

Significant Press Coverage

The PFL held several events in the past quarter with major coverage coming from the likes of Executive magazine, Al Sharq Al Aoussat, Al Bayrak, Al Liwa', Al Murakeb Al Inmai, and L'Orient le Jour newspapers. Topics included the broadband topic, broadband events and others. For more information on the various press releases, visit: www.partnershipforlebanon.org

Lebanon in Numbers

Throughout the years, Lebanon has been suffering from much political turmoil, leading to a substantial drop in the country's economic stability. This year, however, the World Travel and Tourism Council forecasts that hospitality will make up 9.3% of the country's GDP. That translates into a \$2.59 billion injection into the economy and 149,800 jobs. If the figures prove to be accurate, 2009 will be the biggest year for tourism since the end of the civil war. An estimated 1,400,000 tourists came to Lebanon last year and it is said that this year the number could reach 2 million. And should Lebanon remain stable, this trend is set to continue. By 2019, tourism is projected to account for 25.7% of the GDP and contribute \$14.2 billion to the economy.

About The Partnership

DID YOU KNOW...

The PFL sponsored 'Tawassol 2' in August 2009, an ICT summer camp for youth that was the first of its kind in Lebanon?

The weeklong camp was organized with the Union of Arab ICT Associations, Ijma3 and the Professional Computer Association.

The camp brought together a diverse group of Lebanese youth from across the country. The goal: to equip the next generation of Lebanese leaders with the tools they need to compete in a 21st Century global marketplace, as well as participate in a peaceful and engaged civil society. Camp-goers were given multi-disciplinary skills training in ICT, conflict resolution, leadership, and civic and human rights and responsibilities.

On the final day, prior to the graduation ceremony, guest speaker Mr. Samer Chidiac from Microsoft spoke to the participants about E-social networking (Facebook, YouTube, Flickr) and how it has changed the concept of online communications. He also touched on new features of Microsoft Internet Explorer 9, several ongoing game projects, and their future vision for technology.

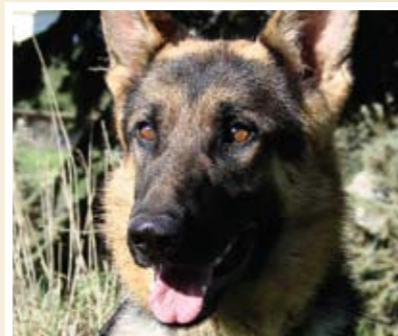
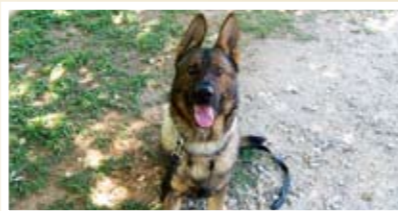


The Partnership trained two dogs in March?

MDD CIMGO has been very busy since becoming accredited to work in Lebanon in late 2008. One of the top-performing dogs working with the Lebanese Mine Action Center (LMAC) Engineer Regiment, MDD CIMGO and his handler Corporal Rida Tabeja have sniffed out mines in six different demining sites in Mount Lebanon, a highly mine-affected area along the western border of Lebanon. Since being declared free of mines, two of these sites have begun to be developed as tourist areas and two additional sites have been reverted back to agricultural use. Infrastructure will be built at the two sites most recently cleared by MDD CIMGO in June. CIMGO and Corporal Tebeja work closely with other mine-clearing methods while out in the field. The highly effective MDD team conducts quality assurance checks on land cleared by manual and mechanical demining means – a vitally important process that ensures that the land is free of mines.

When not in the minefield, CIMGO and his handler train in the morning and late afternoon on a daily basis to ensure that the team remains strong and effective. The Partnership for Lebanon should feel proud that their sponsored dog was part of a group of MDD teams that have cleared over 33,000 square meters of land at these six mine-affected sites! MDD CIMGO is helping make Lebanon a safer place for all.

MDD Shreek was trained at the Mine Detection Dog Center in Bosnia, and arrived in Lebanon in late 2008. After a long and rainy spring, Shreek continues to train with his handler, Private Ghaleb Merhi, at the Lebanon Mine Action Center (LMAC). The LMAC plans to test Shreek and Private Merhi this month to ensure they are able to safely work in the minefield. After the team is accredited this month, they will begin the crucial work of 'sniffing out' mines and saving lives in war-torn Lebanon.



www.partnershipforlebanon.org

**PARTNERSHIP
FOR LEBANON**

**NEWSLETTER
September 2009**

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How can YOU HELP?

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Welcome Message from George Akiki

We are so excited to bring you this edition of our information-rich newsletter as we move well into our third year of engagement in Lebanon.

The PFL team remains vibrant as ever and very proud to represent a best in-class example of a partnership between global companies coming together to collaborate on offering their respective core competencies towards one common goal: helping the people of Lebanon find a path to stability and long term economic growth.

