

Presentation to the Caleb Client Meeting

CSC Christiana Corporate Center

Tuesday 10th November 2009

History and Structure of Caleb

Paul Ashford – Managing Director



Caleb – A brief history

- ***Established in 1994 by Paul Ashford:***
 - *Chemist by training (University of Bristol)*
 - *15 years experience with BP Chemicals*
 - *Product/Process Dev., Technology Licensing & Business Mgt.*
- ***Primarily staffed by professionals from the chemical & downstream industries***
- ***Business, technical and regulatory expertise***
- ***Work at the stakeholder interface as facilitators, mediators and practitioners***



***We are neither industry advocates
nor government agents!!***

Our objectives.....

- *To promote a better understanding of chemical hazards and risks*
- *To promote a balanced response from regulators and industry*
- *To promote co-operation between all stakeholders*
- *To stimulate novel policy approaches*



Caleb's strengths for REACH are in mediation, management and relationships with regulators

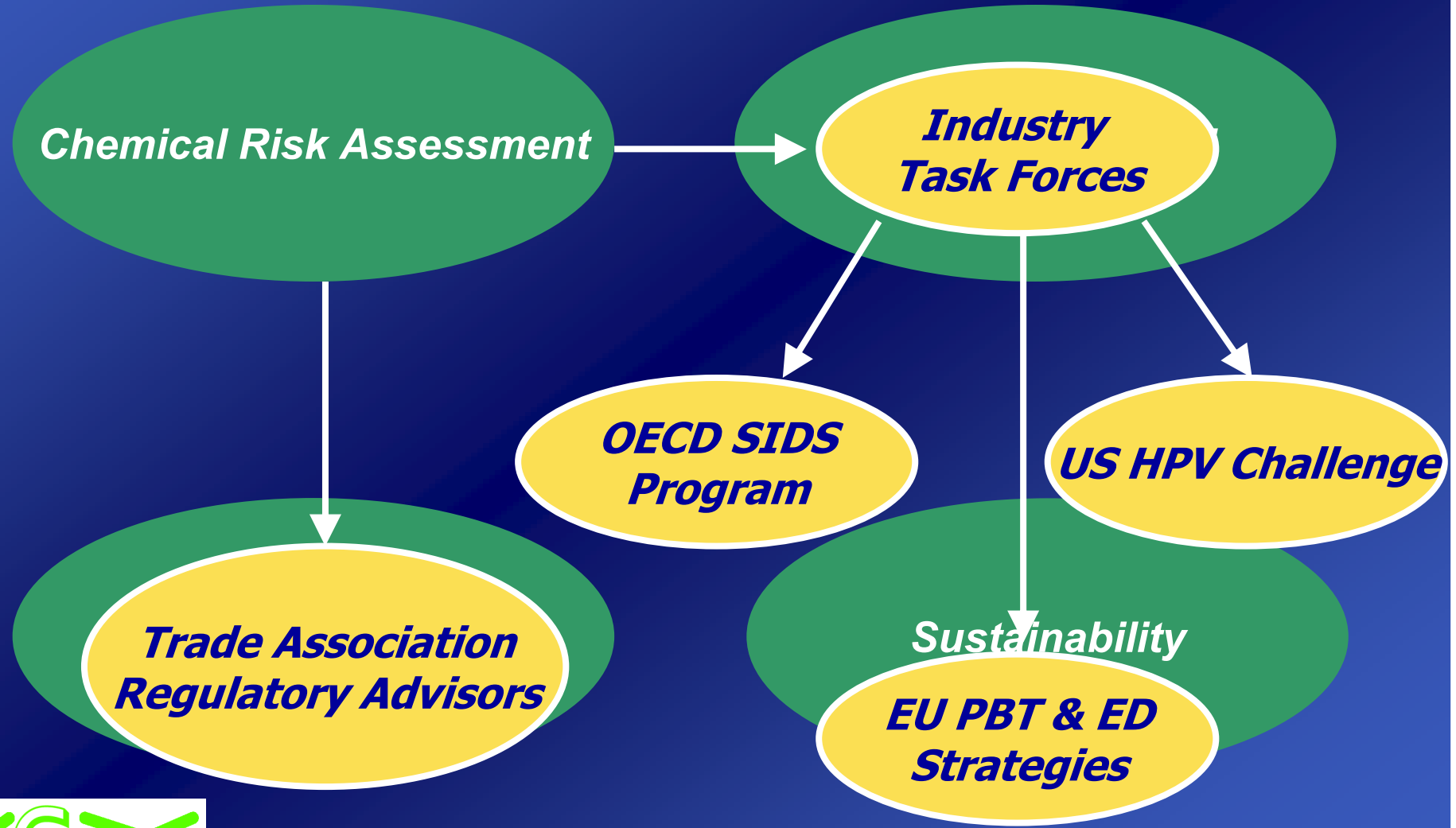
Our methods.....

