

Puro.earth Strengthens Organization Through New Leadership Appointments

- *Jan-Willem Bode has been appointed as President of Puro.earth*
- *Current CEO and Co-Founder, Antti Vihavainen, to assume strategic role as Vice Chairman of Puro.earth.*
- *Ellen Brouwer elected Co-Head of Standard.*

Helsinki, Finland, March 3, 2025 – Puro.earth, the leading carbon-crediting platform for carbon dioxide removal (CDR), today announced senior leadership appointments effective immediately, that are part of the company's efforts to strengthen its organizational structure and accelerate carbon dioxide removal at scale. Jan Willem Bode has been named as the company's new President. Antti Vihavainen, current CEO and Puro.earth co-founder, will assume a new role as Vice Chairman of Puro.earth. Additionally, Ellen Brouwer has been elected Co-Head of Standard.

With more than 25 years' experience, Jan-Willem Bode has been a pioneer at the forefront of climate finance, corporate sustainability, project development and finance. Bode co-authored the first versions of the Gold Standard, has advised various large companies on their sustainability strategies, and has been a Puro.earth Board Member since 2021 and a member of the Expert Advisory Group of the Voluntary Carbon Markets Integrity Initiative (VCMI) since June 2024.

As President, Jan-Willem Bode will be responsible for overseeing the strategic initiatives of Puro.earth and enhancing the company's customer offerings and operations to facilitate the continued growth of Puro.earth. Antti Vihavainen's primary responsibility will be to further advance Puro.earth's strategic partnerships and help address the evolving policy landscape impacting the carbon dioxide removal industry.

The changes come at a pivotal time of rapid transformation and growth across the carbon removal market. With the enhanced leadership team and structure, Puro.earth is positioned to strengthen its focus on executing strategic initiatives and addressing key policy issues that will shape the market's development, ensuring it is well-positioned to accelerate its mission to grow and scale the carbon removal market in the years ahead.

"I am thrilled to be joining Puro.earth at this pivotal moment. Puro.earth has been instrumental in laying the foundation for the global engineered carbon removals market, and I am excited by the opportunity to contribute to this momentum and help drive the market's continued expansion. As we move forward, we will remain focused on innovation, maintaining our leadership position, and upholding the highest standards of quality," said Jan-Willem Bode, the newly appointed President of Puro.earth.

“The carbon removal industry is evolving, and so is Puro.earth. Over the years, we have built a thriving ecosystem of suppliers, buyers, intermediaries, and investors while ensuring our framework meets the highest standards of quality and regulatory requirements. With this leadership transition, we are strengthening our ability to serve this growing community—leveraging Jan-Willem’s vast experience to drive Puro.earth’s continued development while I focus on advancing strategic collaborations, advocating for industry-wide progress, and reinforcing the foundations of a trusted carbon removal market,” said Antti Vihavainen, Vice Chairman of Puro.earth.

Ellen Brouwer was also appointed today as a new Co-Head of Standard. In this role, Ellen will work together with Marianne Tikkanen, Puro.earth co-founder and Head of Standard, to further advance the development and growth of Puro Standard. Ellen will lead the development of the principles, procedures and transparency needed for carbon removal crediting and independent verification of CORCs to be issued. Ellen joins Puro.earth from the Science Based Targets Initiative (SBTi) where she served as standards lead, guiding the Corporate Net-Zero Standard and sector standards writing teams. She has extensive experience working on sustainability standards, ensuring alignment with best practices in standard development and the International Social and Environmental Accreditation and Labelling (ISEAL) Alliance.

“I want to thank Antti for his instrumental contributions as a co-founder, pioneering Puro.earth to its leading position in the carbon removal industry. His continued leadership will provide continuity as we steer Puro.earth forward. I am also pleased to welcome Jan-Willem to Puro.earth team. His extensive background and profound understanding of the carbon crediting industry will be instrumental in expediting operations for the ever-growing customer group, accelerating global scale-up, and enhancing our carbon removal impact. Ellen’s vast experience in sustainability systems and certification programs makes her an excellent choice to lead the evolution of Puro Standard, ensuring it upholds the highest standards in the carbon removal market. With Puro.earth’s enhanced leadership team, we are well-positioned to drive innovation and trust to help the carbon removal market scale,” said Fredrik Ekström, Head of Carbon Markets at Nasdaq and Chairman of Puro.earth.

About Puro.earth

Puro.earth is the world's leading carbon-crediting platform for durable carbon dioxide removal (CDR). Via the Puro Standard’s rigorous carbon credit methodologies, suppliers that remove carbon dioxide from the atmosphere to durable storages for at least 100 years are certified and issued CO₂ Removal Certificates (CORCs) into the transparent Puro Registry. CORCs are then purchased by ambitious corporations like Microsoft, Shopify, and Zurich Insurance, to help address climate change and neutralize residual

carbon emissions. In 2021, Nasdaq acquired a majority stake in Puro.earth and together are driving forward the carbon removal industry, enabling new revenue streams to accelerate carbon removal. Follow us on [LinkedIn](#) and [X](#).

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