Despite the global economic downturn, our CEO's continue to support PFL's commitment to execute on the various initiatives in progress, and the emerging human stories continue to fuel our team's excitement and motivation.

In this edition, we're highlighting some of the achievements in raising awareness for the dire need of high speed, low cost broadband to leapfrog Lebanon into the 21st century knowledge economy. Our main objectives of addressing the «WHY» and the «WHAT» were met and now our friends at the Lebanese Broadband Stakeholders Group (LBSG) are carrying the torch for increasing adoption of the Broadband Manifesto (<http://www.broadbandlebanon.org/MANIFESTO>) and for maintaining the intensity of appeal for figuring out the «HOW» by the various decision makers. In a nutshell, the country's broadband infrastructure market needs to be liberalized as competition will accelerate deployment.

Additionally we are excited to share with you new information about our Creative Cluster Initiative which leverages the many projects we started into one focused ecosystem that promises to help small and medium businesses create meaningful jobs by building on a Lebanese differentiator: Creativity. You might also be intrigued by our novel approach to micro-financing where we dedicated a \$1 million fund to focus on ICT related businesses in rural areas.

We are grateful to our many NGO partners who remain steadfast in their dedication to help Lebanon.

Best Regards,



George F. Akiki
Program Director,
Partnership for Lebanon,
Cisco

Latest News

Cisco launches the 2nd phase to the Creative Cluster workshops

On June 1st and 2nd 2009, Cisco partnered with the Professional Computer Association of Lebanon (PCA) to explore the potential of Lebanon becoming a leading creative cluster. This initiative brought together leading creative industries in Lebanon defined as: broadcast, advertising, film, creative writing, design, fashion, architecture, passing-through digital media, music composition/production, publishing and poetry.

Renowned British creative consultant Tom Fleming was invited to conduct research and consultation visits with pioneering Lebanese creative professionals as well as a series of workshops and meetings.

All discussions centered around four priorities: Development Capacity, Support Landscape, Access to Capital, and Marketing Shaping & Market Making. Ideas and recommendations shared were gathered from all participants. Cisco and the PCA will be working for the next few months on incorporating them into a framework that will be shared with the public.

For a closer look at the workshop, visit http://www.youtube.com/watch?v=_1wm-5QNryM



The UNDP acknowledges the Pfl for assisting in ‘building a citizen state.’

In the latest United Nations Development Program (UNDP) National Human Development Report for Lebanon, published on June 30th, 2009, the Partnership for Lebanon was acknowledged for playing a role in building a citizen state. This is the fourth National Human Development Report for Lebanon, entitled ‘Toward a Citizen’s State,’ which was developed in partnership with the Council for Development and Reconstruction. The elaboration of this report brought together policy makers, intellectuals, activists and academics, representing the social and political diversity of Lebanon. The report analyses the political, economic and cultural dimensions of citizenship in the country.



It explores the relationship between citizens and the state, its institutions, its constitution and its law. It focuses on socioeconomic rights, including rights to education, health, and employment and addresses the issues of poverty and social exclusion. In addition, a gender development index is generated, which measures inequalities between men and women. Alongside, a gender empowerment measure is conducted, which focuses on women’s opportunities. Both indexes point to considerable gender disparity on all fronts but education.

It looks into the linkages between citizenship, culture and education and explores shared common cultural values as well as cultural differences, and their impact on national identities.

It presents specific recommendations on how to strengthen citizenship and enhance the role of the state and of civil society.

For more information, please visit: www.arabstates.undp.org

Progress Update

ICT Infrastructure: The Broadband Awareness Campaign

Since its launch in November 2008, The Broadband Awareness Campaign has reached out to the public in many forms through manifestos, events, web banners, and press coverage, encouraging the Lebanese people to act. Over 6,000 manifestos have been signed to this day, marking the halfway point in implementing its concern to the government.

The Lebanese Broadband Stakeholders Group’s future objectives are to keep pressure on the parliament members and maintain the flow of the broadband topic in the public sphere.



Workforce Training: Dialogue on Education

The Partnership, in conjunction with the Ministry of Education and Higher Education, has launched a series of monthly workshops designed to spur dialogue among education decision-makers and practitioners about the future of education in Lebanon. Participants discuss everything from curriculum to integrating the latest classroom technologies to providing teachers with cutting-edge training and tools or the challenges that have been identified for the integration of technology in public schools. The workshops will contribute to establishing a common vision, strategy and roadmap for the future of education and 21st century learning in Lebanon. The Dialogue on Education will be signaling the closing session of the workshops, which will be held in September in order to recap on previously discussed topics, in an effort to further develop and improve the education system.



Working with **UNICEF** and with the support of the **MEHE**, the Partnership has launched the “**School in a Box**” pilot program. The project is designed to develop a standard model to facilitate the integration of ICT into public schools in Lebanon and enhance education by incorporating 21st century learning methods and techniques. “**School in a Box**” uses ICT as a tool to

start the basic shift of education from traditional “teacher-centric” teaching style to more “learner-centric” methods that utilize technology to enhance teaching and foster learning. The project is currently funded by \$250,000 in grants and is being piloted in seven schools.

