



UN-HABITAT

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FOR A BETTER URBAN FUTURE

## PRESS RELEASE

# HRH Princess Lamia Bint Majed Al Saud reappointed for third term as Goodwill Ambassador for UN-Habitat in Arab States

**Riyadh, 24 February 2025** – Her Royal Highness Princess Lamia Bint Majed Al Saud, Secretary-General of Alwaleed Philanthropies, has been reappointed as UN-Habitat's Goodwill Ambassador for the Arab region for a third term from 2025 to 2026.

Since her appointment as the first-ever UN-Habitat Goodwill Ambassador for the Arab region in 2020, Princess Lamia has been an advocate for safe, sustainable, and resilient cities, gender and youth inclusion, and innovation-driven urban development. Her leadership has been instrumental in advancing UN-Habitat's mandate to promote adequate housing and sustainable urbanization across the region.

Over the years, Princess Lamia has helped UN-Habitat mobilize resources to support crisis response, assist communities in building back better post conflict, and ensure access to adequate housing for all.

In her renewed role for 2025-2026, Princess Lamia will continue to champion UN-Habitat's goals, with a special focus on integrating innovation to enhance environmental sustainability. Her work will build on her longstanding commitment to advancing urban resilience and fostering partnerships across the region.

"It is with great pride that I continue to champion the creation of cities that are not only resilient and sustainable, but also inclusive and empowering for all. It is an honour to work towards a future where every individual, regardless of gender, age, or background, has access to the opportunities and services essential for their prosperity. Together, we can build a world where innovation fosters positive change, and no one is left behind," said HRH Princess Lamia.

Anacláudia Rossbach, UN-Habitat's Executive Director, expressed her enthusiasm for the renewed partnership: "We are excited to have Her Royal Highness Princess Lamia continue her role as UN-Habitat Goodwill Ambassador for the Arab region. The voices of influential leaders like HRH are instrumental in amplifying UN-Habitat's mission across the region and beyond to fast-track progress towards a better quality of life for all urban dwellers. Her continued advocacy will strengthen our efforts to shape a more inclusive and resilient urban future for generations to come, addressing major challenges like the global housing crisis."

Rania Hedeya, UN-Habitat Regional Representative for Arab States, added: "Her Royal Highness Princess Lamia's role has been key in promoting sustainable urban development, particularly during these challenging times in our region. Her advocacy

has helped spotlight critical issues such as resilience building and crisis response in Arab cities. We are confident that with her continued engagement, we will make an even greater impact in addressing the urban challenges of the future.”

The reappointment reaffirms UN-Habitat’s collaboration with Princess Lamia Al Saud in advancing environmentally sustainable, resilient, and inclusive cities for future generations.

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### **About UN-Habitat**

UN-Habitat is the United Nations entity working for sustainable urbanization. With programmes in over 90 countries, it supports policymakers and communities to create socially and environmentally sustainable cities and towns. UN-Habitat promotes transformative change in urban areas through knowledge, policy advice, technical assistance, and collaborative action. To know more, visit [unhabitat.org](http://unhabitat.org) or follow us on X @UNHABITAT.

### **About Alwaleed Philanthropies**

For over four decades, Alwaleed Philanthropies has invested more than \$5 billion in social welfare, launching over 1000 projects across 190+ countries. Managed by 10 Saudi women, the foundation has reached more than 1 billion people worldwide, regardless of gender, race, or religion. It collaborates with various philanthropic, governmental, and nongovernmental organizations to empower women and youth, develop communities, provide disaster relief, promote cultural understanding, and support healthier environment.

### **For further media inquiries please contact:**

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