



Corporate Social Responsibility

Palestine Investment Commitment

In the Palestinian Territories, Cisco Helps Stimulate Sustainable Growth in the ICT Industry Through Education, Workforce Development, and Investment



The issue

The Palestinian Territories are rich with an educated workforce in need of a stronger economic and technology ecosystem to sustain jobs and entrepreneurship



Initiative creates jobs, cultivates an ICT ecosystem, helps break down cultural barriers, and opens up global business opportunities in the Palestinian Territories.

Beginning in 2008, Cisco invested US\$15 million to fuel job creation and economic development in the Palestinian information and communication technology (ICT) sector. Cisco outsourced projects from its Israeli office to companies in the Territories, helped train and mentor business leaders, promoted cross-cultural collaboration among 200 youth, and invested US\$11 million of venture capital in promising ICT companies. In connecting schools and youth centers through wireless networks, Cisco helped build a competitive market for local Internet service providers. Cisco cultivated local ICT leaders to carry the program's vision forward after the company's commitment ended in 2012.



Networks

Human Networks:

Government in the Palestinian Territories, multi-national corporations, U.S. State Department, local ICT companies, nonprofits, instructors and students, Cisco business units

Technology Networks:

Routers, switches, Cisco® IP Communications, Cisco TelePresence® solution

Jobs and Business Development*



8x

increase in percentage of Palestinian GDP attributable to the ICT sector from 2008 to 2011



45%

of outsourcing buyers in the U.S., Europe, and Middle East are now aware of ICT capabilities in the Palestinian Territories



64%

increase in international client work among Palestinian ICT firms from 2009 to 2012

Education and Training



200

Palestinian youth gain ICT and leadership skills



20%

increase in students applying for engineering and computer science schools in the Palestinian Territories



52

schools and youth centers connected via wireless network

* According to a June 2012 report on the Palestine Investment Commitment by Mission Measurement

you + networks = impact^x



The Issue

Ongoing political and economic challenges in the Palestinian Territories make it difficult for capable ICT companies to grow globally and attract international business. While the Palestinian people have an entrepreneurial spirit and many have started small technology businesses, the Territories need a stronger “ecosystem” for a truly competitive ICT industry to flourish—including workforce training, collaboration between public and private entities, capital investments, access to global markets, and a robust ICT infrastructure.

Human Networks

Two advisors to the Palestinian president and the minister of telecommunications were on the initiative’s advisory board, providing buy-in from the highest level of government. The chairman of the Palestinian Information Technology Association (PITA) sat on the advisory board, and PITA helped select three companies to complete outsourcing projects for Cisco’s Israel office. The U.S. Agency for International Development (USAID) provided funding and support for the Mediterranean Youth Technology Club (MYTecC) and connectivity for schools and youth centers.

Technology Networks

Relying on its core expertise in networking technology, Cisco connected schools and youth centers and worked with local ICT companies to ensure the wireless network could be maintained affordably in the future. This process increased the capacity of local Internet service providers and created a new, competitive market opportunity. Cisco partnered with two Middle Eastern companies, LionHeart and Positeam, to provide technical training, English language courses, CEO coaching and consulting, sales and marketing training, and other resources to help Palestinian software firms build their capacity and compete in the global market.

Impact^x

The Palestinian ICT firms Cisco outsourced projects to have reported a 65 percent increase in their workforces. Cisco shared its outsourcing model with other companies, and several, including Intel, Hewlett Packard, Microsoft, Windbond, Mellanox, and Ness Technologies, have made similar investments. Through MYTecC, 200 Palestinian youth developed technology and career skills and interacted with peers across the region, fostering a future of cross-border collaboration. Forty schools and 12 youth centers were connected via wireless network, and the number of students applying to engineering and computer science schools in the Palestinian Territories increased by 20 percent. Companies that participated in the capacity building program reported 5 to 100 percent growth in revenue, 15 to 300 percent growth in their workforces, and 10 new markets reached, only 6 months after completion. The venture capital invested in start-up and early-stage ICT companies will create jobs and increase the global relevance of the Palestinian technology sector—now and in the future.

“At a time when many companies color the West Bank red on their maps as an economic no-go zone, Cisco saw an opportunity...Cisco’s leadership has inspired other high-tech companies to recognize that the West Bank is open for business.”

– Former U.S. Secretary of State Hillary Rodham Clinton in presenting Cisco with the 2010 Award for Corporate Excellence

More Information

To contact Cisco about the Palestine Investment Commitment, please visit: csr.cisco.com/contact

csr.cisco.com



Cisco Corporate Social Responsibility

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities, and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business—by applying our technology, employee expertise, and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.