



**Precious
Forests
Foundation**

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Han de Groot

Chairman of the of the board

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Han de Groot is the current CEO of Wetlands International, dedicated to the conservation and restoration of wetlands. Han is the former CEO of Rainforest Alliance where he led the merger with UTZ Certified, and as Executive Director for eight years, he built the agricultural standard into the world's largest sustainability program for coffee and cocoa.

Prior to that, he spent a decade in the public sector, principally in the Netherlands Ministry of Agriculture, Nature and Food, where he was in the management of the Nature Department and set up an inter-departmental program on Biodiversity. In his early career, he worked at Oxfam Novib on issues of social justice and poverty alleviation.

During the past years, Han served as director of the Netherlands Food Partnership, NFP, and as the Executive Director of WASTE, an NGO working on sanitation solutions and solid waste management.

He also serves on the board of COSA, an organization that accelerates sustainability by applying smart performance metrics, and FairFood, an NGO bringing trust and transparency to food supply chains.