- *To adopt an ‘evidence-based’ approach*
- *To engage separately or collectively with all stakeholders*
- *To challenge the stereotypes*
- *To educate where necessary, but also to learn and pass on the benefits*
- *To identify common ground and build on it*

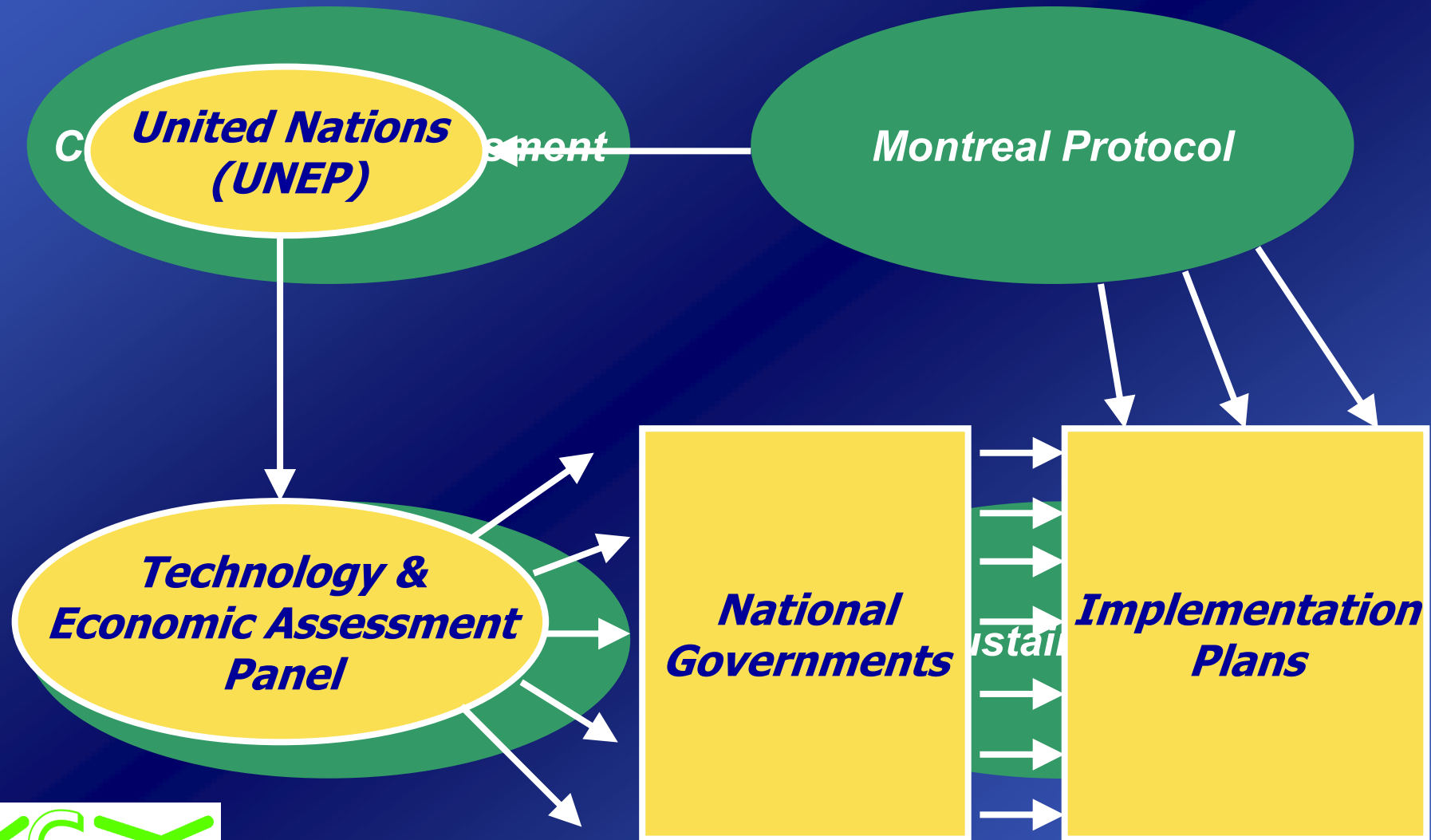


Policy advisory and implementation

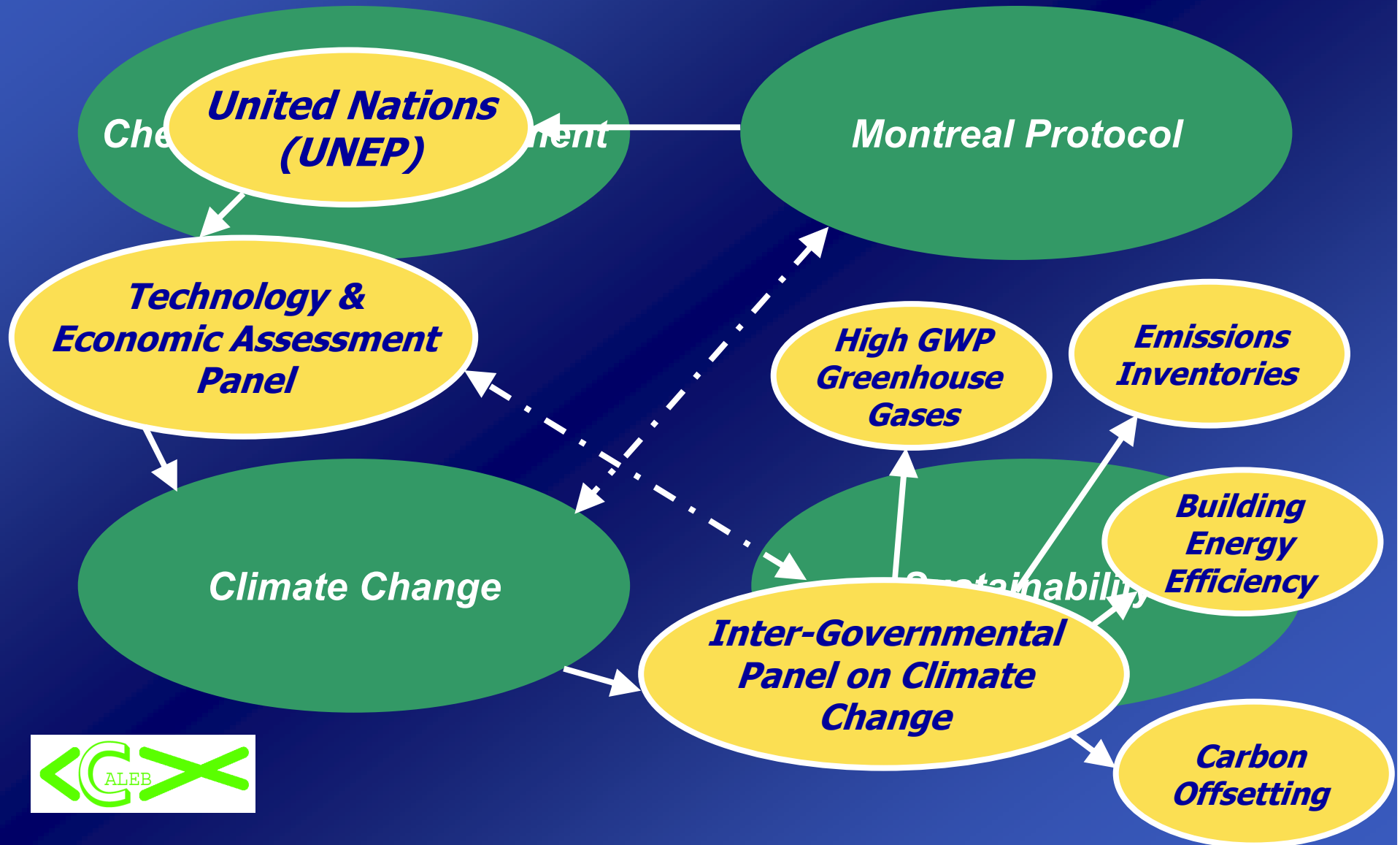
