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These diseases are deadlier than ebola

1 message

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627,000 lives could be saved by eradicating malaria

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Newsletter Bjorn Lomborg



Malaria deadlier than Ebola

According to the WHO, the latest yearly figures (2013) indicate that across the world, 627,000 people have died from malaria, 1.5 million from tuberculosis (TB) and 1.9 million from HIV/AIDS.



As Bjorn Lomborg [told the BBC World](#), [new research](#) from the Post-2015 Consensus shows there are effective targets that would dramatically reduce the burden of these deadly diseases. A dollar spent on TB could do \$43 of good and a dollar spent on malaria \$36 of good. For HIV, spending on medication would do \$10 of good for each dollar spent, and circumcision \$28 of good.

These papers were just released and will be covered by newspapers on all continents printing our series on the

Recommended links:

[How Green Is Barack Obama](#)
POLITICO

[Who Can Help Reduce the High Cost of Violence Against Women?](#)
New York Times

[What next after the Millennium Development Goals?](#)
Daily News (Egypt)

[Each dollar spent on kids' nutrition can yield more than \\$100 later](#)
Science Daily

[Reliable and affordable energy : Make clean stoves, electricity part of the new promises](#)
Economic Times (India)

[Why contraception is needed to control population explosion](#)

smartest sustainable development targets. Articles in Spanish language already appeared e.g. in [Los Tiempos](#) (Bolivia) and [Listin Diario](#) (Dominican Republic).

More grand promises

The UN Climate Summit in Lima achieved little, just like the previous meetings. After 20 years of debate and grand promises, the world gets just 0.4% of its energy from renewables, Lomborg told Peruvian newspaper [El Comercio](#).



In Canada's newspaper of record [Globe and Mail](#), [Die Welt](#) (Germany), [La Tribune](#) (France), [Svenska Dagbladet](#) (Sweden), and [de Volkskrant](#) (Netherlands),



Lomborg explains why the current approach of subsidizing current inefficient green technologies is failing.



Instead we should invest in energy R&D to make green energy cheap, Lomborg argues on Canada's [Sun News](#) channel.

"A hard-headed economist with a big-picture approach"

[Economic Times \(India\)](#)

[Sæt globale mål for energi](#)
[Berlingske \(Denmark\)](#)

[Skæv udviklingsbistand](#)
[Børsen \(Denmark\)](#)

[Enighed om vigtige pointer i klimapolitikken](#)
[Jyllands-Posten \(Denmark\)](#)

[Grønne råd er dyre](#)
[Jyllands-Posten \(Denmark\)](#)

[Una mejor dieta para un mejor planeta](#)
[El Universal \(Venezuela\)](#)

[Transferencia de tecnología](#)
[El Pais \(Uruguay\)](#)

[Die Rettung der Welt](#)
[The European \(Germany\)](#)

[Organizacja Narodów Zjednoczonych potrzebuje strategii](#)
[Listy z naszego sadu \(Poland\)](#)

[O desafío demográfico](#)
[Jornal de Negocios](#)

VERDENS SANDE TILSTAND
[Blog for Berlingske \(Denmark\)](#)

[Stop støtten til fossil energi](#)

[Solfakta frem i lyset](#)

[En planet er nok](#)

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.

Value for money

The UN is debating what goals the world should set for the next 15 years. The Copenhagen Consensus Centre asked a team of economists to rate 169 suggested goals for their potential good. Here's a selection:

MOST EFFECTIVE	GOOD	FAIR	LEAST EFFECTIVE
Benefit is 15X higher than cost	Benefit is 5 to 15X higher than cost	Benefit is 1 to 5X higher than cost	Costs outweigh benefits
Reducing malnutrition Family planning and reproductive health services for women Tobacco control Early childhood education	Eliminate child labour Gender equity Improved disaster preparedness	Access to drinking water Doubling energy efficiency Halving traffic accidents HIV/AIDS prevention	Sustainable tourism Prevention of drug abuse Wage protection Increased access to universities

The Sydney Morning Herald

THE AGE

[Sydney Morning Herald](#) and Melbourne's [The Age](#) interview Bjorn Lomborg on why the UN must be hard-headed in its selection of development targets. The goals chosen should maximize the chances that the money is well spent, and economic analysis can guide this process.