Private Sector Revival: Micro-Credit Update

• Micro-Credit Program

As part of the Micro-Credit Program, the Partnership has united with Relief International (RI) to implement the Cisco Rural Enterprise Development for Information Technology (CREDIT) program. The goal of the program is to advance Information and communication technology (ICT) businesses in rural areas by providing access to capital – in this case, micro-financing. Increasing opportunities to start up businesses will create jobs and foster economic growth while diminishing the digital divide between urban and rural areas. CREDIT selects and trains local microfinance institutions (MFI) – in this case, Al Majmoua and Ameen – to administer loans and offer capital for businesses in the ICT sector (each of the MFIs have developed a business unit specializing in ICT loans).. In addition to loans, beneficiaries of the CREDIT program receive training in marketing, financial management and business planning.

Examples of startup enterprises include business networking installation, network diagnostics, consumer networking and installation/troubleshooting, “knowledge” cafes, hardware, accessory and maintenance shops and rural local ISP establishments.

- Cisco announced a \$1 million grant to RI in January.
- Agreements with three MFIs were concluded in March 2009.
- A total of 133 ICT loans were disbursed with a total value of \$259,000.

• Creative Cluster

In its effort to revive the private sector, Cisco, partnered with the Professional Computer Association of Lebanon (PCA), to explore the potential of Lebanon to become a leading creative cluster. The creative sector has the potential to play a major role in the economy and is continuously contributing to the economic competitiveness of Lebanon. The creative sector is of primary importance and focus in the cluster initiative. Establishing a coordinated and sustained approach that can support the growth and development of this sector is key.

The main goal of the cluster initiative is to find ways to utilize Lebanon’s strengths and revolutionize it into becoming the creative hub for the Middle East and the rest of the world by overcoming current barriers to success. The five core creative industries that the Lebanon Creative Cluster will emphasize on are: advertising, publishing, digital media, broadcasting and film. The rationale behind that, is that these industries rely on a major technology component.

January 2009: Consultation visits to leading creative figures helped Fleming build a strong relationship with the sector and a sharp awareness of the sector as well as supported him in developing a baseline for the workshops to follow.

February 2009: A workshop took place during which Fleming introduced various topics of discussion aimed to understand, in more depth, the specific dynamics of the creative sector in Lebanon.

June 2009: Eighty Lebanese creative thinkers representing various industries participated in the second series of workshops. They collectively explored how the creative sector can be supported to grow, become more competitive and add value across the economy.

Ideas and recommendations shared were gathered from all participants. Cisco and the PCA will be working for the next few months on incorporating those into a framework that will be shared with the public.

Event’s Participation



WSIS Follow-up Regional Conference in Damascus

On June 16th, Cisco, on behalf of the Pfl, attended a three-day conference in Damascus entitled ‘Follow-up to the Implementation of WSIS Outcomes in Western Asia.’ Organized by the ICT Division of ESCWA, the main objectives were primarily to review the implementations of the WSIS outcomes the Arab ICT Strategy and other national plans of action, to identify new projects including the updated Arab ICT Strategy, and to make recommendations for the enhancement of ICT strategies and plans of action.



Arabcom

On May 28th and 29th, the Pfl participated in the 11th installment of ARABCOM, the annual Arab International Telecom Development Summit. With the help of the summit, Cisco tended to spread its broadband campaign and reach every platform possible. Other exhibitors included Alfa, Ericsson, Oracle, Nokia Siemens Network, Qualcomm, Vocalcom and more. Concurrently, hourly conferences took place, discussing future initiatives for a concrete broadband future.



Berytech Entrepreneurs Forum

On May 21st and 22nd, Cisco, on behalf of the Pfl, were invited to the Berytech Entrepreneurs Forum where old and new entrepreneurs of the 21st Century were able to come together and communicate various business plans and strategies for the future as a kind of melting pot of ideas. Cisco spoke of their Corporate Social Responsibility duties throughout the past year and highlighted their upcoming initiatives. Also ongoing were small conferences discussing the basics of entrepreneurship and how to succeed in such a flourishing and competitive market.



SchoolNET

The Pfl supported the ‘SchoolNET’ project, a first of its kind in the country, on Monday May 25th. Her Excellency, Bahia Hariri, Minister of Education and Higher Education, was present for the awards ceremony. The students were tasked to paint several pictures based on the intellectual property theme, competing to win a plasma television and an Xbox for their school.



LBSG Speaker Series

The Pfl introduced the Speaker Series conference on April 24th and 25th in a bid to establish foreign ideas and exchange points on successfully launching broadband connectivity in the near future. Two highly knowledgeable broadband representatives, from England and France, Mr. Meek and Mr. Rozenfeld, spoke of their first hand experiences in bringing broadband to the country, the difficulties they faced, and the lessons they learned.