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# THE WALL STREET JOURNAL

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## First, Make Green Energy Cheap

*Bjørn Lomborg is director of the Copenhagen Consensus Center.*

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Focusing on reducing emissions over the past 20 years has not yielded any results says Bjørn Lomborg, Director of the Copenhagen Consensus Center. Joel Kotkin, Distinguished Presidential Fellow in Urban Futures at Chapman University says we need solutions that do not change people's daily lives.

development, rather than focusing on what has failed for the last 20 years.



Genesis Photos for The Wall Street Journal

Bjørn Lomborg

### *On reducing the demand for fossil fuels*

We've been tackling global warming badly for 20 years. And for a very simple reason: because we essentially try to tell people, "Could you please stop with all that fossil-fuel stuff?"

The problem, of course, is fossil fuels are what power pretty much everything we like about civilization. We're not burning fossil fuels to annoy Al Gore. We're burning them because it makes us rich. Trying to tell people not to do that is a hard sell.

When we've tried, for instance, in Europe to cut carbon emissions, we cut minuscule amounts at very high costs. And that's the real damage. In the long run, we're not ever going to get that way to go forward. There's a real political risk that we will actually turn people off.

That's why I think we need to recognize it has to be about innovation instead. If we focus on making green energy so cheap that eventually everyone will want it, then we can get everybody on board, and we can do so very, very cheaply. So, we can spend less money and do much more good by investing in research and

### *On priorities in the developing world*

China has lifted 600 million people out of poverty over the last 30 years, and they did it with coal. They've been explicit about saying, "We'd rather cough a little more and have more people out of poverty." So, it's not a clean economy. It's running on coal. That's how we got rich, and that's how they're going to get rich.

Now, that's not going to continue. They're going to solve it with cleaner technology and, eventually, green energy. We need to make sure the technology is there so they will use it, or get them on board to make it.

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*Street Journal, with the headline: First, Make Green Energy Cheap.*

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