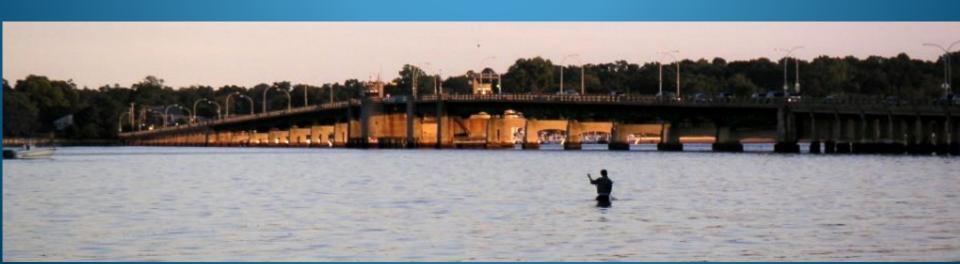
## National Councils for Sustainable Development Financing for Sustainable Development

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## Communicating with Engineers (STEMs) is difficult. It is not their fault.

### Engineers often have no clue what finance means. Me too, really

Too often policymakers and financiers have no clue what engineers do and how they think

#### Engineers: The glass is not half full or half empty. It is 50% too big.

### Real Engineers are not anti something; they are pro-better

#### Watch out for freeloaders and curbside promoters

## An anti-something Engineer is probably a Freeloader or a Curbside Promoter

#### Real Engineers love difficult, clear, long term, social and technical goals.

## Real Engineers: If it ain't hard, it ain't worth doing

Bad goals, are just bad goals if no money is spent on them.

But nothing is more destructive than allowing engineers to work on bad goals.

### Finance for pure profit is easy. Finance for social progress is difficult

# Almost always it is the job of policy visionaries to develop the path for true progress.

### From an engineer's point of view, development banks are policy tools

Good Policy: Apollo (50 years next week) Marshall Plan UN, EC, NATO, etc. Clean Air/Clean Water Act **National Parks CAFE** ratings

Bad Policy:
Corn Ethanol
Clean Coal
Waffling on CAFE ratings

#### Scary Policy: Interstate Highway Act Electric Car mandates

There is no curse of unintended consequences, there is a curse of poorly studied consequences

## CO2 reduction has no downside; if we need more CO2 it is easy to introduce again

## Development Banks should distinguish between good policy and scary policy

## Really, Really, evaluate the project on a technical/economical/social level

#### Get reliable help

Only total truth will get us effectively down the road. Policy truth, technical truth, and economic truth

It is not

"The Tragedy of the
Commons",

it is

"The Reality of the Commons"

# Almost always, great vision and goal setting can beat the pants of any other competitor