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Welcome to the End of April Edition of What's Emerging

We have an offer this month for our readers and networks in Victoria but we will run sessions in other states later in the year if there is enough interest so keep an eye out:

Lunch with a Futurist – May 11th 2012 – Book now so you do not miss out!

This is the first of what will be a quarterly event.

We will be hosting an informal lunch (sandwiches and juice) for 10 people with Paul Higgins on Friday 11th May at the Boardroom of our Servcorp offices at 101 Collins St in Melbourne from 12.30 -2.00.

Paul will give a short 10 minute talk on 3 emerging issues/trends that we have noticed in the last quarter and what they might mean to you or your organisation. The rest of the time will be dedicated to questions and discussions around any subject the group wishes.

Lunch will finish at 1.45 but Paul will be available after that for any in depth discussions that individuals might wish to have but don't wish to talk about in a group.

There will be no marketing pitch or materials handed out. This is purely a chance for us to thank you for your support and give you a chance to get away from your day to day thinking and network with other people who are interested in thinking about what the future might hold.

If you want to attend then please email us at info@emergentfutures.com but hurry because places will be limited and they will be filled on a first come first served basis.

If you are in another state and are interested in attending a lunch in the future then please contact us as well and we will stage the next lunch where there is the most interest.

Keynote for Educational Social Enterprise

Paul will be providing the Keynote for the Campfire Film Foundation's Film Festival at Federation Square in Melbourne on the 12th May.

Campfire provides a platform for short films to be used in schools to spark discussions around meaningful issues for students.

They are a social enterprise and Paul is providing the Keynote on a pro bono basis.

[Here is a post](#) from Richard at Campfire which will give you an idea of what they do. For more information go to [Campfire Film Foundation](#).

[Here is the Flyer](#) for the day if you are in Melbourne and wish to attend.

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They are well worth looking at if you are interested in education generally or more particularly want to spark some different approaches where your child is going to school.

We hope that you continue to find the newsletter interesting and useful.

Cheers

Paul Higgins, Sandy Teagle, Kim Stewart, Smitha, Syed Muqthar, and Samantha Kyle-Little

■ What we are writing about

Why great in the market Place of ideas means a Power Drill not a Revolver

Last week Jason Calacanis sent out an email of his post that was up on The Launch blog called [The Age of Excellence](#). In the post Jason argued that in a world of relentless openness and transparency it was no longer enough to be good, you had to be great. I agree but have posted a contrarian view over at our long form blog.... [Read more](#)

Water used in food production

<http://emergentfutures.tumblr.com/post/21686686905/paul-higgins-these-sorts-of-charts-and-numbers>

I ranted about the use of simplistic analysis and charts to look at water use for the production of food. Too important a debate to be manipulated by poor analysis and manipulative figures.

Pinterest's hype bubble has burst, and now it is actually losing users

<http://emergentfutures.tumblr.com/post/21747833093/paul-higgins-as-you-have-pointed-out-people>

My response to the falling numbers of monthly users at Pinterest and a comment on our reblog at Tumblr

■ Business Tips

Write space brings distraction-free writing to Chrome

If you use Chrome as an internet browser(we do and it is growing in popularity) and do a bit of writing then this add on may help rid you of distractions whole you get on with it. [Read More...](#)

Reinventing the office: How to lose fat and increase productivity at work

Some interesting ideas and possibilities for increasing exercise and energy at work and that flowing in to the rest of your life. [Read More...](#)

Meetings for iPad

Does not really suit our sort of work but may be useful to those of you that have a lot of meetings inside larger organisations. [Read More...](#)

How to kickstarter: Cartoonist Keith Knight's 14 tips for a more successful funding campaign

Crowdfunding seems to be growing in leaps and bounds. Here are some tips if you fancy doing one yourself. [Read More...](#)

20 phrases you can replace with one word

Useful for anyone that writes. [Read More...](#)



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■ What's Emerging

Solar thermal process produces cement with no carbon dioxide emissions

What's Emerging?

