Do more with less

Prioritizing with cost-benefit analysis

Copenhagen Consensus Center
Bjorn Lomborg

How do we often prioritize?

- Overwhelming number of good causes
- For governments, donors and SDG investors
  - **Often about what gets the attention**
  - **The causes that have the**







That is not how to prioritize

We can do better

To prioritize, you need a menu

- With prices and sizes


Todays Specials!
7AM-8PM
$9.99
create your own pizza
$11.99 each
chicken Marsala
asparagus, soup of the day, mashed potatoes


Todays Specials!
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Wreckless Eating

Where do you think a million dollars saves the most lives?

Build urban sanitation

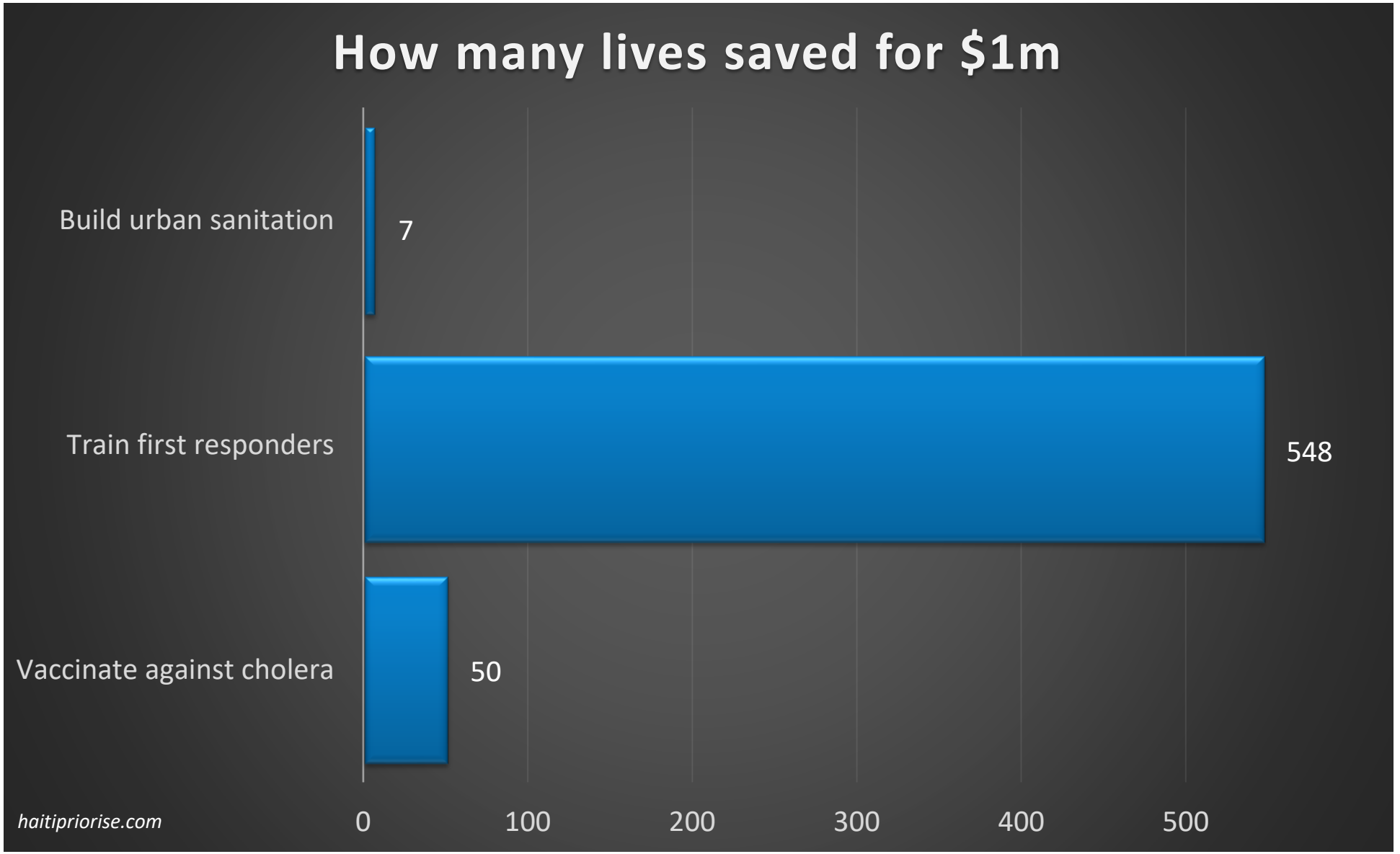


Photo: Alice Smeets


Train first responders
RESCUE SQUAD
Advanced Life Support Unit


Vaccinate against cholera


Build urban sanitation
Train first responders
Vaccinate against cholera



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Why don’t we prioritize?

Because it is hard

Copenhagen Consensus

- We've been making evidence-based priorities for 20 years
  - **"Where will the *next* dollar do most good?"**
- Work with 300+ of the world's top economists
  - **Including 7 Nobel Laureates**
- The methodology works everywhere
  - **Haiti, Bangladesh, Andhra Pradesh, Rajasthan, Ghana, Malawi**
  - **How best to solve climate, health, and HIV**
  - **Help the UN set the smartest targets for the world**

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Haiti Priorise



Priorities for Haiti



Priorities for Haiti

- Solutions
  - **Government, academia, businesses, donors, NGOs**
- Economists
  - **Haitian & Int'l**
  - **Do cost-benefit**
- Media
  - **Print & radio**
- Prioritize
  - **Eminent panel**

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Urban Sanitation in Haiti

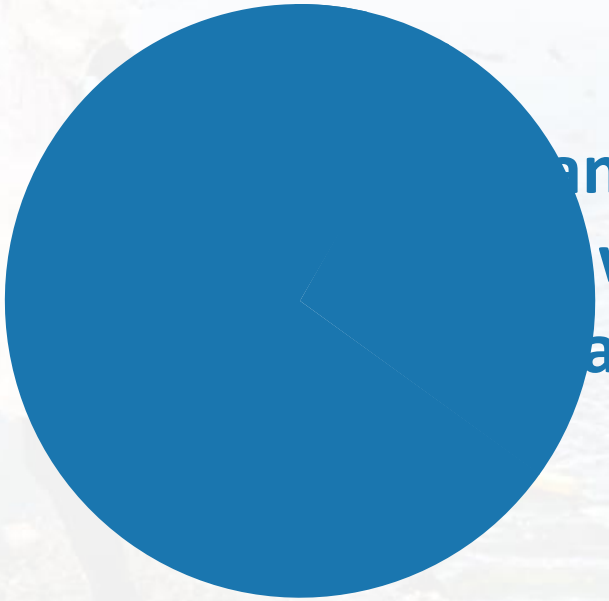


Photo: Alice Smeets

Urban Sanitation in Haiti

- Costs
  - **Pit Latine/Person, 15 yrs**
    - $43.9
  - **Emptying 4.5 yrs**
    - $33
- Total annualized cost @5%
  - **$8.93 per person per year**

- Benefits
  - **Save lives**



n deaths
with better
ation

3,598 avoided deaths in Haiti

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    - $43.9
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- Total annualized cost @5%
  - **$8.93 per person per year**

- Benefits
  - **Pit latrines avoid 254 deaths**
  - **Value of avoiding death?**
    - Life-year valued at 3xGPD/cap
    - Each 19.4 life years @5%
    - Worth 3 x $820 x 19.4 x 254
    - $12.1m
- For each of the 3.7m people
  - **Death avoided: $3.28**

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- Total annualized cost @5%
  - **$8.93**

- Benefits
  - **Death avoided: $3.28**
  - **Disease avoided: $1.12**
  - **Health care savings: $1.13**
  - **Productivity gain: $1.81**
  - **Education gain: $0.24**
  - **Environmental gain: $0.03**
- Total annual benefit
  - **$7.61 per person per year**

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Urban Sanitation in Haiti



- Costs
  - **$8.93**
- Benefits
  - **Social, economic and environmental**
  - **$7.61**
- Benefit-Cost Ratio
  - **0.9**

Photo: Alice Smeets

Cholera in Haiti



Cholera in Haiti

- Cholera introduced by UN forces in 2010
- 900,000 sick
- 9,000 dead
  - **Now about 40,000 new cases/year**
  - **400 deaths/year**

- Cost of vaccine
  - **$1 purchase**
  - **$1 delivery**
  - **$0.08 time to receive dose**
- $2.08 per vaccine

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Full 2-dose vaccination across Haiti

- Costs per household
  - **$2.08 twice for 4.65 people, every three years for 65% of population**
  - **$0.37 per month per household @5%**
- Benefits per household
  - **65% will die 94% less**
    - 157 deaths avoided per year
  - **35% will die 86% less (herd immunity)**
    - 90 deaths avoided
  - **$0.80 per month per household @5%**

