

Anna Lungley appointed to the BAFTA albert Board of Directors

BAFTA albert has announced that it has made a new appointment to its non-executive board of directors. Anna Lungley, currently the Head of Sustainability Consulting at Fujitsu, will take up her position on the 1st September. The appointment comes after previous board member, Harriet Lamb, stepped down from her role to take up a new position as CEO of the Green Party.

Anna will join Dr Sadia Ahmed, Francesco Pomponi, Fiona Ball, Jeremy Matthieu and chair, Ralph Lee to advise on strategic direction and 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.

The BAFTA albert board has been in place since January 2025 and in that time has advised on several strategically important projects including the development of a new Toolkit to help measure industry impact.

With 25 years' experience in sustainability, ESG and corporate affairs for multi-national listed technology companies including BT Group, Dentsu and now Fujitsu, Anna will bring a wealth of new and vital experience to the board.

When asked about her appointment, Anna said:

"Joining the BAFTA albert board is a privilege. For 14 years, BAFTA albert has empowered creative talent worldwide to not only craft world-changing stories that ignite environmental consciousness, but also to deliver them more sustainably. With climate storytelling more critical than ever today, I'm excited to collaborate on the next phase of their ambitious strategy."

BAFTA albert Chair, Ralph Lee said:

"Anna's appointment only strengthens the position of BAFTA albert. Her experience managing sustainability strategies and creating impact in complex, multi-national organisations will be vital in helping us position the industry for even more success in the future. 2025 and 2026 are important years for BAFTA albert as we introduce a new Toolkit and explore more solutions to help programme makers make meaningful change, I'm excited to have Anna on board and look forward to working together."

Anna will take up an initial three-year term. For more information about previous BAFTA albert board appointments [click here](#).

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Contact:

Jenna Brown, Head of Marketing and Communications (BAFTA albert)

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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.

Notes to editors:

Anna Lungley, Head of Sustainability Consulting at Fujitsu

Anna brings 25 years' experience leading sustainability, ESG and corporate affairs for multi-national listed technology and media companies in the UK and Asia, including BT Group and Japanese media giant, Dentsu. She has a proven track record of creating long-term business transformation programmes that embed sustainability at the heart of business, culture and operations. Anna joined Fujitsu in July 2024 to lead sustainability consulting. She is part of DX, leveraging advanced and emerging technologies to deliver sustainable digital transformation for organisations in both the private and public sector.

Prior to Fujitsu, Anna held the role of Chief Sustainability Officer and Global ExCo member at Dentsu Group. Here she directed strategy and implementation across 145 markets, working at the heart of media and advertising to inspire a consumer and societal shift to a more sustainable and inclusive lifestyle. Under her direction, Dentsu became one of the first companies in the world to set an SBTi approved Net Zero target. Advisory board member to Sustainable Brands and AdNetZero, and a member of the Cannes Lions Sustainable Development jury, in 2023 she was awarded the 'Global Best Practice' award at the AdNetZero awards and named Edie's Sustainable Business Leader of the Year.

Anna joined Dentsu in 2018 from BT Group where she spent 15 years in leadership roles including Group Director of Sustainable Business, Director of Communications and member of the BT India CSR Board. She began her career at Brodeur Worldwide, part of the Omnicom Group, directing global PR campaigns for high-profile brands.

Anna is a Senior Associate at the Cambridge Institute of Sustainability Leadership, a board committee member for Refuge and sits on the advisory boards of Purpose Disruptors and the Government Digital Sustainability Alliance (GDSA). She is a former

advisor to the UK Government and World Economic Forum on digital inclusion and member of the Business Commission to Tackle Inequality. Anna has been recognised for her contribution to sustainable development winning the 'Changing Lives' award at the Broadband World Forum, the World Economic Forum's 'New Vision for Development' award, Business Green's 'Sustainability Team of the Year' and Grand Prix's at the World Media Awards and The Drum Awards for Dentsu's groundbreaking "Draw The Line against Malaria" global advocacy campaign.