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# Smart aid for the world's poor

1 message

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Thu, Aug 7, 2014 at 8:16 AM

To slash global poverty, we need to be more ruthlessly selective in setting new development goals.

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# Newsletter Bjorn Lomborg



## THE WALL STREET JOURNAL. Why not deliver smart aid?

In [Wall Street Journal](#), Matt Ridley asks how rich countries can best help poor ones and identifies five goals with great *bang for the buck* based on the output from [Post-2015 Consensus](#) so far.



According to Lomborg many goals means no priorities, in international media he explains how the Post-2015

*Recommended links:*

*English:*

[Act on Climate Change, but Tackle Other Global Problems, Too](#)

Scientific American

[Interview on Canadian radio](#)

Roy Green Show

[More Penguins than Ever, Despite Global Warming](#)

New research

[World produces more food](#)

Using less agricultural land

*Other languages:*

[Unsauber](#)

The European (Germany)

[A narrativa invertida do aquecimento global](#)

Jornal de Negocios (Portugal)

[Los pobres necesitan](#)

[combustibles fósiles baratos](#)

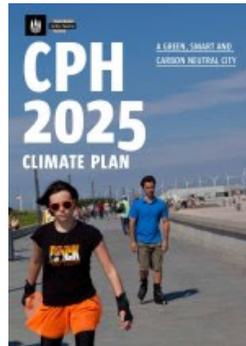
Consensus can help.



E.g. in Germany's national daily newspaper [Die Welt](#), in Hungarian [Napi Gazdaság](#), in Spanish [Wall Street Journal](#) and a 2-page interview in Danish [Berlingske](#).

## Winds of Vanity

Copenhagen wants to be the world's first CO<sub>2</sub>-neutral city by 2025. But this initiative, however wonderful it sounds, is little more than a costly vanity project.



After all, the whole accounting exercise works only if others are still using coal and gas that Copenhagen's unpredictable wind power can replace. If the city's unrealistic assumptions fall short, the financial losses for its inhabitants will be substantial.



Read more in six languages on [Project Syndicate](#). The article was published in newspapers around the world, e.g. [Economic Times](#) (India), [The Australian](#), [The Korea Times](#) or [Periódico AM](#) (Mexico).

## Better nutrition fosters economic development

La Prensa Grafica (El Salvador)

### Enfocarse en desafíos

Interview with Listin Diario (Dominican Republic)

### El cambio climático no es el fin del mundo

Interview with Expreso (Ecuador)

### VERDENS SANDE TILSTAND

Blog for Berlingske (Denmark)

### Kendt miljøforkæmper forudser udbredt kannibalisme

### Kulsort støtte

### Myter om skifergas

### Verdens største miljøproblem skal bekæmpes med fossil energi

### Vores klimapolitik skaber ikke innovation

### *About Bjorn Lomborg and the Copenhagen Consensus*

Dr. Bjorn Lomborg researches the smartest ways to improve the environment and the world, and has repeatedly been named one of Foreign Policy's top 100 public intellectuals.

He is the author of several best-selling books, an adjunct professor at Copenhagen Business School and regularly works with many of the world's top economists, including seven Nobel Laureates. His think tank, the Copenhagen Consensus Center was ranked by the University of Pennsylvania as one of the world's "Top 25 Environmental Think Tanks".

Lomborg is frequent commentator in print and broadcast media, for outlets including the New York



An investment of \$3bn annually in better nutrition could help 100 million children in developing countries to start their lives without stunted growth. And the benefits would be delivered an entire life-time.

The [Pontifical Academy of Sciences](#) brings forward the top-ranked intervention from the latest Copenhagen Consensus by devoting the entire introduction chapter for [Bread and Brain, Education and Poverty](#) to it.

Times, Wall Street Journal, the Guardian, CNN, FOX, and the BBC. His monthly column is published in 19 languages, in 30+ newspapers with more than 30 million readers globally.



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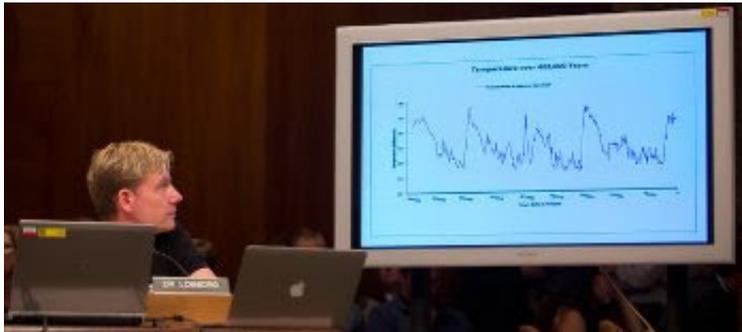
Website



YouTube

## *Current climate action is more costly than inaction, even if politicians were smart*

Bjorn Lomborg recently gave testimony to the US Senate in regard to the economic and budgetary consequences of climate change (*photo below from the New York Times*).



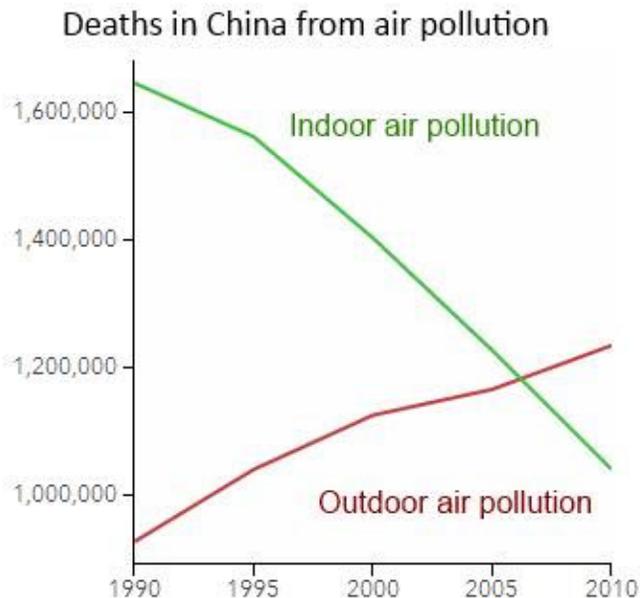
The cost of climate *action* is likely to cost at least twice as much as climate *inaction* in this century. Lomborg presented how green energy research could show a way out of this dilemma.

Renowned climate scientist Prof. [Judith Curry](#) called the testimony "important, well worth reading and pondering." Read [Lomborg's testimony](#) or watch the full hearings on webcasts from [the Senate Budget Committee](#) or the [Senate Committee on Environment](#).

# CHINADAILY

## Fight poverty, reduce pollution

China's impressive economic development has led to terrible outdoor air pollution. At the same time however, indoor air pollution has declined substantially, and fewer people now die from air pollution in China because of less poverty and access to modern energy.



Source: Global Burden of Disease, University of Washington

Lomborg writes in China's biggest English-language publication [China Daily](#) (500k+ copies) that with increased wealth, China can afford to protect more nature and reduce pollution.

## Intermediately green gas

Global warming is a significant, long-term problem. Unfortunately, we're tackling it with very costly, and very ineffective, feel-good solutions.



Lomborg writes in [The Australian](#) that we should instead focus on cost-effective CO<sub>2</sub> reductions like shale gas in the short term and green R&D in the long run.

Thank you for your continued interest and we hope you enjoy these occasional updates, if you do not wish to receive news about Bjørn Lomborg and the Copenhagen Consensus in the future, you can easily [remove your email](#) from our mailing list.

Best wishes,

Zsuzsa Horvath

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