

Corporate Social Responsibility Expert Mr. George Akiki Visits LERC

Wednesday 22nd December 2010, LERC, NDU

Reported by Elie Nabhan

The Lebanese Emigration Research Center at NDU welcomed on its premises the Senior Director at Cisco and Head of Strategic Operations for Cisco's Corporate Social Responsibility (CSR), Mr. George Akiki. Cisco is a globally recognized leader in networking, providing innovative solutions to how people connect, communicate and collaborate.

According to his biography, CSR has allowed Mr. Akiki to experience upfront "the human side of Cisco, which has made him an avid believer in the power and importance of Corporate Social Responsibility (CSR) and Cisco's culture of giving back."

He embarked on his CSR career in January 2007 and he and his family have been back in Lebanon on a 3-year assignment since 2008. At Cisco, Mr. Akiki's 11-year career centered on "engineering management roles driving large scale cross-functional programs".

He is also "the acting Program Director for the Partnership for Lebanon, the goal of which is to establish Public Private Partnerships to build scalable, replicable, sustainable solutions to help the people of Lebanon find the path to long-term stability and economic growth."



Mr. George Akiki pictured at the Lebanon Migration Museum at NDU (Dec 2010).

Mr. Akiki, however, came to LERC primarily to discuss an organization called the AlefB, a multicultural center for children, which has branches in France and in Washington DC and in the San Francisco Bay area in the United States.

The AlefB aims to teach Arabic to immigrant Lebanese children and Mr. Akiki, along with his colleagues, is interested in expanding the AlefB to a wider audience around the world.

In this capacity they sought out the advice of Director Guita Hourani, whom they regard as a specialist in the field of emigration.

Discussions also centered upon mutual interests pertaining to emigration and development, and job creation among others.