While the largest contributor to anthropogenic greenhouse gas emissions is the power industry, the second largest is the more often overlooked cement industry, which accounts for 5-6% of all anthropogenic CO₂ emissions. [Read More...](#)

Hacks of valor – Why anonymous is not a threat to National Security

Over the past year, the U.S. government has begun to think of Anonymous, the online network phenomenon, as a threat to national security. According to The Wall Street Journal, Keith Alexander, the general in charge of the U.S. Cyber Command and the director of the National Security Agency, warned earlier this year that “the hacking group Anonymous could have the ability within the next year or two to bring about a limited power outage through a cyberattack.” [Read More...](#)

NYC program to replace pay phones with 32 inch touch screens

Considering that cellphone ownership in the U.S. has pretty much become the rule instead of the exception, you might expect that pay phones would die out entirely. [Read More...](#)

Data points: How we use our mobiles

Smartphones get around, but tablets are most likely to come out in the living room or the bedroom. [Read More...](#)

Is the Social Network disrupting social class?

Rob Horning at Marginal Utility noodles on our bonding too closely with the individualism of the ‘social graph’ (a term he dislikes at face value, just as I do). He suggests that we may have painted ourselves into a corner by rejecting a class consciousness. [Read More...](#)

The arctic likely to attract \$100 billion Investments in coming decade-report

The Arctic region is likely to attract investment of \$100 billion or more over the coming decade, according to a report by independent policy institute Chatham House and the Lloyd’s of London insurance market. [Read More...](#)

Bijan Sabet: The innovator’s patent agreement

Patents were designed to protect the innovator. The idea was if you built something special that you would have the ability to protect that right. [Read More...](#)

Withdraw cash with your palm at a biometric ATM

Ogaki Kyoritsu Bank in Japan has announced that in September it will be introducing the country’s first ATM that lets people withdraw cash and access other services just by scanning their palm. [Read More...](#)

FaceBook says “Yo Google and Apple, HTML5 Apps will suck until your mobile browsers improve”

Facebook has revealed that its HTML5 site has twice as many users as its iOS and Android apps combined. [Read More...](#)

U.S. teen birthrates are down, but still high in the Bible belt

Teen birthrates are highest in Texas, Oklahoma, Mississippi, Arkansas, and New Mexico, with slightly lower concentrations in the neighboring states of Louisiana, Alabama, Georgia, South Carolina, Tennessee, Kentucky, West Virginia, and Arizona. New Hampshire, Vermont, Connecticut, and Massachusetts have the lowest rates of teen births. [Read More...](#)

New superyacht is controlled by an iPad

The Adastra is a £15-million superyacht which can be controlled by an iPad. The 42m yacht has a maximum speed of 22.5 knots, and can go from the UK to New York without refueling. [Read More...](#)

‘Film farming’ uses no soil and just one-tenth the water

‘Film farming’ uses no soil and just one-tenth the water with water efficiency in mind, Dubai-based Agricul recently launched a farming system that uses a film-like material instead of soil and allows farmers to use 90 percent less water. [Read More...](#)

Brain implants help paralyzed monkeys get a grip

Spinal cord injuries cause paralysis because they sever crucial communication links between the brain and the muscles that move limbs. A new study with monkeys demonstrates a way to re-establish those connections. By implanting electrodes in a movement control center in the brain

and wiring them up to electrodes attached to muscles in the arm, researchers restored movement to monkeys with a temporarily paralyzed hand. The work is the latest promising development in the burgeoning field of neuroprosthetics. [Read More...](#)

Silicon Valley, London, NYC: Startup Genome Data reveals how the world's top tech hubs stack up

Last year, we covered an ambitious collaborative R&D project called "Startup Genome," created by three young entrepreneurs, Bjoern Herrmann, Max Marmer, and Ertan Dogrultan. The goal of the ongoing project was (and is) to take a comprehensive, data-driven dive into what makes tech startups successful — and not so successful. [Read More...](#)

Global clean energy investment a record \$263 billion in 2011

"Clean energy investment, excluding research and development, has grown by 600 percent since 2004, on the basis of effective national policies that create market certainty," said [Phyllis Cuttino](#), director of Pew's Clean Energy Program. "This increase was due in part to the number of countries that have implemented effective national policies to support the clean energy market. In the United States, which attracted \$48 billion last year, investors took advantage of the country's stimulus programs before they expired at the end of 2011, as well as the production tax credit for electricity from renewable energy, which is to end this December." [Read More...](#)



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