

@ Emergent Futures | New Around the World | What Are We Writing About

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Welcome to the July edition of What's Emerging. This month we have a link to our recently published article on emissions trading, along with the usual tips and links.

We hope you enjoy this edition.

Cheers

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



Business Tips

Free work timer

Our office manager, Kim, found this great little [VERTABASE](#) desktop stopwatch timer for billing purposes or other uses. Data can be exported for use in other applications like excel. Another more complicated subscription based product, [BILLtime](#), integrates with QuickBooks.

10 ways to make your Web site design project go smoothly

We have all seen messy and problematic websites. For us it is the new ABC radio local website – it is really hard to figure out where to get anything - and we hear that they are getting plenty of other complaints as well. Here is a simple guide to the design process for a new website.



What's Emerging

Ice shelf hanging by a thread

A new fracture in the Antarctic Peninsula's Wilkins ice shelf may signal the upcoming collapse of the entire shelf, new animated satellite images show.

Disposable mobile phones

It seems our throw-away society has reached new heights with Bic due to release disposable mobile phones. One wonders how long the low-cost disposable business model will prevail in an increasingly enviro-aware culture.

Fuel economy training – The smart way to drive

Fuel economy training courses are a way for companies to set themselves apart from competitors and increase the sustainability profile of an automobile manufacturer. Training offered by Volkswagen/NABU (a German environmental protection organization) yield an average fuel consumption reduction of 13% for all participants and up to 25% in the best cases.

Big money in predicting where you'll go and what you'll like

We're in the midst of a boom in devices that show where people are at any point in time. It's hard to make sense of such data but a new product, Macrosense, is a tool that applies complex statistical algorithms to sift through the growing heaps of data about location to make predictions or recommendations – where a company should put its next store, for example. Or Citysense can show consumers where other people with similar patterns are going. The market for similar products is forecast to nearly triple in revenue this year, to \$1.3 billion from \$485 million in 2007, and will reach \$8 billion in 2011.

Laser surgery probe targets individual cancer cells

The University of Texas at Austin has developed a laser "microscalpel" that destroys a single cell while leaving nearby cells intact, which could improve the precision of surgeries for cancer, epilepsy and other diseases.

A new fashion catches on in Paris: Cheap bicycle rentals

A year after the introduction of the sturdy gray bicycles known as Vélib's, they are being used all over Paris. The bikes are cheap to rent because they are subsidized by advertising and other major cities are exploring similar projects.

Oil price shock means China is at risk of blowing up

The great oil shock of 2008 is bad enough for us. It poses a mortal threat to the whole economic strategy of emerging Asia.

High cost of driving ignites online classes boom

At least 79 percent the US's 15 million college students live off campus, and with gas prices above \$4 a gallon, many are seeking to cut commuting costs by studying online.

Climate change could spark war

Environmental groups have been warning for years that tense parts of the world could get even worse with the advent of global climate change, and even spark whole new conflicts. The U.S. intelligence community has finished up its classified assessment of how our changing weather patterns could contribute to "political instability around the world, the collapse of governments and the creation of terrorist safe havens.

Worms to treat chronic allergies

While carrying out field work in Papua New Guinea in the late 1980s, David Pritchard noticed that Papuans infected with hookworm did not suffer much from an assortment of autoimmune-related illnesses, including hay fever and asthma.

Hoarding nations drive food costs ever higher

At least 29 countries have sharply curbed food exports in recent months, to ensure that their own people have enough to eat, at affordable prices.

Oil imports fall as drivers change road behaviour

The rising cost of fuel is forcing drivers to find more fuel-efficient modes of transport or go off the road altogether, according to the latest petroleum import figures.

Fuel prices shift math for life in far suburbs

Suddenly, the economics of American suburban life are under assault as skyrocketing energy prices inflate the costs of reaching, heating and cooling homes on the distant edges of metropolitan areas.

Cutting out the middlemen, shoppers buy slices of farms

In an environmentally conscious tweak on the typical way of getting food to the table, growing numbers of people are skipping out on grocery stores and even farmers markets and instead going right to the source by buying shares of farms.

Internet comes to your car

Want to browse the internet, update your Facebook profile, answer emails, do some eBay shopping and add to your MySpace blog from your car? It's on the way, but risk of driver distraction is already raising concerns.

Hoping two drugs carry a side effect: Longer life

New drugs are being developed that aim to extend the human life span by using an ancient strategy for riding out famines: switching resources from reproduction to tissue maintenance.

More links

We have many more links than we can fit in the newsletter – this month's 'Additional Links' are available on our website.



What We Are Writing About

Sustainable emissions reduction within reach

This article by Paul and Sandy published in the Melbourne Age on 4 July, discusses suggestions that petrol be excluded from an emissions trading scheme and the negative impact this would have on achieving emissions reductions. Solutions to provide cost effective transport and reduced emissions are proposed.