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holera in Haiti

- Costs
  - **$0.37**
- Benefits
  - **$0.80**
- Benefit-Cost Ratio
  - **2.1**

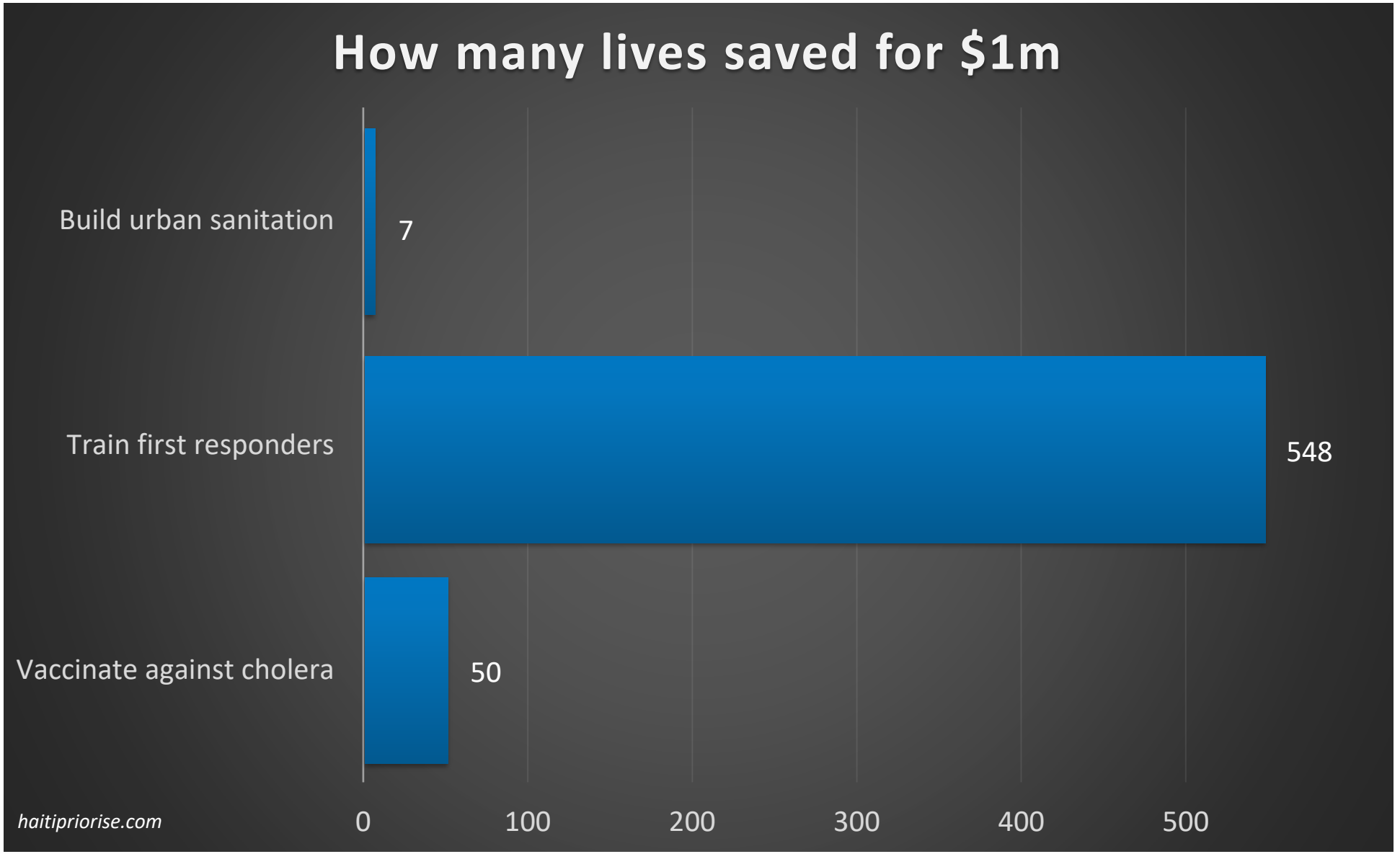
Ambulance network



Ambulance network

- National ambulance network
  - **$36.8m, saves 3,968 people or $104m** **BCR=2.8**
- Urban ambulance network
  - **$8.9m, saves 2,539 people or $70m** **BCR=8**
- Train first responders
  - **$1.3m, saves 716 people or $20m** **BCR=16**

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The Sustainable Development Goals

Promise everything to everyone

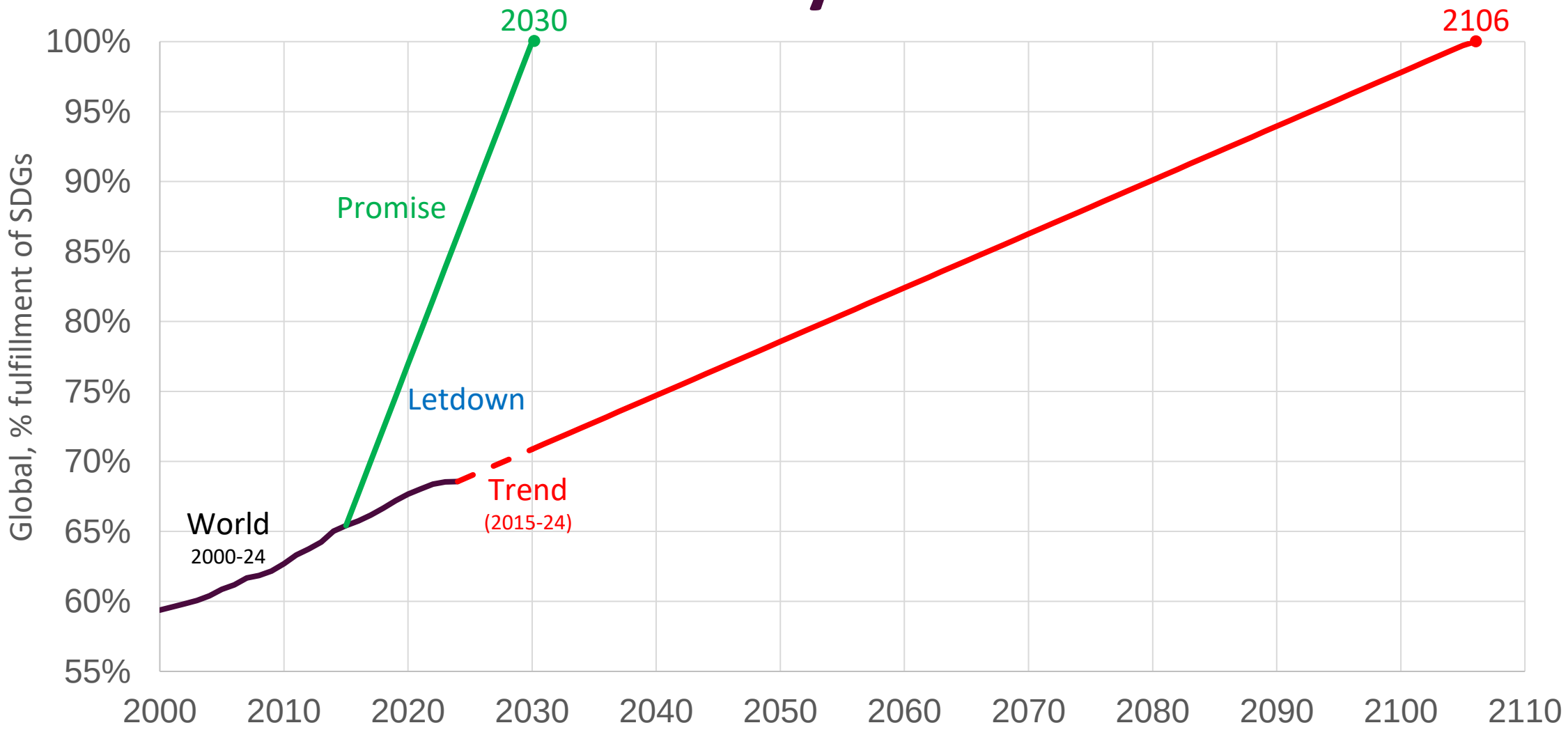
The Sustainable Development Goals
— everything for everyone

- SDGs
  - **169 targets**
  - **Many hundreds of promises**
  - **End poverty everywhere**
    - And full social protection systems
  - **End hunger**
    - And organic apples
  - **End communicable disease**
    - And drug and alcohol abuse

