

Press Release

CSR LEBANON Establishment

(Beirut, 4 January 2010). CSR LEBANON(LLC) is proud to announce its establishment as the first Lebanese Corporate Social Responsibility (CSR) company dedicated to raising awareness and enhancing CSR dialogue in Lebanon and the Middle East region.

CSR LEBANON(LLC) aspires to network and promote CSR and sustainable development by being the leading provider of information, training, research and consultancy in the CSR field to help corporations do business in a responsible and sustainable way.

With a vision to make CSR an “essential part of our national culture, towards a National CSR Strategy,” Mr. Khaled Kassar, founder and CEO of CSR LEBANON states that “we will play a vital role in providing an informative platform to companies along with supporting them in using CSR in their core business strategies to align profitability with sustainability and human development.” CSR LEBANON believes that the evolution of success begins with that of its society, a matter that can only be achieved through a private-public joint effort, international support and civil focused initiatives.