

# 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**



CO<sub>2</sub> reduction has no  
downside; if we need more  
CO<sub>2</sub> 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**