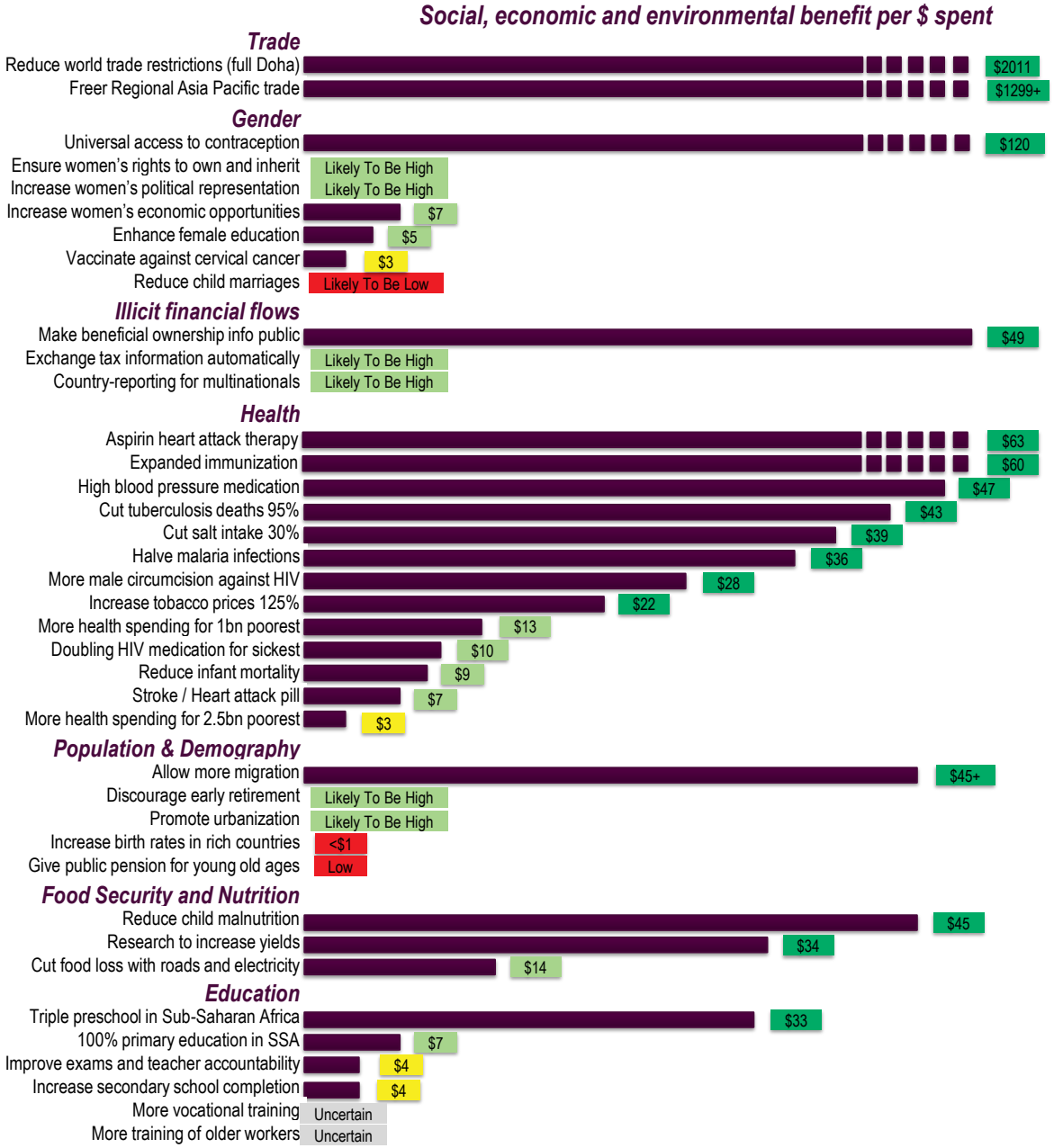
- **Fix war, climate change, pollution, corruption, and chronic diseases,**
- **improve education**
- **save biodiversity**
- **reduce inequality**
- **get jobs for everyone**
- **promote sustainable tourism**
- **promote lifestyles “in harmony with nature”**
- **increase urban parks for the disabled**

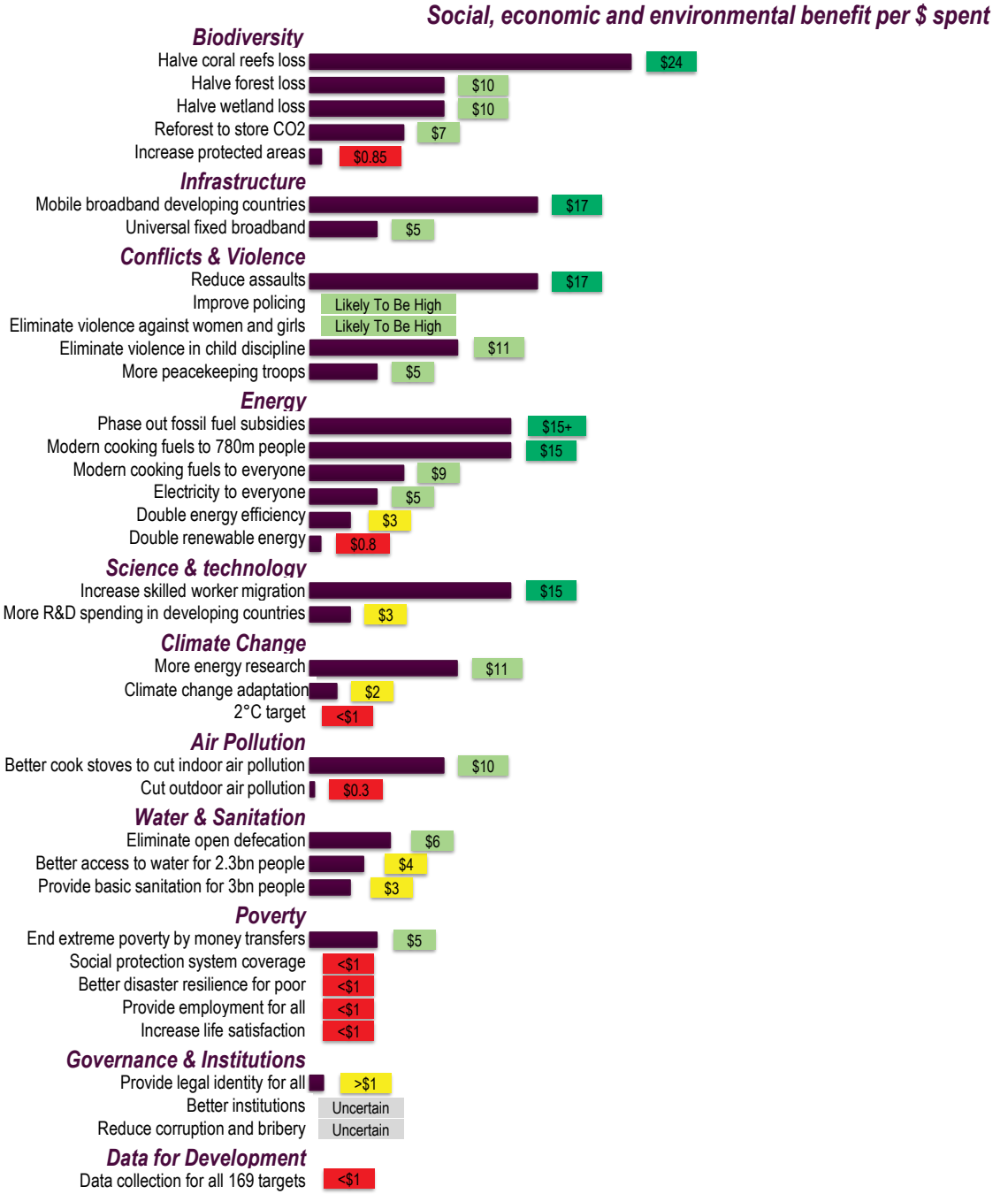
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SDGs: 2000-2030 and beyond



(Sachs et al. 2025)


Social, economic and environmental benefit per $ spent
Trade
Reduce world trade restrictions (full Doha)
$2011
Freer Regional Asia Pacific trade
$1299+
Gender
Universal access to contraception
$120
Ensure women's rights to own and inherit
Likely To Be High
Increase women's political representation
Likely To Be High
Increase women's economic opportunities
$7
Enhance female education
$5
Vaccinate against cervical cancer
$3
Reduce child marriages
Likely To Be Low
Illicit financial flows
Make beneficial ownership info public
$49
Exchange tax information automatically
Likely To Be High
Country-reporting for multinationals
Likely To Be High
Health
Aspirin heart attack therapy
$63
Expanded immunization
$60
High blood pressure medication
$47
Cut tuberculosis deaths 95%
$43
Cut salt intake 30%
$39
Halve malaria infections
$36
More male circumcision against HIV
$28
Increase tobacco prices 125%
$22
More health spending for 1bn poorest
$13
Doubling HIV medication for sickest
$10
Reduce infant mortality
$9
Stroke / Heart attack pill
$7
More health spending for 2.5bn poorest
$3
Population & Demography
Allow more migration
$45+
Discourage early retirement
Likely To Be High
Promote urbanization
Likely To Be High
Increase birth rates in rich countries
<$1
Give public pension for young old ages
Low
Food Security and Nutrition
Reduce child malnutrition
$45
Research to increase yields
$34
Cut food loss with roads and electricity
$14
Education
Triple preschool in Sub-Saharan Africa
$33
100% primary education in SSA
$7
Improve exams and teacher accountability
$4
Increase secondary school completion
$4
More vocational training
Uncertain
More training of older workers
Uncertain


Social, economic and environmental benefit per $ spent
Biodiversity
Halve coral reefs loss
$24
Halve forest loss
$10
Halve wetland loss
$10
Reforest to store CO2
$7
Increase protected areas
$0.85
Infrastructure
Mobile broadband developing countries
$17
Universal fixed broadband
$5
Conflicts & Violence
Reduce assaults
$17
Improve policing
Likely To Be High
Eliminate violence against women and girls
Likely To Be High
Eliminate violence in child discipline
$11
More peacekeeping troops
$5
Energy
Phase out fossil fuel subsidies
$15+
Modern cooking fuels to 780m people
$15
Modern cooking fuels to everyone
$9
Electricity to everyone
$5
Double energy efficiency
$3
Double renewable energy
$0.8
Science & technology
Increase skilled worker migration
$15
More R&D spending in developing countries
$3
Climate Change
More energy research
$11
Climate change adaptation
$2
2°C target
<$1
Air Pollution
Better cook stoves to cut indoor air pollution
$10
Cut outdoor air pollution
$0.3
Water & Sanitation
Eliminate open defecation
$6
Better access to water for 2.3bn people
$4
Provide basic sanitation for 3bn people
$3
Poverty
End extreme poverty by money transfers
$5
Social protection system coverage
<$1
Better disaster resilience for poor
<$1
Provide employment for all
<$1
Increase life satisfaction
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Governance & Institutions
Provide legal identity for all
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Better institutions
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Sanitation for the World



