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The Next Bottom Line was prepared in collaboration with World Resource Institute, an independent center for policy research and technical assistance on global environmental and development issues, located in Washington, D.C. www.wri.org/wri/

Cover Photograph: Dromedar carrying a solar-powered refrigerator used to transport vital medicines in Ethiopia. Courtesy of Siemens Solar Industries

The Next Bottom Line

AGENDA FOR THE 21ST CENTURY

Overview

The New Millennium and The Next Bottom Line

Visionary Leadership

A few leading companies are marching boldly ahead in search of new business opportunities. What does the future hold and how can visionary leadership gain an advantage for your company?

A Global Alliance for the 21st Century

C. Michael Armstrong, Chairman and CEO, AT&T

Providing Consumer Choice on the Environment

John Browne, Chairman and CEO, British Petroleum

Managing for the Future

What are the strategies, the management tools, the metrics that can successfully guide your company? Where will you find managers that are up to the challenge of the Next Bottom Line?

Business Leadership

Craig Barrett, President and CEO, Intel

Setting Measurable Goals

Gary Pfeiffer, Senior Vice-President and CFO, DuPont

Responding to a Rapidly Changing World

John F. Smith, Jr., Chairman, CEO, and President,
General Motors Corporation

Adding Value

Your company will be strong when your products make money by creating environmental and social well-being. Where will your company add value – to shareholders and society – in the next century?

Social Responsibility and Shareholder Value

Dr. Jan-Olaf Willums, Senior Vice-President, Storebrand ASA

A Crisis of Opportunity

Tachi Kiuchi, Managing Partner, Mitsubishi Electric

Creating New Markets

Changing social needs mean major new business opportunities. Is your company well-positioned for these new markets?

The Future of Forest Products

Steven R. Rogel, Chairman, President, and CEO, Weyerhaeuser

Powering the Future

Randy Zwirn, President and CEO, Siemens Westinghouse
Power Corporation

Water Management for the 21st Century

Richard J. Labrecque, President and CEO, ITT Fluid Technology





Social and environmental issues raise the bar for corporate performance. Daring new initiatives and corporate strategies can turn challenges into new market opportunities. We concur with the words of Harry Pearce, Vice Chairman of General Motors, “We are all responsible for this planet, but business must take the lead because only business has the global reach, the innovative capability, the capital, and most importantly, the market motivation to develop the technologies that will allow the world to truly achieve sustainable development.”

The future is in our hands. Each of us must play a role. Collectively, the sum of our efforts will lead to a better world. We extend our heartfelt thanks to our distinguished advertisers for supporting this important initiative.

And may the strategies and innovative thinking presented in “The Next Bottom Line” help all of us become Earth’s valued trustees.

David Fern
Publisher, *Business Week*