

YOUR ESSENTIAL GUIDE  
TO THE YEAR AHEAD  
FROM WIRED MAGAZINE

THE

SPECIAL  
EDITION

**WIRED**  
UK EDITION

WORLD

**RICHARD BRANSON**

ON SAVING THE OCEANS

**JAMES DYSON**

ON LEAN ENGINEERING FOR SUCCESS

IN

**RORY SUTHERLAND**

ON THE NEW RULES OF ECONOMICS

**ANNE-MARIE SLAUGHTER**

ON GOVERNMENT AS PLATFORM

+70 OTHER EXPERTS

2013

THE MUST-KNOW TRENDS  
IN TECHNOLOGY / MEDIA / POLITICS  
SCIENCE / BUSINESS  
HEALTH / LIFESTYLE  
AND ARCHITECTURE

2012 / 2013  
£4.99  
WIRED.CO.UK  
THE FUTURE  
AS IT HAPPENS

▶ 132 PAGES OF IDEAS  
TO FUTURE-PROOF  
YOURSELF AND  
YOUR BUSINESS

'How do human beings develop from two cells?' We ask, 'How do cities and trade systems grow?'" Once a model has been calibrated with data, users can input different conditions or events, and the model can forecast realistic outcomes.

The team's most complete project maps European migration patterns. "We have a detailed model of migration flows in 27 European countries," Wilson says. "We can then ask questions such as, 'Are there particular areas of the UK into which Eastern European migrants are arriving?' and 'How does that fit with job availability in the region?'" In 2013, the migration group will apply the same principles to model migration out of African countries, and use that to build a global migration model that can inform immigration policies. For the security strand of the project, the group has produced a detailed model of the 2011 London riots. Violence hotspots, police responses and routes taken

## SEVEN

The number of province- and city-level carbon markets China plans to launch in 2013. A nationwide system is scheduled for 2015.

by rioters show that many rioters originated from areas linked to poverty and deprivation, and that the distribution of police was inefficient. "On the first night, there were 3,500 officers [deployed]," says Wilson, "whereas our model indicates that 7,000-8,000 police early on could have kept the riots under control. These results will definitely help law enforcement agencies make decisions in the future." By next year, this model will be able to

predict the larger impact of security situations in the UK.

In 2013, Wilson believes, we will have a rudimentary global intelligence system that can produce visualisations, maps and reports predicting localised changes in trade patterns, distribution of aid to the developing world and resilience of economies to shocks like natural disasters or terrorism. "We are building the new tools to explain this new, interconnected world," he says. *Madhumita Venkataramanan is WIRED's assistant editor*

# GLOBAL RECOVERY LED BY CHINA

ASIA'S ECONOMIC POWERHOUSE IS STILL ON THE RISE - IT'S TIME THE WEST STOPPED SEEING CHINA AS A THREAT. BY KEITH FITZ-GERALD

**C** hina will experience unprecedented international influence in 2013. It is the world's second largest economy and its fastest grower, and it controls the planet's single largest stockpile of foreign reserves. The country has grown at 9.245 per cent a year on average since 1970. The US, Europe and Japan have poured trillions of dollars into their economies, yet will be lucky to achieve one per cent growth.

The rest of the world has reacted to China's growth with fear. Yet what they should be doing is betting on its success. Without China's growth, the west's mercantilist policies don't work.

Here are five reasons China why will lead the way in 2013:

**Strong leadership:** China's leaders view slowing economic growth as a signal to take action. In contrast to Europe and the US, Chinese growth has not been hijacked by handouts. Concerns of a fractured leadership are overblown, as evident by Bo Xilai's inglorious removal earlier this year, which suggests they are more determined than ever to remain in power.

**A huge e-commerce potential:** There are now more than 513 million internet users in China, up 2,180 per cent from 2000. Chinese users spend nearly 50 per cent of their free time on the net and 40 per cent shop online. In contrast, UK users spend only about 22 per cent of their total media time on the internet.

**Massive growth:** However accurate the official figures are, Chinese growth still tops the world and remains three to five times as fast as "developed" nations. Strong monetary policy and continued investment have led to significantly higher trade balances, activity and fiscal linkage with global partners.

**Chinese money heading outside China:** There are now 29 Chinese companies in the *FT* 500 list of large, global firms. In Europe, Chinese entrepreneurs are on the hunt for opportunities in technology, energy, manufacturing and, lately, vineyards.

**The internationalised yuan:** China plans to roll out a cross-border transaction system in 2014 that will allow countries to settle payments in yuan. Yuan-based trade settlement already exceeds two trillion yuan (£200bn), and foreign direct investment settled through China's existing cross-border system has exceeded 110 billion yuan, according to China's central bank. The system will run unencumbered by the west's debt and complicated fiscal overhang, further strengthening demand for yuan.

In 2013 China will contribute to the world's recovery, leading the way in new directions that the west doesn't yet recognise or easily understand.

*Keith Fitz-Gerald is chief investment strategist, Money Map Press, and the author of Fiscal Hangover (Wiley) and Tomorrow (Sutton Hart)*

## EURO 1, CRITICS 1

No one knows if Greece will abandon the euro in 2013, but Croatia will almost certainly adopt the currency after joining the EU in July. The country's 4.4 million inhabitants are as rich as Greeks on a per capita basis, but each Croat's share of public debt is only a third as large. With an economy around



the size of Hanover's in Germany, Croatia is unlikely to increase the euro's woes, and its vote of confidence will provide a much-needed boost for Brussels. TH

# EMPATHY BECOMES A REVOLUTIONARY FORCE FOR CHANGE

SOCIAL CO-OPERATION AND MUTUAL AID WILL BE KEY FORCES IN 2013 - FROM PRODUCT-MARKETING METHODS TO INFORMING POLICY AND PEACE INITIATIVES. BY ROMAN KRZNNARIC



Empathy is about to hit the big time. The view that we are essentially self-interested creatures is being overturned by evidence that we are also *homo empathicus*, wired for empathy, social co-operation and mutual aid. Neuroscientists have

identified a ten-section "empathy circuit" in our brains, and evolutionary biologists such as Frans de Waal have shown that we naturally evolved to care for each other.

This shift is starting to filter out from science and into psychology, business and social action. Smart advertising agencies talk about "empathic brands" that respond to their customers' needs and make them feel socially connected - in 2013 they will be marketing them to you. Bill Drayton, the renowned "father of social entrepreneurship", believes that, in an era of rapid technological change, empathy is the key business survival skill because it underpins successful teamwork and leadership. His influential Ashoka foundation has launched a Start Empathy initiative which, in 2013, will whisper its ideas into the ears of business leaders and politicians worldwide.

Canada's Roots of Empathy programme has successfully taught empathy to over half a million children (resulting in less playground bullying, and higher exam grades). The scheme is now spreading to the US, the UK and beyond.

The big prize, however, is figuring out how social-networking technology can harness empathy to create mass political action. Can Twitter convince us to care deeply about the suffering of distant strangers, whether they are drought-struck farmers in Africa, or future generations who will bear the brunt of our carbon-junkie lifestyles? This will only happen if social networks learn to spread not just information, but empathic connection.

*Roman Krznaric is a cultural thinker and founding faculty member of The School of Life in London. He is the author of How to Find Fulfilling Work (Macmillan). (outrospection.org)*



SPOT ILLUSTRATION: MATTHEW HOLLISTER