What would happen if everyone got broadband?

It would enable a host of new enterprises and create more jobs, greater efficiency, bigger markets for goods and services, and faster innovation. The rapid rollout of broadband services has transformed the lives of people in the industrialized world.



Developing countries could benefit at least as much. Tripling access to mobile broadband to 60% in 2030 would be money well spent, as [every dollar invested returns \\$17 in benefits](#).

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 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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THE WALL STREET JOURNAL.

News outlets throughout the world reported this story, such as [Wall Street Journal](#), [Sydney Morning Herald](#) (Australia), [Express](#) (Belgium), [Gazeta](#) (Russia) and [Merdeka](#) (Indonesia), [MSN](#) and in [Japan](#), [Malaysia](#), and [South Africa](#).

Lomborg's oped *Acceso a internet: inversión esencial* appeared in Latin American newspapers: [Milenio](#) (Mexico), [Listin Diario](#) (Dominican Republic), [Los Tiempos](#) (Bolivia) and [El Universal](#) (Venezuela).

Data is not free

UN Secretary-General Ban Ki-moon recently proposed establishing a “comprehensive program of action on data” for the SDGs. But proper data for the currently proposed 169 targets could [cost as much as 1/8th of all aid](#).

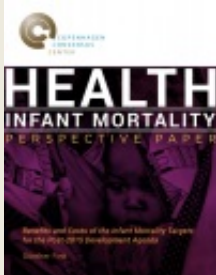
So how much are we willing to spend on measuring the post-2015 development agenda? Read Lomborg new column for [Project Syndicate](#) is available in five languages.



It was published around the world, e.g. in [Australian Financial Review](#), [Economic Times](#) (India), [Die Welt](#) (Germany) or [Korea Times](#).

Save 14 million children and improve women's health





By providing expecting mothers with nutrients and protection from disease, having nurses and clean facilities at birth, and then ensuring best practice child care techniques. Overall the [benefits are \\$9 for every dollar spent](#).

Another smart target is to vaccinate young girls against cervical cancer. This will lead to 270,000 fewer deaths for every cohort vaccinated, [returning \\$3 for every dollar spent](#).



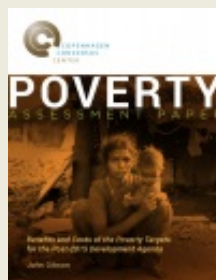
Lomborg discusses the [Post-2015 Consensus research](#) in articles for [TIME](#) and Latin American newspapers such as [Milenio](#) (Mexico) and [La Prensa](#) (Panama).

Smart ways to tackle poverty

THE HUFFINGTON POST
TOP NEWS AND OPINION

There's many proposals on how to address poverty in the post-2015 development agenda -- from more social inclusion to full employment, more happiness, increased resilience and more.

[New Post-2015 Consensus research](#) argues to continue focusing on reducing extreme poverty, which still affects more than a billion people, and drop the rest. To close the poverty gap could have benefits of \$5 per dollar spent.



Lomborg writes in [Huffington Post](#) and multiple Latin American newspapers, e.g. [Milenio](#) (Mexico), [Listin Diario](#) (Dominican Republic) and [Los Tiempos](#) (Bolivia).

Happy Birthday!

Bjorn Lomborg just celebrated his 50th birthday. Major Danish newspapers used the occasion for portraits e.g. the national newswire Ritzau, Politken, [Berlingske](#) and [Jyllands-Posten](#). Interviews in [DR Radio](#) and [Berlingske](#).



Danish newspapers (e.g. [JydskeVestkysten](#)) also reported that Denmark's biggest party is considering consider financial support for the Copenhagen Consensus Center.

The national broadcaster twice aired *Cool It* the documentary by Sundance-winning director Ondi Timoner. In Denmark you can [still catch it online](#) until January 13, elsewhere you can watch it on [netflix](#) or [iTunes](#).



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,
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