Areas of Expertise and Activity



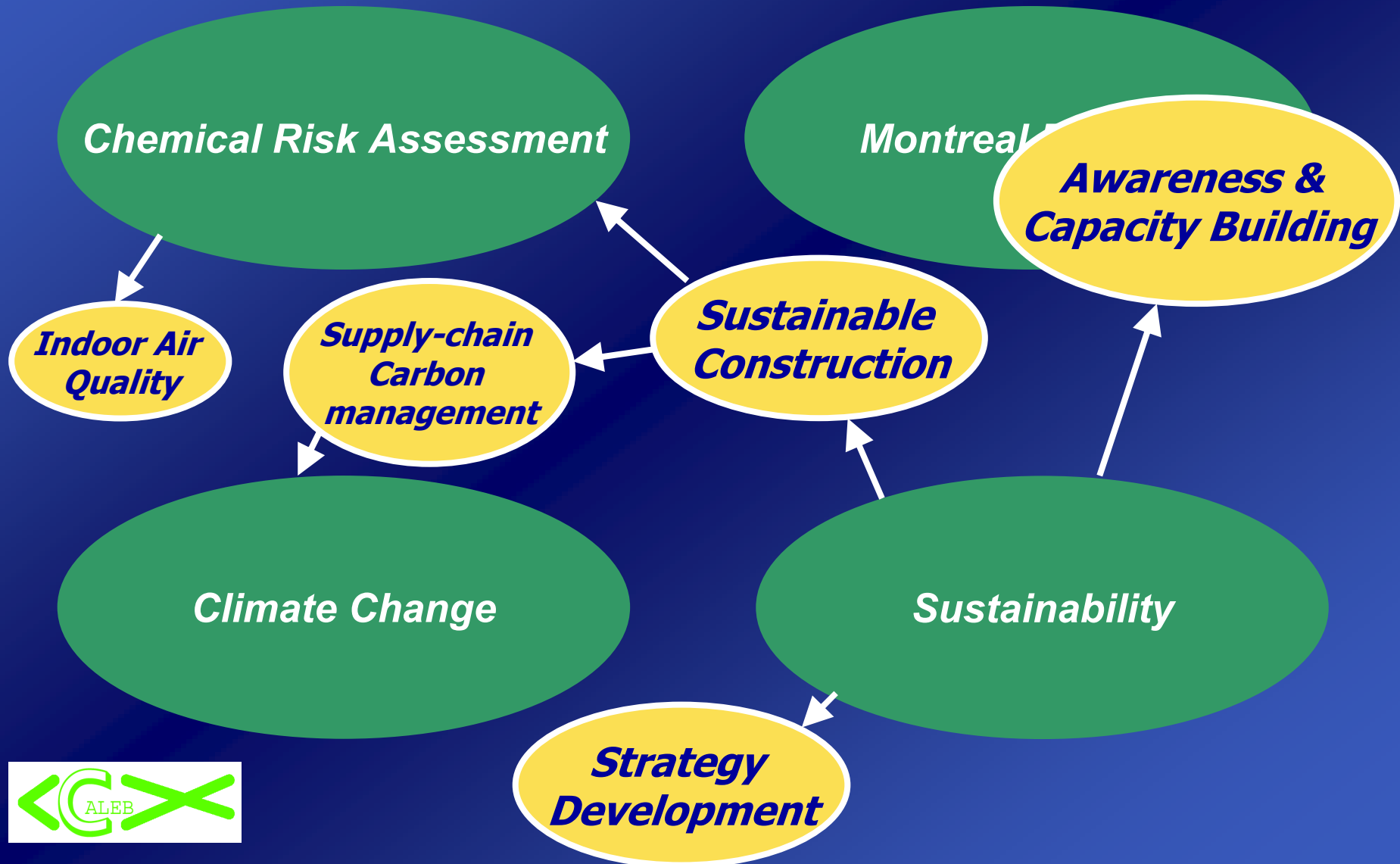
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