

**2013-07-13**

**Press release – For immediate release**

## **Viridis Terra announces formation of its board of directors**

**Québec (QC)** – Viridis Terra announced the formation of its board of directors made up of eight members and CEO Martin Beaudoin-Nadeau to guide the organization in achieving its ambitious objectives.

Canadian senator Rosa Galvez will serve as chair. Originally from Peru, Senator Galvez is recognized as one of Canada’s leading experts in pollution control and its effect on the environment and human health.

“I’m delighted to be working with Viridis Terra, an organization dedicated to restoring degraded land. The team shares my passion for restoring land to its natural state and re-establishing ecological services. I’m looking forward to doing great things together,” said Senator Galvez.

Jacques Rajotte, interim executive director of CEIMIA, will serve as secretary, and Christiane Constantineau, CEO et founder of 6DT conseil, as treasurer.

The other members of the board are Patricia Perez-Coutts, Geneviève Constancis, Pierre Courtemanche, Benoit Leblanc, and Mathio Pellerin. To view their profiles, go to <https://www.viridisterra.com/who-we-are/our-team/>.

### **A diverse array of skills**

The strength of a board lies in the diversity of its members. Viridis Terra is proud to have assembled a diverse group of professionals from different backgrounds, all of whom bring complementary skills to the table. With their experience in finance, the environment, entrepreneurship, marketing, and numerous other areas, they have acquired a vast store of knowledge they can draw upon to advise Viridis Terra and help it achieve its ambitious goals.

### **50–30 representation**

Viridis Terra has also taken steps to demonstrate its commitment to gender parity and diversity with its new board appointees. The new board is gender-balanced and also numbers two members of Peruvian origin. Actions like these testify to the organization’s determination to put values of inclusiveness, openness, and equity to work in all areas of operation.

### **About Viridis Terra**

Viridis Terra was founded in Canada in 2015 and is now active in four countries. It originally specialized in restoring decommissioned industrial sites, especially in the extractive industry, developing unique restoration approaches using state-of-the-art biotechnology.

Building on the expertise developed by its team, the organization established a Peruvian subsidiary in 2019 to diversify its activities and undertake forest landscape restoration projects on a large scale.

During phase 1 of its operations in Peru, the organization plans to restore up to 3,000 hectares of land by the end of 2022. It then intends to replicate the Viridis Terra model on a large scale in other Latin American countries and elsewhere.

For more information on Viridis Terra: [www.viridisterra.com](http://www.viridisterra.com)