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right:0cm;margin-bottom:6.0pt; margin-left:0cm;text-align:justify;mso-outline-level:2">The price of dirty air and water</p> <p class="MsoNormal" style="margin-top:6.0pt;margin-right:0cm;margin-bottom:6.0pt; margin-left:0cm;text-align:justify">Air and water pollution are silent killers. Inadequate water, sanitation, and hygiene contribute to about 1.4 million deaths each year. Outdoor air pollution kills more than 5.7 million people. Dirty air also lowers test scores and worker productivity. The economic cost of air pollution alone is about 8 trillion dollars a year. That is roughly 6.1 percent of global GDP. The burden shifts as countries grow, from waste and biomass burning to industrial emissions and excess nutrients. Cities carry much of this load. </p> <p class="MsoNormal" style="margin-top:6.0pt;margin-right:0cm;margin-bottom:6.0pt; margin-left:0cm;text-align:justify;mso-outline-level:2">Cities drive progress and risk</p> <p class="MsoNormal" style="margin-top:6.0pt;margin-right:0cm;margin-bottom:6.0pt; margin-left:0cm;text-align:justify">By 2050, almost two-thirds of people will live in cities. Urban growth raises incomes and fuels ideas. It also spreads outward. Farms get pushed into forests and wetlands. That indirect shift has driven deforestation on about 318,000 square kilometers. That area is almost three times the size of England. City heat is rising too. Concrete and low tree cover trap heat, strain energy, and water systems. The report finds that urban greening can cool arid cities by up to 7.6 degrees Celsius during extreme heat events. Compact design and transit also reduce sprawl and pollution. </p> <p class="MsoNormal" style="margin-top:6.0pt;margin-right:0cm;margin-bottom:6.0pt; margin-left:0cm;text-align:justify;mso-outline-level:2">Growth and protection can align</p> <p class="MsoNormal" style="margin-top:6.0pt;margin-right:0cm;margin-bottom:6.0pt; margin-left:0cm;text-align:justify">The report rejects the idea that clean growth is a fantasy. Good policy can deliver significant gains at a low cost. The authors cite evidence from farms and factories. Better nitrogen management can return benefits about 25 times higher than costs. A pollution market in India's Gujarat cut emissions at low cost and delivered benefits that exceeded costs by more than 25 times. China also reduced fine particle pollution while maintaining strong growth. These cases show that countries can cut exposure and still expand their economies. </p> <p class="MsoNormal" style="margin-top:6.0pt;margin-right:0cm;margin-bottom:6.0pt; margin-left:0cm;text-align:justify;mso-outline-level:2">Three levers for cleaner development</p> <p class="MsoNormal" style="margin-top:6.0pt;margin-right:0cm;margin-bottom:6.0pt; margin-left:0cm;text-align:justify">Why do some places "grow cleaner" over time? The report points to three levers. Scale. Composition. Efficiency. As economies expand, scale pushes up resource use and pollution. Countries can mitigate this by shifting the composition of their activities toward cleaner sectors. They can also increase efficiency, so each unit of output requires fewer inputs and emits less. The authors argue that efficiency is doing most of the work today. They call for a faster shift in what we produce and consume. In simple words, make better things, not only make<span style="font-size:11.0pt;font-family:Helvetica;mso-fareast-font-family:"Times New Roman"; mso-bidi-font-family:"Times New Roman";mso-font-kerning:0pt;mso-

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