected for the upcoming Board term, I will work to continue to enhance collaboration across national committees in the Arab region, fostering stronger networks for knowledge exchange, capacity building, and technical cooperation. I am particularly committed to supporting emerging professionals and ensuring that diverse voices are meaningfully represented in shaping the future of our field.

I also aim to strengthen the Arab region’s contribution to global ICOMOS priorities, including advancing the role of living heritage, improving emergency response mechanisms, and reinforcing the link between cultural heritage and climate action. I am particularly concerned about the destruction of heritage as a result of conflict and would like to see how best to engage ICOMOS in credible efforts to safeguard heritage.

Importantly, I believe in the power of partnerships—across disciplines, institutions, and borders. I will work to reinforce ICOMOS’s role as a platform for dialogue and cooperation, ensuring that the Arab region is fully engaged in global conversations while also addressing its specific needs and contexts.

This candidacy is not only about representation, but about action. It is about building stronger connections, amplifying regional expertise, and ensuring that heritage continues to serve as a source of resilience, identity, and shared humanity.

I would be honored to serve and to work alongside colleagues across the region and beyond in advancing the mission and values of ICOMOS.

CURRICULUM VITAE

HRH Princess Dana Firas is a global advocate for heritage protection and preservation. She was designated a UNESCO Goodwill Ambassador in June 2017 in recognition of her commitment to heritage protection and preservation as pillars for sustainable development. She was elected to the Board of the International Council

on Monuments and Sites, ICOMOS, in 2023 and currently serves as Vice President for the Arab Region.

Princess Dana is the President of the Petra National Trust, Jordan's oldest national nongovernmental organization for heritage protection and preservation. She serves as President of ICOMOS-Jordan, which she established in 2019.

She is involved in a number of institutions in Jordan and internationally. In Jordan she is a founding member of the board of The Mohammad and Mahera Abu Ghazaleh Foundation. Between 2016-2020 she served on the Board of the Fulbright Commission in Jordan.

Internationally, Princess Dana is leading a global campaign to streamline culture into climate policy with partners from the Climate Heritage Network (CHN). She is the CHN Envoy to the Group of Friends of Culture Based Climate Action launched at COP28 and co-Chaired by the United Arab Emirates and Brazil. In 2024, Princess Dana was elected as Chair of the International National Trusts Organization, and was appointed Fellow of the Kings Foundation, UK. In December 2023, Princess Dana joined the Advisory Council of the European Heritage Hub. In 2026, she served as a juror for the inaugural Natavan Heritage Award, launched by ICESCO. Between 2023-2026, Princess Dana served on the international board of the UK-based Turquoise Mountain Trust.

Since the early 1990s, she has worked to promote cultural heritage preservation, education and sustainable development in various capacities in the private, public and civil society sectors, both in Jordan and internationally. She worked at the Royal Hashemite Court from 1993 to 2000 on projects that promote cultural heritage, sustainable development, peace and human rights.

In January 2022, His Majesty King Abdullah bestowed the order of the State Centennial on Princess Dana in recognition of her contributions to the field of cultural heritage in Jordan. In November 2022, HM King Carl Gustav of Sweden awarded Princess Dana the Royal Order of the Polar Star Commander Grand Cross in recognition of her services to Sweden.

Princess Dana is the recipient of the Arab Heritage Person Award for 2018. The World Monuments Fund recognized her with the 2019 Watch Award for her lifelong work in cultural heritage and advocacy for preservation as a stimulus for economic development. In November 2019, she was awarded an Honorary Doctorate by Coventry University.

In October 2022, Princess Dana published "Unique and Outstanding: Jordan's World Heritage Sites." She holds a BA degree in Economics and International Relations from Boston University, an MSc in Development Studies from the London School of Economics and Political Science and an MPA from Harvard University's Kennedy School of Government, where she was a Fulbright Scholar.

She is married to HRH Prince Firas bin Raad and has two daughters and a son.

