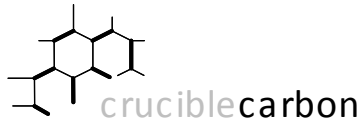


# Dr Joe Herbertson, Principal, Crucible Carbon Pty Ltd

## “helping companies create carbon neutral or better futures”



- **Qualifications:** a first class honours degree in Metallurgy from the University of New South Wales and a PhD from Imperial College, London University  
**BHP (now BHP Billiton):** executive positions during 1987-2000 included General Manager Research BHP Steel, and Director of the Central Research Laboratories in Newcastle (the main global Corporate R&D facility at the time). Steel industry recognition includes the Sawamura Award from the Iron and Steel Institute of Japan, 1998 and the Hadfield Medal from the Institute of Materials, Minerals and Mining, London, 2004
- **Centre for Sustainable Resource Processing:** initiated the “Sustainable Resource Processing” project in 2000; an Independent Director and Chair of the Industry Steering Committee until December 2005. CSRP is a \$100M initiative with a focus on minerals processing and metal production. It is a collaboration between some 26 industry, government and research organisations
- **The Natural Step:** an Executive Director in Australia since 2001. The Natural Step is the leading science based, systems approach to sustainable development. In Australia, The Natural Step operates within the Crucible, which emphasises the value creation and innovative potential of sustainability as a strategic business driver.
- **Universities:** Conjoint Professor in the Faculty of Engineering and the Built Environment, Newcastle University; Visiting Fellow, Graduate School of the Environment, Macquarie University.
- **Advisory positions:** CSIRO Minerals Sector Advisory Committee, Yarra Valley Water Sustainability and Environment Committee, Melbourne Sewage Strategy Expert Panel, AP6 Steel Reference Group, The Tom Farrell Institute for the Environment Board (Newcastle University), Chair Green Processing 2006 (International Conference on Sustainable Processing of Minerals and Metals), Chair ABRI (Australasian Battery Recycling Initiative), Bio-Energy Australia Management Committee, Green Lead International Working Group.
- **The Crucible Group Pty Ltd:** a founding Principal and Managing Director of this research and consulting business, which has been formed to enhance the link between sustainability, business strategy, innovation, engineering and science. The Crucible has partnered with WarnkenISE to form Crucible Carbon Pty Ltd to address climate change related issues. Carbon neutral and better resource processing is a core theme of our innovation, with a new technology focus on the pyrolysis of biomass and algae as a source of bio-oil.