Public Private Partnership (PPP) Model of the Partnership for Lebanon

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Agenda

- The Corporate Social Responsibility Context
- The Partnership for Lebanon PPP Model
- Results to date
“Since companies depend on global development, which in turn relies on stability and increased prosperity, it is in their direct interest to help improve the state of the world.”

Klaus Schwab, World Economic Forum
How Cisco Defines CSR

CSR Encompasses Responsible Business Practices and Social Investments That Drive Long-term Value and Sustainability For Our Business and Global Communities

Our CSR Commitments:

- Attracting, developing, retaining and engaging the best employees
- Building healthier, more productive communities
- Minimizing our environmental footprint
- Corporate and CSR governance
Partnership for Lebanon Backgrounder

- In 2006, the President of the United States asked four American business leaders to travel to Lebanon to survey the aftermath of the most recent conflict.
- Delegation members attend Paris III meeting with HE Prime Minister Fouad Siniora of Lebanon in January 07.
- Craig Barrett visits Lebanon in April 07.
- PFL has currently entered its 3rd year of operation and committed over USD 15 Million.
The Partnership for Lebanon

VISION

Helping the people of Lebanon find a path to Stability and long term Economic Growth

STRATEGY

Establish Public Private Partnerships to create scalable, replicable, and sustainable solutions for community and country transformation

EXECUTION

- Crisis Relief and Response
- Support ICT Infrastructure
- Workforce Training and Education
- Private Sector Revival
- Connected Communities and Government
### Workstreams and Associated Initiatives

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**Diaspora and Sponsorships**
“When a well run business applies its vast resources, expertise, and management talent to problems that it understands and in which it has a stake, it can have a greater impact on social good than any other institution or philanthropic organization.” *Michael Porter, Harvard Business Review*
PFL Model – CSR Approach

CSR engagement within the PFL’s areas of interest and expertise are:

- Social Benefit
  - ICT Infrastructure
  - Broadband Connectivity
  - Education

- Economic Benefit
  - Economic Development
PFL Model – CSR Approach

Social Development

Social Benefit

Economic Benefit

Crisis Relief and
Combined Social and Economic Benefit

Private Sector Revival
Job Creation

Economic Development
PFL Model - Projects

**Crisis Relief & Response**
- Children Relief
- Rehabilitation of schools and ICT centers
- Helping the displaced build new homes

**Private Sector Revival Job creation**
- Business Matching
- Executive Mentorships for young CEOs
- Equity investments in ICT companies
- “Creative Industries Cluster” initiative

**Combined Social & Economic Benefits**
- Connected Community Centers
- Micro Credit loans for ICT in rural areas
- Professional ICT training and certification
- Internships

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PFL Model – Target Beneficiaries

Youth

Private Sector

Policy Makers

Population at large

Helping the people of Lebanon find a path to Stability and long term Economic Growth

Awareness Campaign

Broadband & ICT Infrastructure
ICT Infrastructure

- Lebanese Broadband Stakeholder Group
  - Broadband services not available in Lebanon
  - Cisco helped in starting the Lebanese Broadband Stakeholders Group (LBSG). It was launched on October 08 and is endorsed by the Lebanese Economic Organizations.
  - More than 4,000 people (and professional associations) have signed the Broadband Manifesto which outlines the principles government and industry must take to enable broadband connectivity in Lebanon.
  - The Main objectives of LBSG:
    - Create nonpartisan support for accessible broadband for all citizens
    - Educate citizens through lobbying and an awareness campaign recently launched
      - www.broadbandlebanon.org
ICT Infrastructure

- National Broadband Strategy

Goal: Develop national broadband strategy for economic revival, innovation, investment, and competitiveness

- In January 2008, Cisco presented a national broadband strategy to the Telecommunications Regulatory Authority in Lebanon and to other stakeholders.