Sanitation for the World

- Lack of santiation kills 280,000
  - **but simple sanitation will only save 26%**
- Annual costs
  - **$31 billion**
- Annual benefits
  - **Both time savings, mortality and disease**
  - **$91 billion**
- BCR: 3

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Climate and energy



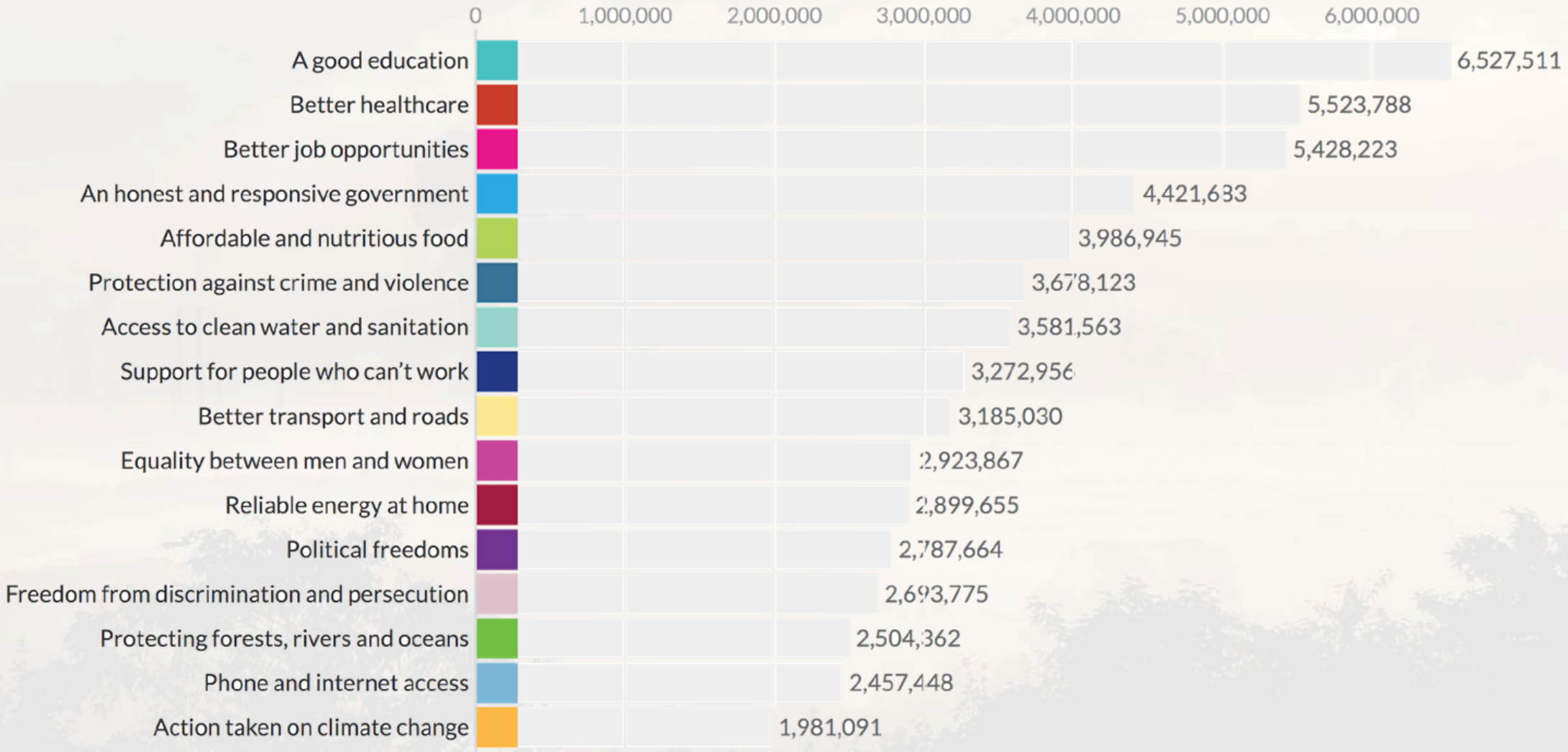
Climate and energy

- 2°C target
  - **Cost across century about $100,000bn**
  - **3°C cost about $40,000bn**
    - 2°C only avoid about $100bn/year extra towards end of century
- Green energy R&D $100bn
  - **Cost across the century $1,600bn**
  - **Avoided climate impact and climate policy costs $18,000bn**
  - **BCR: 11**

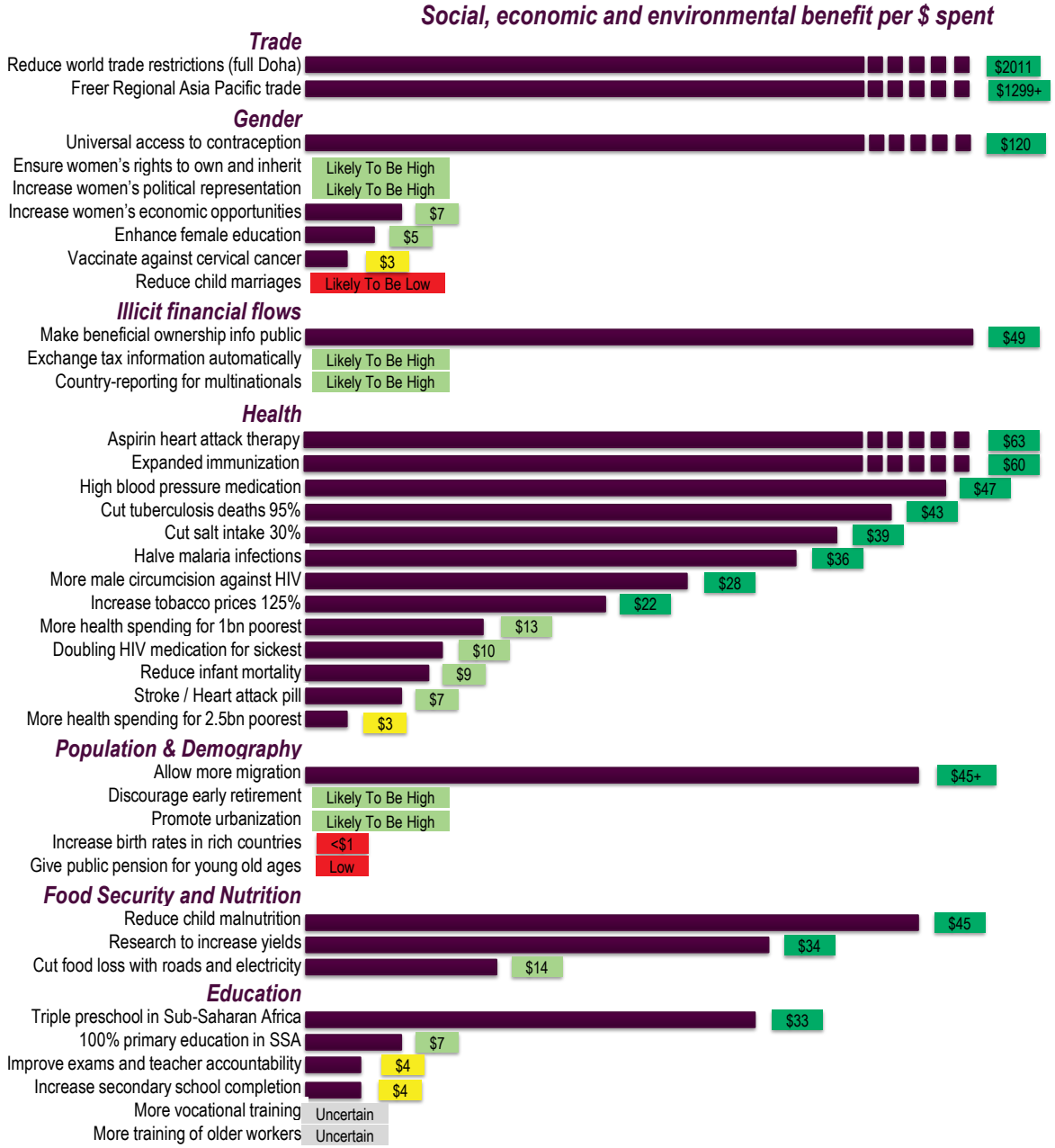
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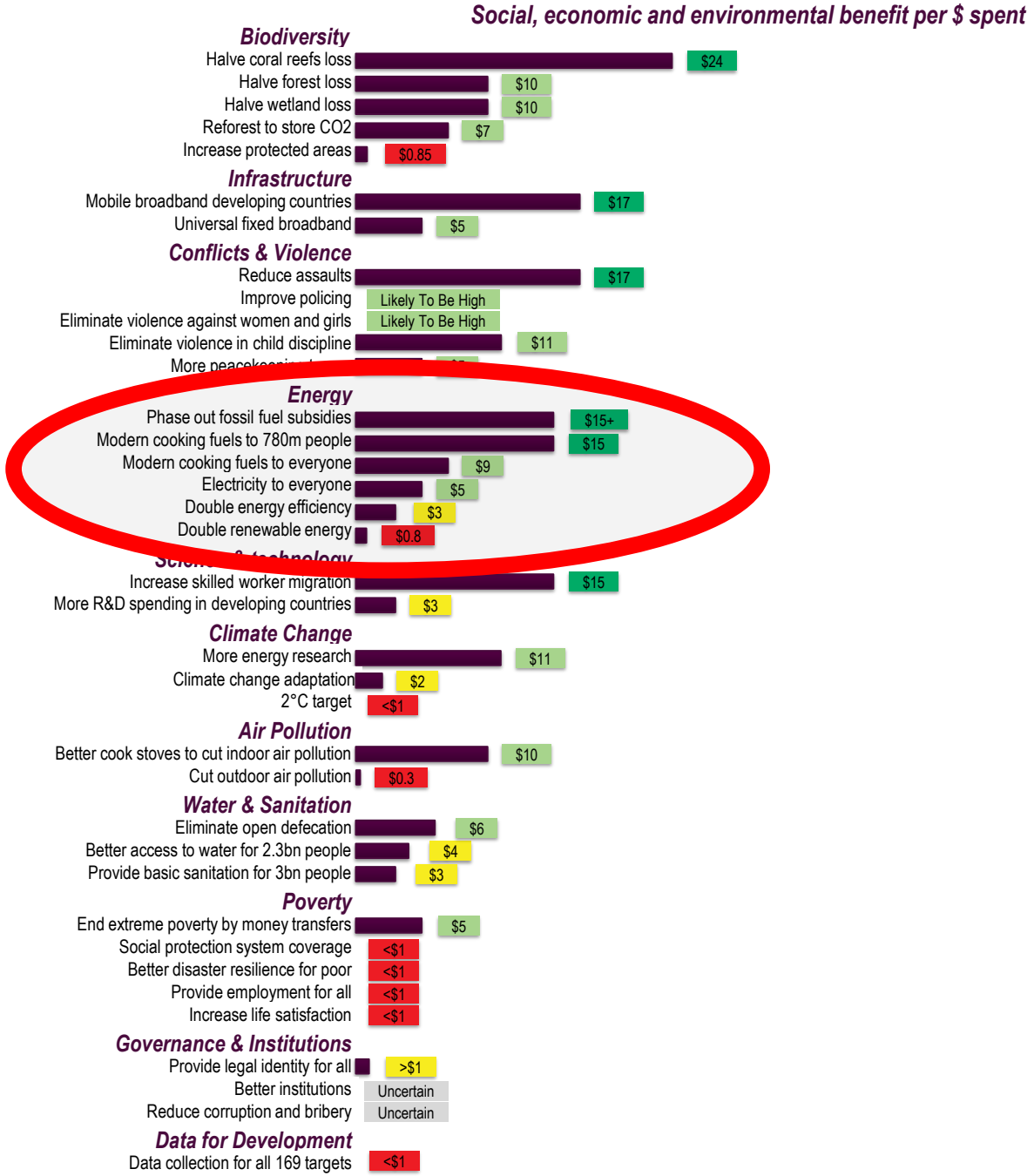
What does the world want? (UN Survey)