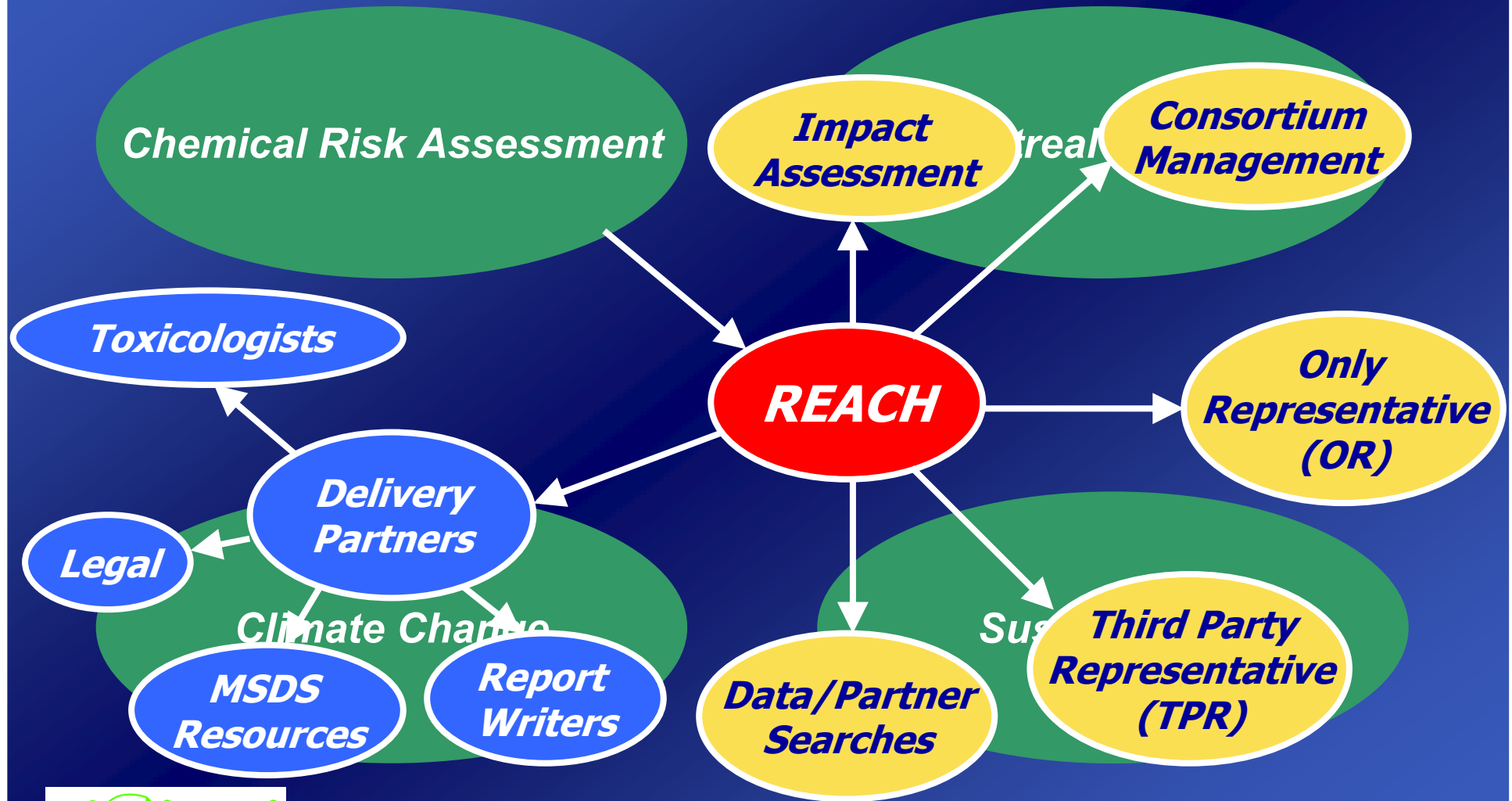
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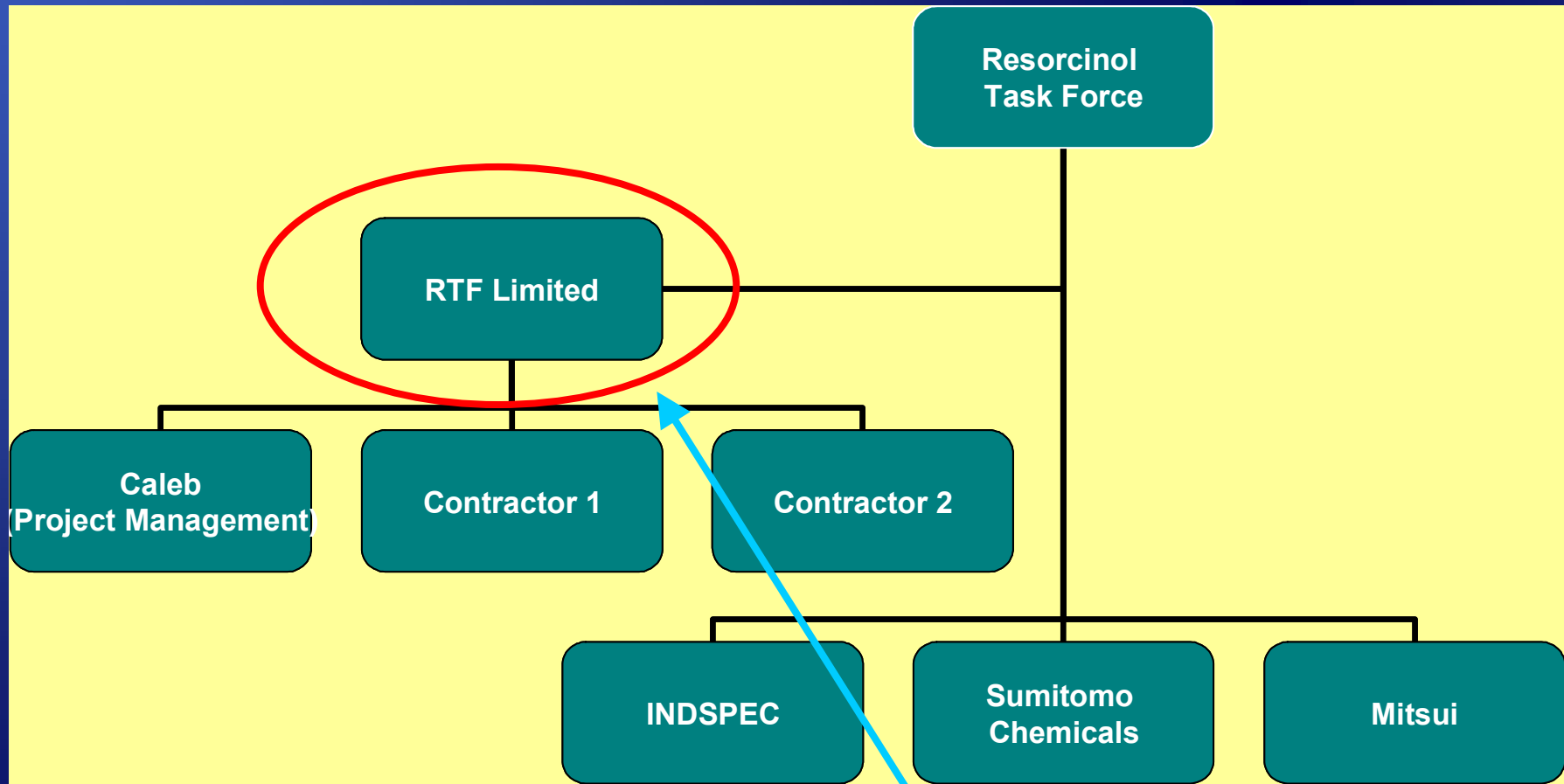


