

BARNA BARATH

Green School parent and board member of Vertis Environmental Finance.

Barna co-led the Green School Strategic Review in 2015 that helped unite the community around the shared purpose of “making our world sustainable”, and uncovered 350 recommendations for improvement. Barna is now Head of Strategy for Green School, leading the development and implementation of the school’s Strategic Plan based on these insights.

In the last 12 years Barna built a pioneer climate change finance firm on the principles of “clarity, care, excellence”, from start-up to a billion euro turnover business. In addition to being a forerunner in the EU Emissions Trading System, the company also completed major industrial projects that reduced carbon emissions by 20 million tonnes CO₂e under the Kyoto Protocol. As part of its commitment to “do something about it”, the company has also setup a high-school education programme for climate change and was instrumental in getting “The Age of Stupid” movie into Hungary, and the acclaimed “Sustainable Energy without the hot air” book published in Hungarian.

Earlier Barna spent seven years as a senior executive of a large multinational, developing its global e-business strategy and setting up its corporate ventures arm in London. He was previously in senior finance and IT roles with Diageo in Central Europe.

Barna is a Supervisory Board member at the Hungarian Civil Liberties Union, a non-profit human rights watchdog NGO.

Born and raised in Hungary, Barna has lived and worked in the United States, across Central Europe and in the United Kingdom. He graduated from the University of California at Los Angeles with a degree in Economics, and studied corporate finance at the London Business School. Barna has recently converted a 1930’s villa into a low energy house. He moved to Bali in 2014 with his wife and two children who attend Green School.