9,735,416 votes for All Countries & Country Groups / All Genders / All Education Levels / Age Group (All Age Groups)



http://data.myworld2015.org/


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Energy



Energy

- Double renewable energy
  - **Benefit $415bn**
  - **Cost $514bn**
  - **BCR $0.80 back on the dollar**



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Energy

- Double energy efficiency
  - **Cost $213, benefit $576, BCR: 3**
- Universal energy access
  - **$135bn/year**
  - **Benefits $916bn**
    - BCR: 7

AUSTRALIA CONSENSUS CENTRE

Energy

- Indoor air pollution
  - **Cleaner cooking stoves to 30%**
  - **$11bn cost, $161bn benefits, BCR: $15**
- Get rid of fossil fuel subsidies: $15+

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Modern cooking fuels to everyone $9
Electricity to everyone $5
Double energy efficiency $3
Double renewable energy $0.8
Science & technology
Increase skilled worker migration $15
More R&D spending in developing countries $3
Climate Change
More energy research $11
Climate change adaptation $2
2°C target <$1
Air Pollution
Better cook stoves to cut indoor air pollution $10
Cut outdoor air pollution $0.3
Water & Sanitation
Eliminate open defecation $6
Better access to water for 2.3bn people $4
Provide basic sanitation for 3bn people $3
Poverty
End extreme poverty by money transfers $5
Social protection system coverage <$1
Better disaster resilience for poor <$1
Provide employment for all <$1
Increase life satisfaction <$1
Governance & Institutions
Provide legal identity for all >$1
Better institutions Uncertain
Reduce corruption and bribery Uncertain
Data for Development
Data collection for all 169 targets <$1

