

## The \$50 Billion Dollar Challenge

### *Executive Summary*

Great Dane Consulting was commissioned by Roger Pielke Jr. to allocate \$50 billion to address the twelve largest issues facing humanity. The twelve challenges include climate change, communicable diseases, conflicts and arms proliferation, access to education, financial instability, governance and corruption, malnutrition and hunger, migration, sanitation and access to clean water, subsidies and trade barriers, energy and land degradation.

Our firm approached this task by developing an explicit goal statement: to allocate a total of \$50 billion to projects that provide immediate and lasting maximum net positive human benefits to developing countries. We define human benefit as an improvement in the quality of human life through protection and enhancement of basic human needs. Basic human needs include, but are not limited to, access to adequate food, water, and shelter, and health, as well as protection from violence and discrimination.

Using our goal statement as a guiding principle, we evaluated the applicability of 61 opportunities to solve the 12 global crises. We used 11 criteria<sup>1</sup> to guide our decision making process and eliminated all but 16 of the opportunities. Presented in the table below are the opportunities selected, the ranking they received, and the dollar amounts allocated. It is important to note that the dollar amount allocated to each project does not reflect the value of the project, rather it is the estimated cost of funding the project for one year.

<b>GLOBAL CHALLENGE</b>	<b>OPPORTUNITY</b>	<b>RANK</b>	<b>ALLOCATION (\$ billions)</b>
Communicable Diseases	Control of Malaria	1	3
Sanitation/ Clean Water	Community managed low-cost water supply and sanitation	2	11.1
Climate Change	Local Risk Planning and Prevention (Financing)	3	1
Malnutrition and Hunger	Reducing the prevalence of Low Birth Weight	3	2
Malnutrition and Hunger	Improving Infant and Child Nutrition through Exclusive Breastfeeding Promotion	3	1
Malnutrition and Hunger	Reducing the Prevalence of Iron, Iodine, Vitamin A and Zinc Deficiencies	3	0.5
Malnutrition and Hunger	Investment in Technology in Developing Country Agriculture	3	1
Communicable Diseases	Basic Health Services	8	16
Education	Integrative health and schooling initiatives (i.e. WHO)	8	1
Energy	Electricity: Financing Mechanisms	10	1
Sanitation/ Clean Water	Small-scale water technology for livelihoods	10	1
Communicable Diseases	Control of HIV/AIDS	10	7.5
Sanitation/ Clean Water	Re-use of waste water for peri-urban agriculture	10	1
Conflicts	Reducing the risk of resumption of conflict:aid	14	1.6
Education	Reductions in the Cost of Schooling to Increase Demand	15	1
Conflicts	Conflict Resolution Programs (i.e. Carter Center, Clinton Global Initiative)	16	0.3

<sup>1</sup> The project must: 1. Benefit developing countries; 2. Meet basic human needs; 3. Have immediate and lasting net positive impacts; 4. Be culturally acceptable; 5. Be politically viable; 6. Be practical given existing infrastructure; 7. Address the specific problem; 8. Utilize proven or innovative methods; 9. Be relevant to a one-time investment; 10. Have positive net present values and positive cost-benefit ratios; 11. Be achievable within the scope of a \$50 billion budget.