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October 21, 2014

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CSR Press Release

Beyond Business Makes History with Three GRI G4 Reports

Submitted by: **Beyond Business**
 Categories: [Sustainability, Research, Reports & Publications](#)
 Posted: Dec 19, 2013 – 03:27 PM EST



TEL AVIV, Dec. 19 /CSRwire/ - Beyond Business Ltd wishes to congratulate three clients in three sectors and on three continents – [GSK Romania](#), [Caesars Entertainment Corporation](#) and [ECI Telecom](#) – on the publication of Sustainability Reports in accordance with Global Reporting Initiative (GRI) G4 CORE level sustainability reporting guidelines.

All three companies published GRI G4 CORE level reports in December 2013, and all three reports represent "firsts" in their respective sectors and geographies, including the first report in the world to be approved by GRI using the Materiality Matters check. This makes the month of December 2013 a historic month for sustainability reporting, advancing the uptake of the G4 guidelines and leading the way in accountable and transparent business practice and communications.

Cohen says: "We would like to congratulate [GSK Romania](#), [Caesars Entertainment Corporation](#) and [ECI Telecom](#) on their sustainability achievements and reporting leadership. We are proud to be the only sustainability reporting consulting firm in the world, I believe, to have been involved in the development of three published G4 CORE level reports, including the first G4 report in the world to pass the GRI G4 Materiality Matters check."

GSK Romania: GSK Romania is a wholly owned subsidiary of GSK plc., and one of the largest and most diverse pharmaceutical companies in Romania, focused on creating value by helping Romanians extend their life expectancy. [GSK Romania's second annual CSR Report, "Valuing your Trust,"](#) meets G4 Core requirements and is structured in line with parent company GSK's approach to reporting. This is the first G4 report published in Romania. The process involved a local stakeholder panel to discuss material issues. Please visit www.gsk.ro.

Caesars Entertainment: Caesars Entertainment Corporation is the world's most diversified casino-entertainment company and operates primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars also owns London Clubs International. [Caesars Entertainment's fourth annual CSR and Sustainability Report, "Vibrant Communities,"](#) demonstrates leading practice in the gaming-entertainment industry and is the first report in the world to be published after having received approval from the GRI through the Materiality Matters check, which confirms the inclusion of material disclosures in the report. Please visit www.caesars.com.

ECI Telecom: Founded in 1961, ECI provides scalable broadband access, transport and data networking infrastructure that provides the foundation for the communications of tomorrow, including next-generation voice, IPTV, mobility and other business solutions. [This is the second full Sustainability Report of ECI Telecom, headquartered in Israel, and is called "Advancing Sustainable Connectivity."](#) It is the first G4 to be published from an Israeli company, and the first G4 report in the world from a company in the telecommunications sector. Please visit www.ecitele.com.

Gwen Migita, VP Sustainability & Community Affairs, Caesars Entertainment Corp, says:

"It was important for Caesars Entertainment to demonstrate our work in the sustainability space. Our report, titled 'Vibrant Communities' tells the story of how Caesars Entertainment continues to make positive economic, social and environmental contributions."

Eynat Rotfeld, CSR and Employee Engagement Manager, ECI Telecom, says:

"Sustainability is central to our operations, from recycling and waste management to energy savings and empowering our employees to volunteer. As a telecom solution provider, we have an even more significant role in this space as our solutions promote what we call sustainable connectivity, bringing e-health, e-education and other advanced services to many communities in the world. Beyond Business helped us report all of our efforts in one standardized and internationally recognized framework."

About Beyond Business Ltd

Beyond Business is an inspired Corporate Social Responsibility and Sustainability Reporting consulting firm. We assist clients around the globe in developing sustainability strategy and help deliver best-practice Sustainability Reports. Beyond Business was founded in 2005, and is managed by Elaine Cohen. Cohen is also the author of *Understanding G4: A Compact guide to next Generation Sustainability Reporting*, which has been praised as "a must-read for anybody working in sustainability" by Alan AtKisson. Please visit www.b-yond.biz and www.csr-reporting.blogspot.com.

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