Nutrition

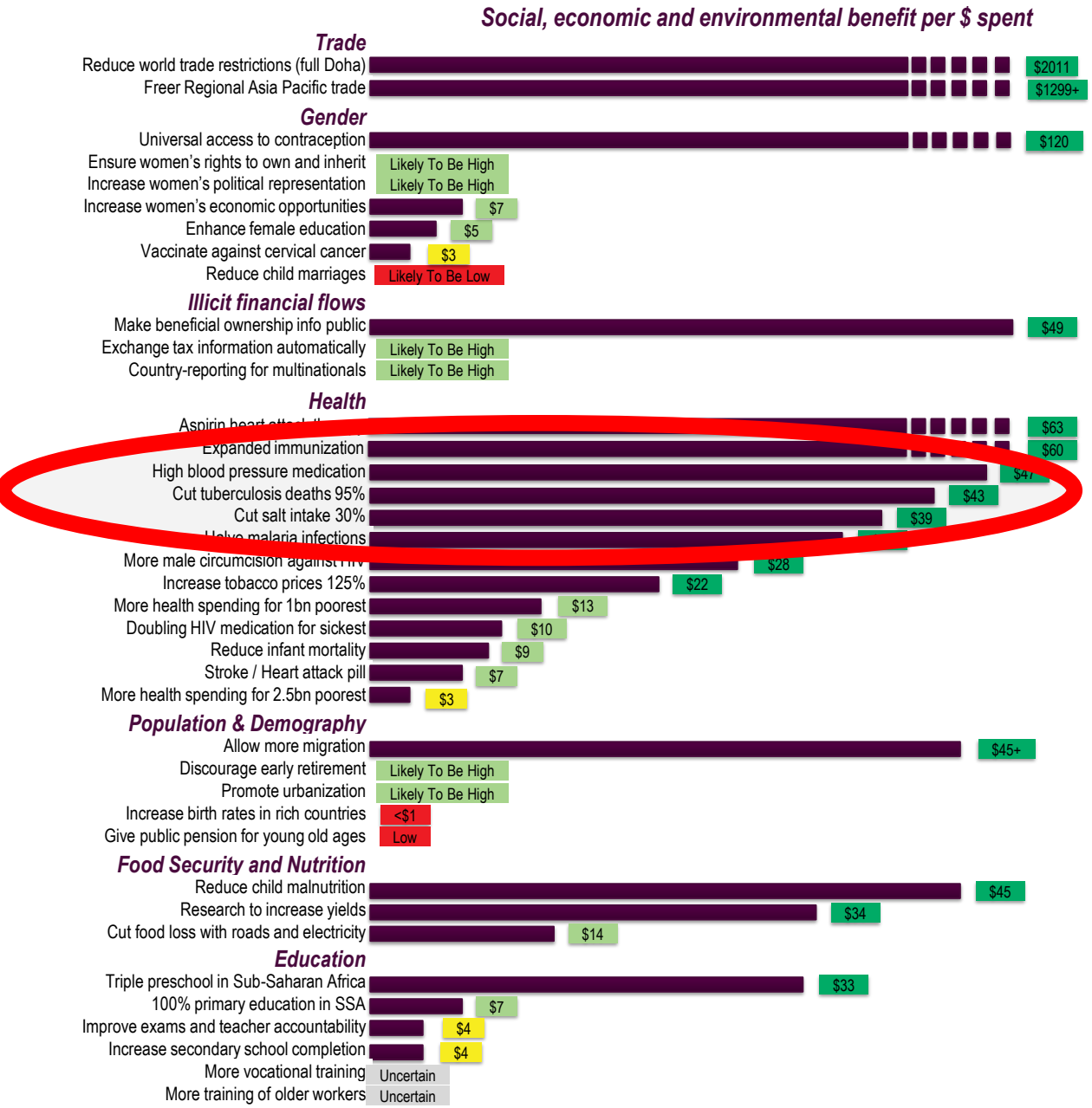


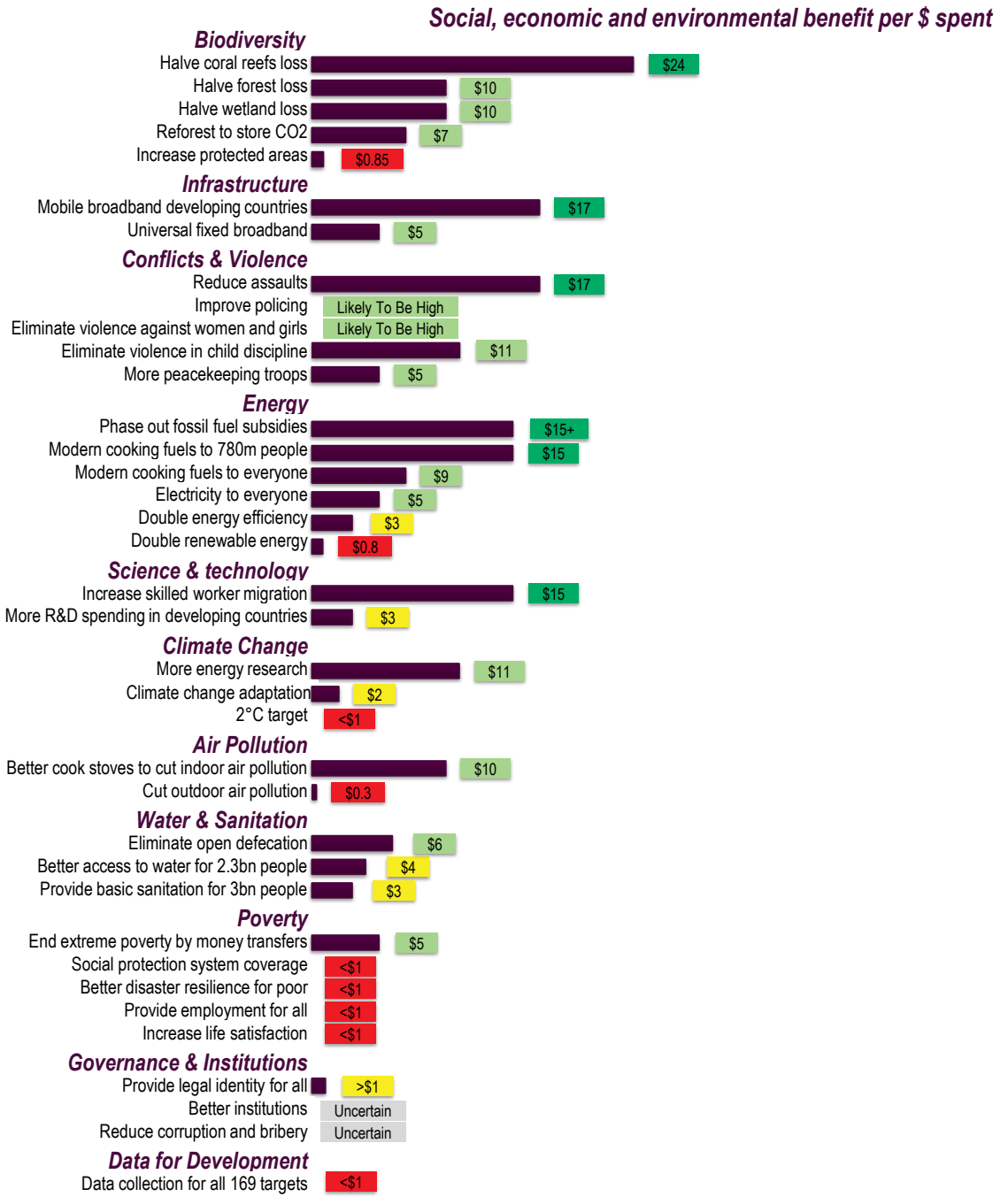
Ian Muttoo, Balance, 2012 ht

Nutrition

- 0-2 years old
- Guatemala
- Average cost
  - **$97 per kid**
- Average benefit
  - **$4,365**
- BCR: 45

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Social, economic and environmental benefit per $ spent
Trade
Reduce world trade restrictions (full Doha)
$2011
Freer Regional Asia Pacific trade
$1299+
Gender
Universal access to contraception
$120
Ensure women's rights to own and inherit
Likely To Be High
Increase women's political representation
Likely To Be High
Increase women's economic opportunities
$7
Enhance female education
$5
Vaccinate against cervical cancer
$3
Reduce child marriages
Likely To Be Low
Illicit financial flows
Make beneficial ownership info public
$49
Exchange tax information automatically
Likely To Be High
Country-reporting for multinationals
Likely To Be High
Health
$63
Expanded immunization
$60
High blood pressure medication
$47
Cut tuberculosis deaths 95%
$43
Cut salt intake 30%
$39
$28
Increase tobacco prices 125%
$22
More health spending for 1bn poorest
$13
Doubling HIV medication for sickest
$10
Reduce infant mortality
$9
Stroke / Heart attack pill
$7
More health spending for 2.5bn poorest
$3
Population & Demography
Allow more migration
$45+
Discourage early retirement
Likely To Be High
Promote urbanization
Likely To Be High
Increase birth rates in rich countries
<$1
Give public pension for young old ages
Low
Food Security and Nutrition
Reduce child malnutrition
$45
Research to increase yields
$34
Cut food loss with roads and electricity
$14
Education
Triple preschool in Sub-Saharan Africa
$33
100% primary education in SSA
$7
Improve exams and teacher accountability
$4
Increase secondary school completion
$4
More vocational training
Uncertain
More training of older workers
Uncertain


Social, economic and environmental benefit per $ spent
Biodiversity
Halve coral reefs loss
$24
Halve forest loss
$10
Halve wetland loss
$10
Reforest to store CO2
$7
Increase protected areas
$0.85
Infrastructure
Mobile broadband developing countries
$17
Universal fixed broadband
$5
Conflicts & Violence
Reduce assaults
$17
Improve policing
Likely To Be High
Eliminate violence against women and girls
Likely To Be High
Eliminate violence in child discipline
$11
More peacekeeping troops
$5
Energy
Phase out fossil fuel subsidies
$15+
Modern cooking fuels to 780m people
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Modern cooking fuels to everyone
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Poverty
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$5
Social protection system coverage
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Better disaster resilience for poor
<$1
Provide employment for all
<$1
Increase life satisfaction
<$1
Governance & Institutions
Provide legal identity for all
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Tuberculosis



Tuberculosis

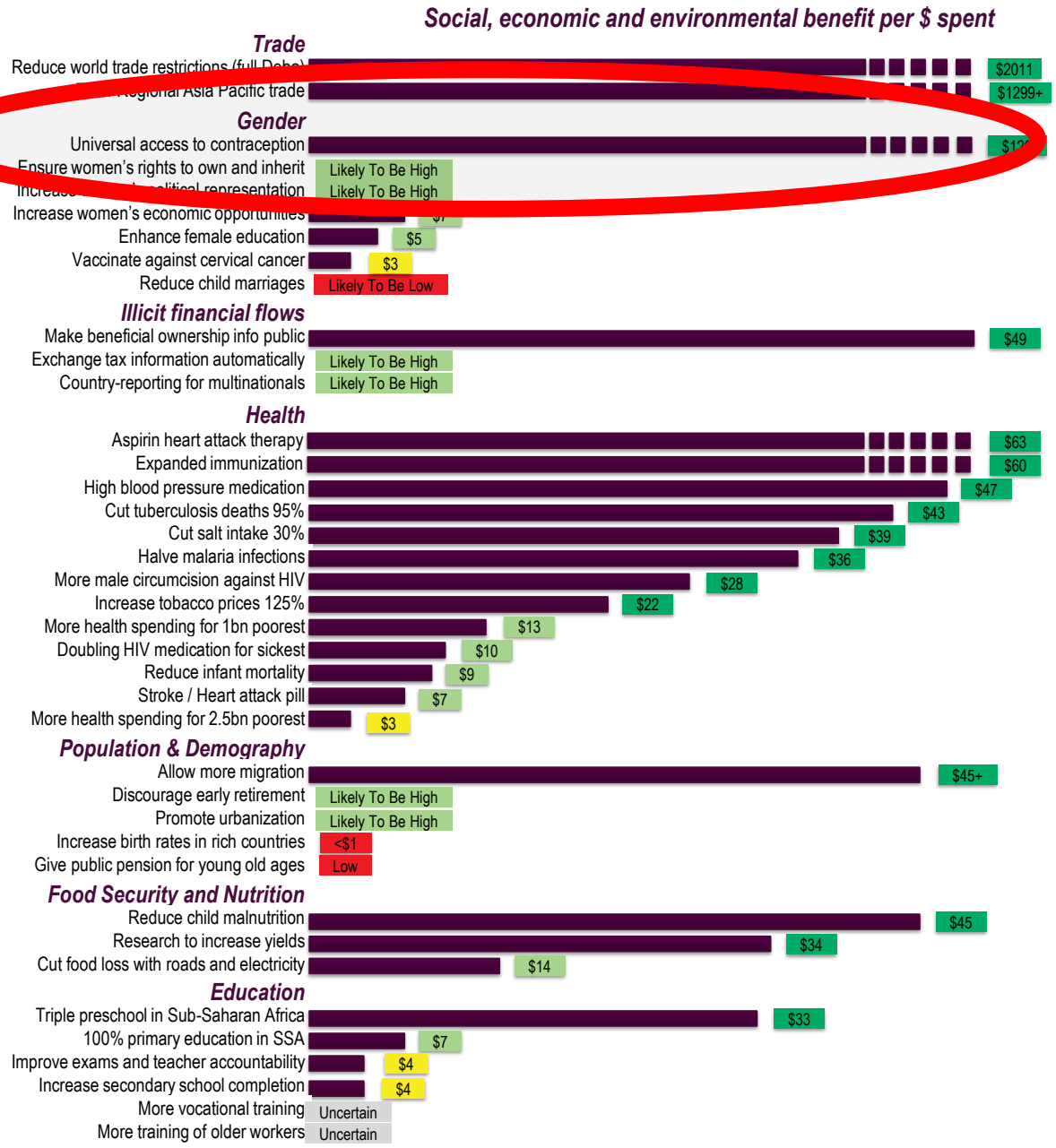
- Cost
  - **Latent TB screening**
    - $1,592 per TB found and treated (2.7m cases missing each year) = $4.3bn
  - **TB treatment drug sensitive**
    - $387 per person cured (5.8m cases) = $2.2bn
  - **TB treatment multi-drug resistant**
    - $3,228 per person cured (0.5m cases) = $1.6bn
  - **Total cost:** $8.1 billion annually or $907 per TB person

