**FAST-LAIN Partners**

**Developing a (Regional) Strategy to Continue the Portal**

**Answering these questions will have given you a better understanding of the**

**follow up process for FAST-LAIN.**

**Please send us your proposed strategy by 15th May 2012**

In order to make the FAST-LAIN project sustainable in the long term, the regional portal should be kept running. Each partner needs to come up with a plan of how to continue the Portal once the FAST-LAIN project finishes in August 2012. The principle question to answer is how can you as the lead initiating organisation in your region make sure that your knowledge base and networking portal is kept in existence?

Please structure your proposed strategy according to the following questions.  In many cases the answers to the questions have minimum and maximum answers, and where possible we have given indication of minimum inputs. Clearly it is a case of the more input the more dynamic the Portal, but that will be a resource decision, which you will have to bear in mind.

**A. DestiNet**

works as a

* Knowledge networking system for local, regional, national and international networking to find out who’s who, to facilitate partnership building, training, education and information exchange
* Good practice transfer between stakeholders
* Observatory of sustainable tourism
* Sustaianble Tourism Market-place

***1. What is the potential added value of the Portal to your region?***

***2. What tasks need to be done to run the portal effectively?***

**B. Your portal**

You will need to set up a work process that involves:

* Maintaining and updating existing network contacts
* Disseminating awareness of portal to promote use
* Keeping information flowing to make the cluster dynamic
* Establishing a portal management person/team
* Integration into own ICT system (server, website, CMS)

***3. What costs in terms of finances and personnel would it take to run the portal?***

* Implementation cost (e.g. cost to responsible organisation/ hours per month/ integration of the portal with the own website)
* Operation cost (e.g. monthly update of content)
* Portal folder cost

These costs could be absorbed by existing budgets, raised through project applications, covered voluntary, etc ...

***4. Do you have the capacity to manage the portal independently?***

* A person or personnel with IT skills,
* Available time
* A budget to cover Portal folder costs

***5. If not, are there other organisations who can support the portal?***

* You need to ask other members of your cluster group
* Approach key regional administrative organization to avoid duplication, ensure legitimacy and develop coherence

***6. What sources of finance may be available at the regional or national level to support the Portal?***

You should look for resourcing by:

* Seeing if your own staff can be involved, and if you have existing financial resources (through shifting of tasks, integration into current tasks)
* Additional staff and financial resources (through research, development, training, education, marketing, innovation, etc. funding programs)