



"The Dragon's Glen" Lesley's pitch

"In today's global village, Scotland is not just a country of 5-million people. It is a community of 40-million people. Sell me a plan which brings them together for their mutual benefit."

1. Much of the pain, hurt and depopulation that led to mass emigration and the creation of a diaspora occurred on Scottish islands.
2. Since then, Scottish islands have had a mixed track record – but with or without oil almost all are facing depopulation.
3. On the other hand, Scottish islands are natural repositories of Scottish, Celtic and Nordic heritage -- musically, culturally, archaeologically, and linguistically. Importantly – Scotland's islands are not museums – they are centres of living heritage. The mother-load for the 40 million "Scots" around the world.
4. Islands are small enough to work together and work quickly on new ideas. Whether it's Orkney Islands with renewable energy, Eigg with land deals for young house-builders or Eishken on Lewis with plans for a state of the art old folk's home with the proceeds of their wind farm.
5. So here's a plan to make Scotland home for the entire Scottish diaspora – thanks to the massive renewable potential of its islands.
6. .scot is a new suffix that will be available to companies and individuals whose servers and data centres are based on Scottish islands – and powered by their Green tidal and wave energy.
7. Why? The volume of data is growing almost exponentially around the world.
8. Scottish Islands have major advantages when it comes to data storage
 - Cool climate
 - Renewable energy
 - Local engineering expertise (IBM, CISCO, NCR etc created highly skilled Scottish ICT w/force)
 - Safe and stable -- geologically and socially
9. Scottish islands currently can't get their green energy out. The solution is to change the way we're looking at the problem -- -- don't get energy out, get the world's data in.
10. It's cheaper to lay fibre optic cables than power cables /more efficient to run and no energy is lost in transmission. Biz wants data stored away from its main operating centre. Safe in Scotland. Safe on Scottish islands.
11. What do Scottish islands get – jobs, esteem, population, purpose, and international profile with the server business and the .scot domain.
12. The jobs will be in construction, engineering and design for fibre optics, maintenance/operational jobs, ICT, servicing the .scot domain, marketing and R&D into marine energy and server system plus long term energy jobs (with dependable door-step customers who are not reliant on Ofgen's unfair pricing regime to get going)
13. Free energy for all islanders will be a by-product – the hot air and hot water from cooling the server racks can create district heating systems.

14. What does the diaspora get? The chance to make Scotland home without moving an inch. The chance to trust Scotland with its most precious things – knowledge and memory. The chance to transform Scotland’s island communities into viable, knowledge-based societies. The chance to benefit directly as learning is rolled out to wider geographies throughout Scotland and other “remote but energy rich” diaspora hot spots across the world – perhaps using the Globalscot network to access world-class diaspora expertise.
15. The past, present and future of the diaspora will be stored where its heritage, language and memory have always been stored – in the Scottish islands. And to show that they’ve made Scotland home – diaspora Scots will be able to use .scot.
16. This can happen. Next spring .scot becomes a tradable suffix. The Scottish government should buy it and aim for having three diaspora firms to trial tidally powered servers and data centres on Orkney by the end of 2011 – Scotland’s Year of Islands. By 2015 -- Scotland should be able to become home for thousands of diaspora businesses.
17. To do this Scottish islands will have to be freed from the appalling bureaucracy that blights progress on the mainland. So in 2011, all of Scotland’s islands should be given Special Development Status to let them pursue a future of green server provision and data storage.
18. Witness the transformation – with the help of the diaspora from places of sorrow to inspiring centres of fresh thinking.
19. .scot. Making Scotland home for the world.