

BAFTA albert appoints new board

BAFTA albert, the leading authority on environmental sustainability in the screen industries, has appointed a new board of Non-Executive Directors.

The role of the board will be to advise on strategic direction, and to support BAFTA albert's work to reduce the environmental impact of production in the film and TV industries, and create content that promotes a vision for a sustainable future.

In 2023, BAFTA albert undertook a significant strategic review in collaboration with major UK broadcasters, streamers and producers with a view to aligning efforts to reach net zero.

The review recommended the establishment of a new board. Ralph Lee was appointed as BAFTA albert Chair in September 2024.

The new BAFTA albert Non-Executive Directors are:

- Dr. Sadia Ahmed, Sustainability & Climate Innovation Lead, Deloitte
- Francesco Pomponi, Professor and Chair of Environment and Sustainability, University of York
- Harriet Lamb, Chief Executive Officer, WRAP

There will also be representation on the board from the BAFTA albert Steering Group, an advisory group comprising representatives from BBC, Sky, ITV, Channel 4, Paramount, Warner Brothers Discovery, Amazon MGM, Netflix and PACT.

The two representatives selected to join the board are:

- Fiona Ball, Group Director, Bigger Picture, Sky
- Jeremy Mathieu, Head of Sustainability, ITV

Fiona and Jeremy will provide an important connection between the board and the Steering Group, ensuring the work and views of both groups are well represented.

Commenting on the new BAFTA albert board, Chair Ralph Lee said:

"The severity of the climate crisis requires the input of the best minds and those with the greatest passion to make a difference. The new BAFTA albert board is an exceptional group of experts who will be able to use their insights and experience to make a genuine impact on the work albert does. I'm excited to bring together the board alongside our industry partners and work together to deliver against BAFTA albert's ambitious three-year strategy."

Matt Scarff, Managing Director, BAFTA albert also commented:

"The appointment of the BAFTA albert board completes the delivery of the strategic review that began in 2023. I'm excited to begin working with them and building on the impact of BAFTA albert's work to date."

The new Non-Executive Directors will take up their roles with immediate effect, with an initial three-year term.

For more information about the new BAFTA albert board and their experience, please refer to the Notes to Editors.

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Notes to Editors:

For any questions, please contact Jenna Brown (Jennab@bafta.org)

Ralph Lee, Chair, BAFTA albert

Ralph brings a wealth of industry experience to the BAFTA albert Board, having most recently served as the CEO of BBC Studios Productions. Ralph deeply understands content creation and production and has a successful track record of leading and galvanising teams with an ambitious agenda. He is a passionate advocate for sustainability and diversity, equity and inclusion, having led the D&I council during his time at the BBC.

Dr Sadia Ahmed. Sustainability & Climate Innovation Lead, Deloitte

Sadia has a background specialising in Sustainability and Innovation and has worked across various industry areas including- Technology, Life sciences, Agriculture and Manufacturing, often operating at the intersection of business, R&D and the 'third sector'.

A capable senior business leader having spent the last decade working with large organisations (including Microsoft, ICL, AB Agri) and Start-ups, in leadership roles focussing on strategy, innovation and developing viable commercial solutions. She holds a PhD in Computational Ecology and PGC in Business. A member of the Institute of Directors, Chatham House and several advisory boards, she was invited by the British Embassy to take part in a delegation on 'Green Technology' as a leader in the space and was a Finalist for 'The Every Woman CIO of the year 2022' award.

Sadia currently leads Sustainability & Climate Innovation at Deloitte. She cares deeply about Sustainability and DEI in society and the workplace, believing they are not end goals themselves but the way towards a better, more effective, equitable world and better business outcomes.

Francesco Pomponi, Professor and Chair of Environment and Sustainability, University of York

Professor Francesco Pomponi holds the Chair of Environment and Sustainability at the University of York and is a Global Top 2% Scientist working in the field of environmental sustainability.

His award-winning research in the built environment spans from single materials to entire cities, while always keeping the bigger picture in mind to ensure an equitable progress towards mid-century climate targets. His diverse background includes the construction industry, venture capital, founding and scaling start-ups, non-profit organisations, climate tech investing, and of course academia where he holds multiple appointments, from Cambridge to Cape Town.

As a dad to two young children, a strong commitment towards a positive future outlook is what motivates him in spite of the grim challenges the world is facing.

Harriet Lamb, Chief Executive Officer, WRAP

Harriet is a passionate and experienced leader of organisations working for environmental and social justice. In the UK and globally, she built Fairtrade – a certification scheme working with producers in the developing world as well as thousands of companies and retailers, engaging the public and fostering a grassroots social movement.

In March 2023, Harriet became CEO of WRAP, a global environmental action NGO, with an ambitious vision to scale its impact in the UK and internationally, working with food and drink, textiles and packaging companies to reduce waste, carbon & water footprints – and to promote circular living.

She has also led Ashden, which promotes climate solutions, and peacebuilding organisation International Alert. She worked in the UK on refugee and low-pay issues and lived in India for six years.

Harriet has won several awards including a CBE, Orange Businesswoman of the Year, and Cosmopolitan EcoQueen. She was the first woman Honorary Fellow of Trinity Hall, Cambridge, is an experienced trustee and has published two books on social and environmental movements for change.

Jeremy Mathieu - Head of Sustainability, ITV

Jeremy has been leading the environment programme for ITV Group since 2021, notably publishing its initial Climate Transition Plan in 2024 to ensure the organisation is better aligning its business goals and its climate goals. Jeremy's ongoing focus is on transforming the business, and our industry, so that they are fit to thrive in the transition to a net zero society.

Before ITV, Jeremy had an initial career as a TV producer, before working in various sustainability roles, both in-house and in a freelance capacity across the TV, Sport and Advertising sectors.

Jeremy brings a 20+ years' experience in television as well as a grounded experience of being on the front line of innovation for sustainability in the screen industry, navigating the technical and commercial requirements shaping the landscape for a listed business.

Fiona Ball, Group Director, Bigger Picture & Sustainability, Sky

Fiona leads the Sky Group's environment and social impact and cause related strategy, marketing, plans and campaigns. She has been the driving force of the company's ESG strategy for the last 20 years and has been a member of the Albert steering group since its formation in 2011.

Since setting its 1.5 degree aligned science-based target to halve its carbon emissions across its value chain (scopes 1, 2 and 3) Sky has reduced in absolute terms its emissions across all 3 scopes by 18% since its 2018 baseline. Sky has also demonstrated its commitment to use its platform and voice to bring people together and make a more sustainable future feel possible and positive for all through its campaigns including Sky Zero, Sky Ocean Rescue, Sky Rainforest Rescue, Sky Up (Sky's commitment to tackle digital inequality and skills), Sky Cares (volunteering) and Sky Up Academy Studios.

Sky is one of Europe's leading media and entertainment companies and forms part of Comcast Corporation.

About BAFTA albert

BAFTA albert is the leading screen industry organisation for environmental sustainability.

Founded in 2011, BAFTA albert supports the film and TV industry to reduce the environmental impacts of production and to create content that supports a vision for a sustainable future.

The BAFTA-owned, industry-backed organisation offers online tools and training, events, practical guidance and thought leadership to all screen industry professionals to help them identify and act upon opportunities on and off screen which can lead to effective climate action.