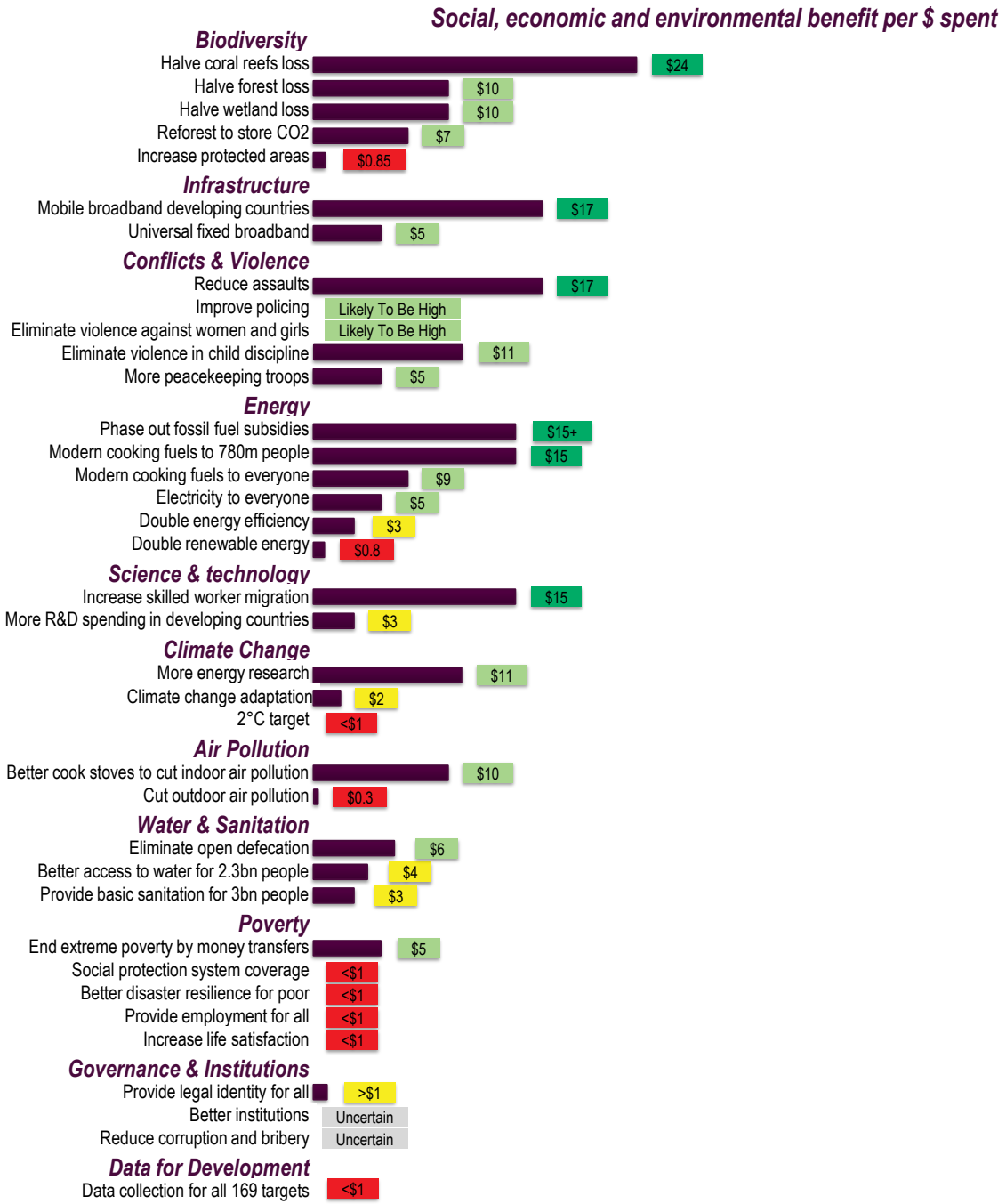
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Tuberculosis

- Benefit
  - **20 life years on average saved**
  - **Median benefit: $38,594**
  - **Cost $907**
    - BCR is 43

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Social, economic and environmental benefit per $ spent
Trade
Reduce world trade restrictions (full Doha)
$2011
Regional Asia Pacific trade
$1299+
Gender
Universal access to contraception
Ensure women's rights to own and inherit
Likely To Be High
Likely To Be High
Increase women's economic opportunities
Enhance female education
$5
Vaccinate against cervical cancer
$3
Reduce child marriages
Likely To Be Low
Illicit financial flows
Make beneficial ownership info public
$49
Exchange tax information automatically
Likely To Be High
Country-reporting for multinationals
Likely To Be High
Health
Aspirin heart attack therapy
$63
Expanded immunization
$60
High blood pressure medication
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Cut tuberculosis deaths 95%
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Cut salt intake 30%
$39
Halve malaria infections
$36
More male circumcision against HIV
$28
Increase tobacco prices 125%
$22
More health spending for 1bn poorest
$13
Doubling HIV medication for sickest
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Reduce infant mortality
$9
Stroke / Heart attack pill
$7
More health spending for 2.5bn poorest
$3
Population & Demography
Allow more migration
$45+
Discourage early retirement
Likely To Be High
Promote urbanization
Likely To Be High
Increase birth rates in rich countries
<$1
Give public pension for young old ages
Low
Food Security and Nutrition
Reduce child malnutrition
$45
Research to increase yields
$34
Cut food loss with roads and electricity
$14
Education
Triple preschool in Sub-Saharan Africa
$33
100% primary education in SSA
$7
Improve exams and teacher accountability
$4
Increase secondary school completion
$4
More vocational training
Uncertain
More training of older workers
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Biodiversity
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$24
Halve forest loss
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Halve wetland loss
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Reforest to store CO2
$7
Increase protected areas
$0.85
Infrastructure
Mobile broadband developing countries
$17
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Family planning