Service Delivery Provisions for REACH

- *Six full-time practitioners in REACH*
- *Project Management expertise – J. Yates*
- *Support staff for financial, systems and administration*
- *Company formation capability to host consortium management provisions*
- *Strategic growth for business longevity*



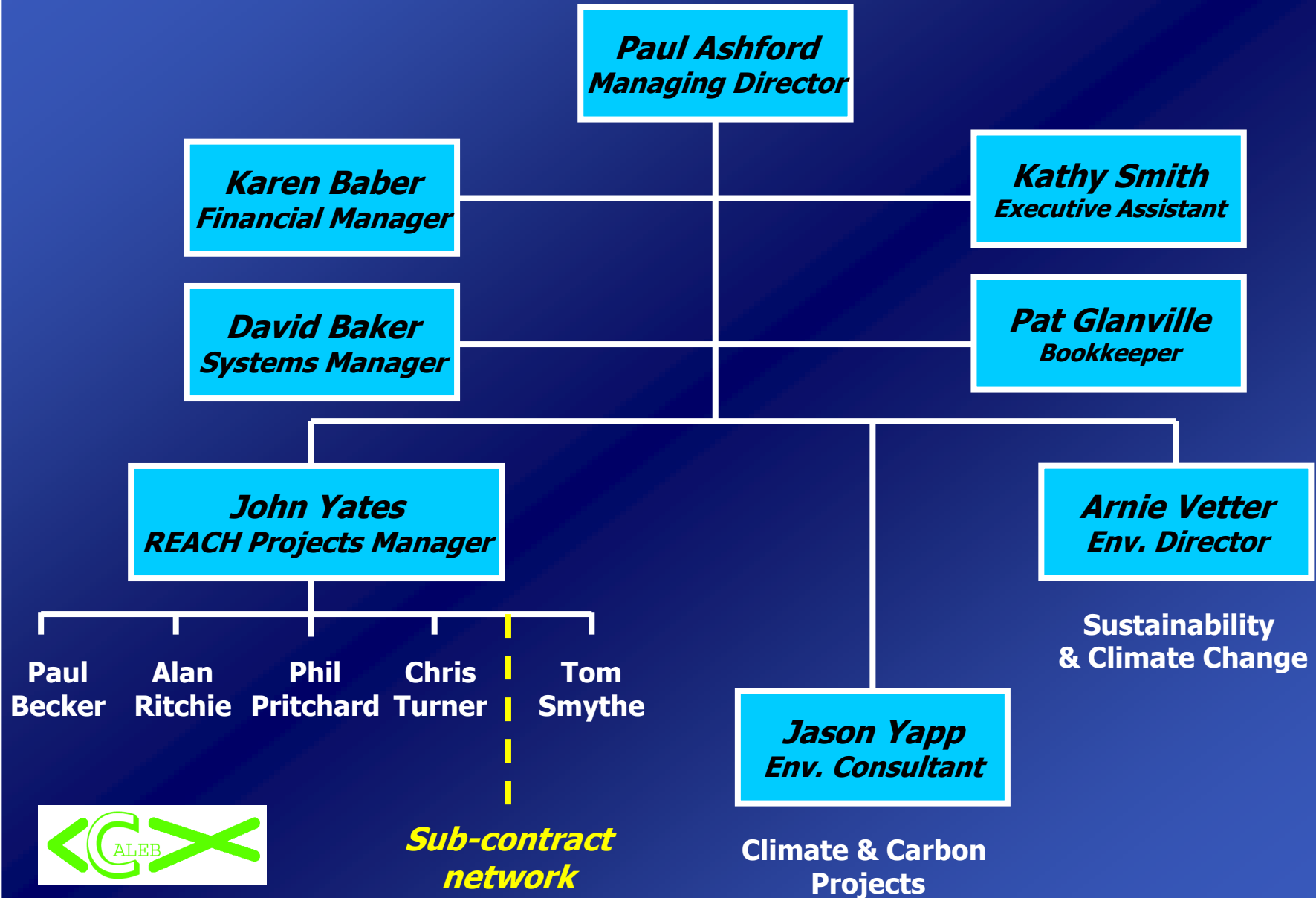
Resorcinol Task Force Structure



Holding company



Organisational Map



Caleb – Skills Matrix

	Background /Experience	Business Experience	Regulatory Experience	Technical Experience
Paul Ashford	Resins + Halogen	√ √ √	√ √ √	√ √
Paul Becker	Resins	√	√ √ √	√ √ √
Alan Ritchie	Specialty chemicals & Cosmetics	√ √	√ √ √	√ √ √
Chris Turner	Agro-chemicals	√	√ √ √	√ √ √
Phil Pritchard	Agro-chemicals	√ √ √	√ √	√ √
Tom McKellar-Smythe	Floor & Coatings	√ √	√ √ √	√ √
John Yates	FMCG & Packaging	√ √ √	√ √	√