- In April 2008, Cisco and the TRA presented the National Broadband Strategy to the Prime Minister of Lebanon
ICT Infrastructure

- **Internet Exchange Point**

  **Goal:** Build an internet Exchange Point in Lebanon

  Cisco helped in building the first Internet Exchange Point in Lebanon: Beirut – IX

  It was installed on December 2007 and is one of only two IXPs in the Middle East

- **International Internet Gateway**

  All equipments were delivered in August 07 to the Lebanese Government, the project is pending due to delays in the International Fiber upgrade project.
Workforce Training and Education

**Goal**: Support the government in building a platform for education transformation

- **Workforce Training**
  - Increase Cisco Networking Academies from 21 to 44
  - Place qualified Lebanese interns in Lebanese-based businesses and government agencies and top U.S. companies
  - Cisco committed to 100 interns over 3 years
  - As of January 2009: 16 new Academies opened, 36 U.S. internships completed, 37 Lebanon internships completed (25 government, 12 private sector)
Workforce Training and Education

**Goal:** Support the government in building a platform for education transformation

- **Education**
  - In partnership with the Hariri Foundation, Cisco is setting up a national education network to connect 50 public schools
  - In partnership with UNICEF and Ministry of Education, the Partnership has developed a “School in a Box” pilot project to facilitate integration of ICT in public schools.
  - The Partnership is hosting a series of workshops on ICT with the Ministry of Education to initiate dialogue among education leaders and practitioners and develop recommendations for ICT integration in education.
Job Creation / Private Sector Revival

**Goal**: Create jobs in Lebanon and reduce brain drain

- **Business Matching**:
  - Cisco and Multilane are designing advanced test instruments
  - Cisco Learning Institute and Telesupport Services are providing Arabic call center support for Networking Academy
  - Arab American Chamber of Commerce and E-sharing are performing translation and website development work
Job Creation / Private Sector Revival

**Goal**: Create jobs in Lebanon and reduce brain drain

- **Executive mentorship program**:
  - Pilot launched in April 2008 with 1 mentor from Cisco; results were very favorable
  - 26 Lebanese Executives applied to the program and 9 finalists chosen by the mentee selection committee

- **Microcredit in ICT**
  - Cisco provided grant to Relief International to create a $1M fund for ICT microcredit loans to businesses in rural areas of Lebanon
  - Two prominent microfinance institutions were selected to manage the program: Al Majmoua and AMEEN, the field implementation started in February 09. 50 loans (USD 105,000) disbursed to date
Job Creation / Private Sector Revival

**Goal**: Create jobs in Lebanon and reduce brain drain

- **“Lebanon Creative Cluster” development**:
  - Focus on creative industries such as advertising, media, entertainment, and digital media and content development
  - The Creative sector plays a major role in economic competitiveness of Lebanon
  - Consultant visited Lebanon in January 2009 to help establish a creative cluster action plan for Lebanon
  - Workshops held in February 09, and June 09 to determine the action and implementation plans
Connected Communities

**Goal**: Develop long term, ICT-based transformation projects to improve communications, enhance service delivery, and increase access to education

- Phase I of Connected Communities pilot program implemented from April 07 to March 08 in 5 areas of Lebanon

- Phase II will engage entrepreneurs, small businesses, and citizens in community development throughout Lebanon

- CCBI aims to develop eight connected community centers to help create sustainable social and economic development
Crisis and Relief

**Goal:** Work with NGOs to rebuild homes, rehabilitate schools, and expand workforce training programs

More than US$1.7M raised to date

- ANERA (American Near East Refugee Aid) established 10 fully-equipped ICT centers and facilitated ICT education in areas that previously had little or no access to computers
- Habitat for Humanity assisted more than 640 families (3200+ individuals) with reconstruction activities and created a web portal
- Mercy Corps developed LEARN program to promote excellence in Lebanon’s underserved public schools through enhanced learning environments, diverse extra-curricular activities and increased community engagement
- Marshall Legacy Institute sponsored 2 land mine-detection dogs
For More Information

- The Broadband Manifesto and the Lebanese Broadband Stakeholders Group
  www.broadbandlebanon.org
- The Partnership for Lebanon
  www.partnershipforlebanon.org
- Cisco
  www.cisco.com
Broadband Strategy Components

- **Supply (building the infrastructure)**
  - Short term: Market framework / liberalization
  - Mid term: business parks, connected cities
  - Long term: Government initiatives for Universal Access

- **Demand**
  - Applications and Services Strategy
  - Public Sector demand: Education, Inter-operability, Health, Security, SMBs
  - Private Sector demand: SPs and VSPs

- **Adoption**
  - Media and awareness campaign
The Lebanese Broadband Stakeholders Group

PRIVATE SECTOR
Data Service Providers

Availability, Affordable, Reliable, Fast (>100 MBPS) BroadBand Services

PUBLIC SECTOR
OGERO, TRA, MOT, COM

Decision Makers

Beneficiaries

LBSG represents consumers, businesses, Professional Associations, and Civil Society