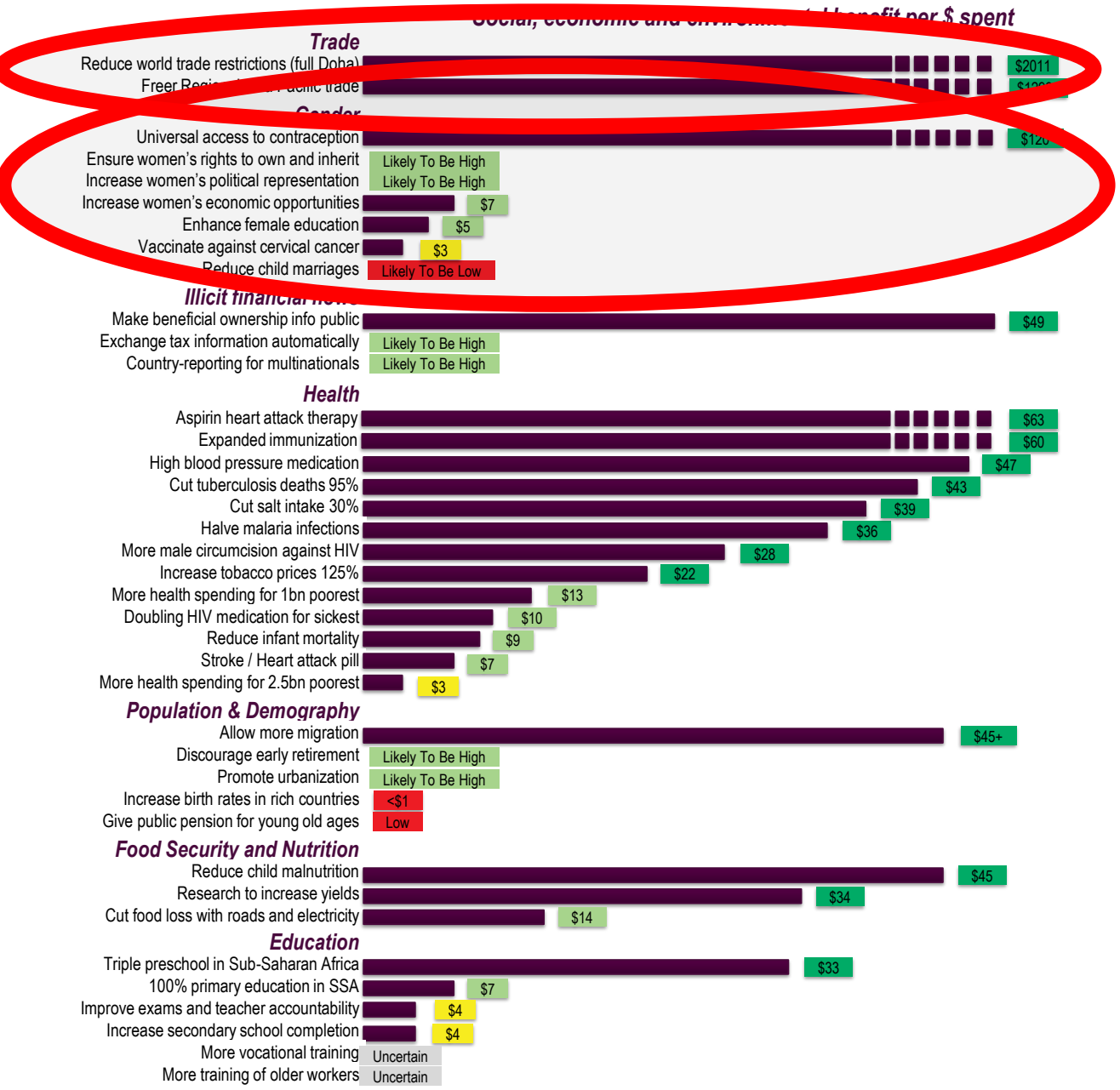


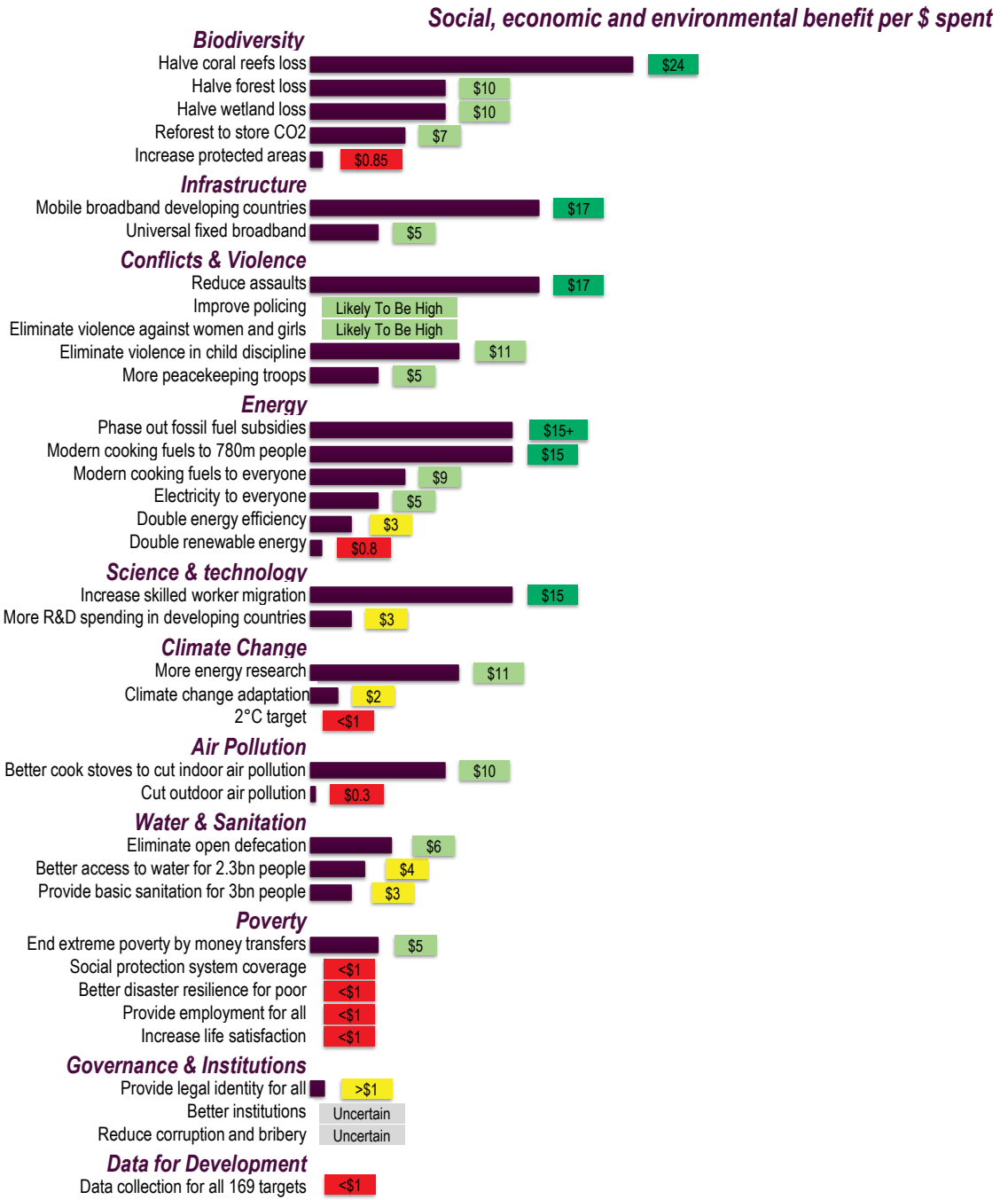
Family planning

- 215m women still no access to contraception
  - **Getting access**
    - Cost $3.6bn/yr
    - Benefits:
      - 640,000 fewer newborn deaths
      - 150,000 fewer maternal deaths
      - 600,000 fewer children who lose their mother
      - $145bn/yr
      - Demographic dividend $288bn/yr
    - $120 back on each dollar



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Free trade



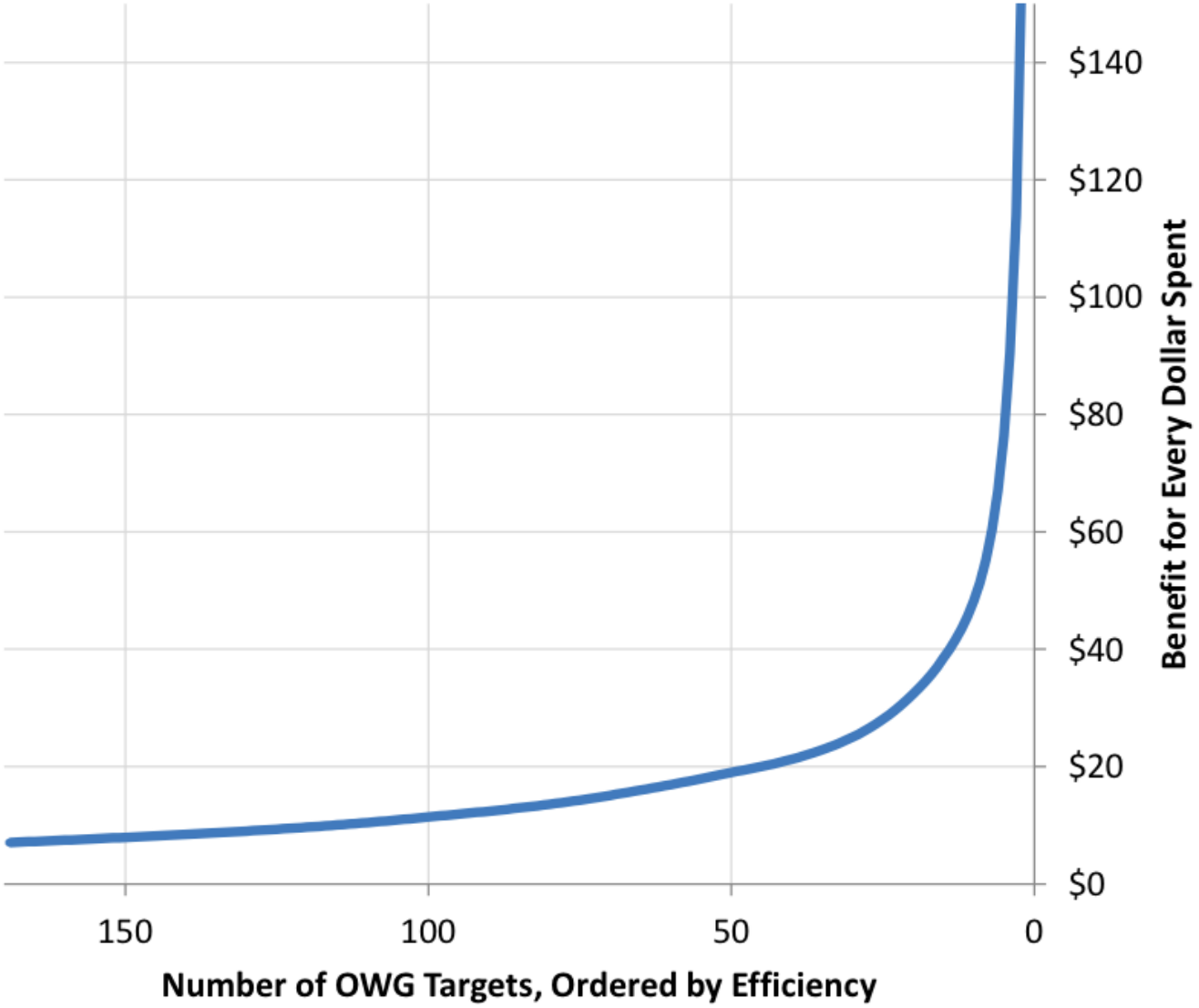
Maersk, Edith Maersk #6l, 2011 http://bit.ly/2lIB3sv

Free trade

- Doha round
  - **Costs $250bn (mostly paying off Western farmers)**
  - **Benefits $500,000bn**
    - Or $11,000bn by 2030
    - $1,000 per person in the developing world
    - Lifting 160 million people out of poverty
  - **$2,000 back on each dollar**

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Overall benefit



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- But if we prioritize
- She could get
  - **Better nutrition**
  - **Better school**
  - **Better health**
  - **Safer birth**
  - **Higher income**
  - **Less violence**
  - **Less air pollution**
  - **More energy**
  - **More rights**



- Girl from Haiti
  - **She might not get sanitation first**