We're at the 5th, and last, in this short series of articles looking at how Sark can benefit from its own corner of the internet.

In #1, we looked at how international bodies use Country Codes for their own purposes, such as post, and how Country Codes are allocated.

In #2, we saw how the Domain Name System makes sense of the internet by turning the names of sites into computer-ese to give us web pages and emails.

In #3, we learned how the ISO-3166 Standard Country Code gives Sark an international identity. That's one of the building blocks we have to support Sark's corner of the internet and benefit our profile, economy, community and future.

In #4, we covered how Sark's protection, and that of Sark's reputation, can be ensured and enhanced on the international stage by doing things properly.

In this one, #5, we're going to look into the future, What can be done with Country Codes to benefit our community? Actually, there's a lot. As we said last week, "it's not just a TLD …".

Where's the Crystal Ball?
There are many avenues to explore and a lot of work to be done so please don't take everything in this article as something that can be delivered next year.

Consulting Sark is vital. This has been done regularly via Chief Pleas and the TLD Committee after the 2015 meeting with residents and Conseillers in the Island Hall. More meetings will be held for all in the coming months.

Who does this?
After the 2015 consultation, Chief Pleas appointed a committee: today, the TLD Committee. This has worked with the States of Guernsey, MoJ, BSI, ISO on the international bureaucracy and the prospective technical partners. Now we have an ISO Country Code and now we can make it work for us.

Organizations
As well as the Committee, there needs to be ongoing consultation with Sark and then an organization to transact business, to enter into contracts etc.. At the moment, there is a Sark-registered NPO, the SarkID Group, for local consultation in addition to the committee and Chief Pleas.

The eventual commercial organization is subject to the Committee, Law Officers and Chief Pleas.

Digital Social Benefit
What is "Digital Social Benefit?" It's whatever we do to benefit the community using the digital tools we have at our disposal. Just about everything these days from community groups to business, education and leisure has a digital dimension.

The foundation is Sark's own corner of cyberspace: the challenge is how to use it to benefit Sark's profile, economy and community.

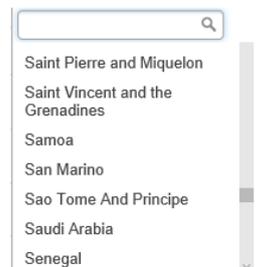But here are just some of the things that could be done. As the island is consulted, there'll be more.

- **Income**
  An obvious benefit is a new income stream for the island budget. But some of the resource could also be used to help Sark build a digital future .

- **Sark on Internet Lists**
  We all know that Sark doesn't (yet) appear on those drop-down lists we see everywhere on websites. Whether it's a shipping destination or customs declarations or Ebay, we have to give Guernsey or UK as our location.

- **Social Media, Search Engines, Maps**
  This has already started to improve but there are still major sites listing Sark as part of Guernsey.

- **Travel Sites**
  Some Travel sites still list Sark as part of Guernsey. Others, such as TripAdvisor, now list Sark in its own right. We need to get all of them to catch up.

- **Sark organizations on .CQ domains**
  Sark-based organizations could use domains that show they are on Sark, rather than domains which were intended to identify commercial entities and come under US law (.com) or are for UK companies (.co.uk). This will have great benefits to identifying Sark as its own place rather than part of somewhere else. As this gets more common, this will also be

indexed by search engines thus helping Sark organizations feature higher up in the search results.

♦ **Sark Marque**
The domain could reserve a subdomain dedicated to the Sark Marque. This could also support "protected status" for qualifying produce.

♦ **Business Opportunities**
Potential business opportunities are only limited by imagination. Maybe the idea for the next global app is already here on Sark just needing a bit of a hand.

♦ **Sark residents selling domains**
You don't need much to be a domain reseller. Island Networks supports many online operations selling .gg and .je. We can do the same and provide another income stream for those residents who want to become domain resellers.

♦ **Employment – Local**
The operational organization would be based on Sark and offer local opportunities. It would be quite small to begin with but could grow over time.

♦ **Digital Economy – helping local businesses**
Use of .CQ gives the ability to identify as a Sark business. The more local adoption, the better everyone's online profile gets. On top of that, we could provide direct support to help businesses "do digital better" and get them more customers online.

♦ **Digital Economy – attracting entrepreneurs**
Not every tech business likes high-tech campuses. These days, developers and entrepreneurs can work anywhere. Sark is a special place to live and making it an attractive place to do digital business could also attract digital entrepreneurs to build their businesses and lives here as part of our community.

♦ **Education**
Support could be given to those who want to learn more about how the digital world works. Whether

via the school for our young or as an up-skilling program for the rest of us, helping us to use cyberspace better benefits us all-round.

♦ **Community: Dairy, Electricity, Telecoms**
Community resources could benefit. First, Sark might choose to spend some of the income directly on one or the other. Next, if we have to upgrade the grid, this is the best (and cheapest) time to install fibre to every premise. And that offers the prospect of running our own telecoms as a community.

Imagine gigabit connectivity on offer to all at half the current old-tech price. That's good for residents and businesses and helps underpin our digital future.

Who chooses?
There are so many possibilities, we can't do them all on Day 1. The priorities will be informed by the consultations over the next months. And then approved by Chief Pleas.

Profile & PR
Putting any of these into action will give us a great PR "hook". The story of a small, independent jurisdiction stepping onto the world's digital stage is great PR for the island as a whole.

How is it paid for?
The work with BSI / ISO has been done by me for the TLD Committee. This and the support from the possible technical partners has been given under the original principle of "we'll do the work pro bono to get to the point where we can make a proposal to the island". This is what the consultation is for.

When that's done and Chief Pleas has passed the proposal, future costs will be covered by the organization before the agreed share is devoted to the budget and the initiatives chosen by our community.

Ave atque vale —and send us your questions.
This is the last in our series. We hope we've shone a little light on how the internet works, how countries can use Country Codes and Domains to protect and promote their reputation on the global stage.

This series has finished but we are always happy to address any questions or points you may have. Email us at newsroom@sarknewspaper.com . All questions will be answered and may be published in future editions. Or, in a couple of weeks, I will be delighted to chat in person as we settle into the Sark rhythm over a pint or out and about.