

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

HRH DANA FIRAS

JORDAN - JORDANIE



HRH Princess Dana Firas

Jordan

President of the Petra National Trust

Public policy professional and with an emphasis on heritage and sustainability

Founder and President of ICOMOS-Jordan and invited member to the Board of ICOMOS-International 2020-2023

PLATFORM / PLATE-FORME / PLATAFORMA

I would like to be considered for election to the Board of ICOMOS International to work in collaboration with ICOMOS members as well as national and scientific committees to advance the policy and practice of heritage preservation and promotion, particularly in my region: the Arab region. There has been a lack of representation of the Arab region at the ICOMOS Board level, and I believe the upcoming elections are an opportunity to redress this imbalance. I believe I am qualified given my previous work with ICOMOS at the Board level and at the national committee level to fulfill this role.

I commit to working for the benefit of ICOMOS-International and work with colleagues to advance the interests of ICOMOS and ensure sound fiduciary health and good governance throughout the period of my term. I also commit to attend the meetings of the Board and to participate as needed in meetings.

There are a number of areas that I believe we need to focus on:

1. The number of national committees in general and in particular in the Arab region

I believe that the work of ICOMOS can best be promoted and expanded through the work of national committees throughout the world. These structures are representative and professional and should be encouraged and supported in as many countries globally as possible. In my region, there is a great need to work on encouraging the establishment of national committees and improve the governance and effectiveness of current national committees.

2. Participation in Scientific Committees

I would like to increase the participation of experts from the Arab region in ICOMOS International Scientific Committees. I believe there is a great wealth of expertise and talent in the Arab world at the individual level that needs to be tapped into and that should be involved much more widely in the technical and scientific work of ICOMOS. This would enrich the work of ICOMOS at the institutional level and also within the region to improve practice and knowledge.

3. Regional Collaboration:

I would like to use my voice and presence at the ICOMOS Board level to promote and coordinate joint projects and programming at the regional level in the Arab world. There is much that can be accomplished at the regional level and with the involvement and encouragement of members of the Board that would probably enhance and deepen opportunities for regional collaboration.

4. Intra-Regional Collaboration:

I would like to work on promoting increased collaboration between the regions of ICOMOS. I believe there is great opportunity for enhanced collaboration between the various regions of ICOMOS and much that can be benefitted from various exchanges of practices and knowledge that can be better promoted and coordinated. Examples include joint research programs on topics of interest, such as climate change as well as exchange programs for emerging professionals.

5. Better collaboration with like-minded institutions

As an international advocate and expert on heritage preservation, I have built excellent relations with a number of international organizations working in this field. I have deep ties to intergovernmental and nongovernmental organizations from throughout the world that I can leverage to promote better relations and collaboration with ICOMOS.

6. Fundraising Experience

I also come to the Board with significant experience in fundraising, as I have led fundraising and financial independence efforts for both PNT and ICOMOS-Jordan and established contacts in this field in the Arab region. I can bring this expertise to the ICOMOS international board and help contribute to efforts to continue to ensure the financial health of the organizations.

In summary, I would be very honored to have the opportunity to serve on the board of ICOMOS International. I would work closely with my colleagues to ensure that the ICOMOS mission and mandate are fulfilled and promoted. I would also work with colleagues to help promote ICOMOS in the Arab region and enhance its activities and membership there.

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, and her contribution to responsible tourism and community participation.

She serves as President the ICOMOS-Jordan, which she established in 2019. She is the President of the Petra National Trust, Jordan's oldest national nongovernmental organization for heritage protection and preservation. 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 serves as Chair of the Board of the Petra National Foundation, and since 2018 she has served as Patron of the Friends of Manar al-Athar. In 2021 she became an Ambassador for the UK-based International National Trusts Organization. She served as Co-Chair of the Climate Heritage Network's COP27 and COP28 Working Groups. In 2023, Princess Dana will join the international board of the UK-based Turquoise Mountain.

Princess Dana received several awards in recognition of her contributions to cultural heritage in Jordan and internationally. She is the author of *Unique and Outstanding: Jordan's World Heritage Sites* and other articles.

She holds a BA degree in Economics and International Relations, an MSc in Development Studies and an MPA from Harvard University's Kennedy School of Government, where she was a Fulbright Scholar.