



**Bas de Leeuw, Managing Director,
World Resources Forum (WRF), Switzerland**

Bas de Leeuw is Managing Director of the World Resources Forum (WRF), based in Switzerland. Before joining the WRF in 2011 he was Executive Director of the Donella Meadows Institute, based in Vermont, USA.

Bas has been a diplomat for the United Nations Environment Programme (UNEP), in Paris, France, from 1998 to 2009, where he set up and managed a number of global initiatives, such as the Sustainable Consumption Program, the Marrakech Process on Sustainable Consumption and Production, the International Life Cycle Panel, and the International Resource Panel. He served as Head Strategy Unit respectively Head Integrated Resource Management, and was Head of the Secretariat of both the Life Cycle Panel and the Resource Panel. He also set up the UNEP/Wuppertal Institute Centre on Sustainable Consumption and Production and represented UNEP in its Board. Bas has also worked as a national expert for the OECD, for which he drafted a policy document on sustainable consumption policies.

Bas de Leeuw is a Dutch economist from the Rotterdam Erasmus University and has held various positions in the Dutch government (Ministry of Economic Affairs respectively Ministry of Housing, Spatial Planning and Environment) between 1985 and 1991.

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