

**Sustainable Innovation 2023**  
***Accelerating Sustainability in the Creative Economy and Creative Industries***  
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University for the Creative Arts  
Epsom, Surrey, UK



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Min is the data analyst for albert, which is the leading screen industry organisation for environmental sustainability. Founded in 2011, albert supports the TV and film industry to reduce environmental impacts of production and to create content that supports a vision for a sustainable future. His role includes auditing carbon footprints, managing the green suppliers list, and maintaining albert's carbon calculator. His interest in environmental sustainability stems from his degree and previous roles – he graduated from King's College London with a Master's in Sustainability and Climate Change studies and has previously worked in sustainable finance collecting corporate carbon emissions data. He has a profound interest in how the TV and film industry can impact consumption patterns by showing environmental sustainability on-screen, as well as how we can reduce emissions from production processes.