

Strategic Communication For Sustainable Organizations Theory And Practice Csr Sustainability Ethics Governance

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Strategic communication, in the context of this pa- per, is understood as a dynamic process, integrated in a large-scale initiative that comprises multi-disci- plinary and social marketing, non-formal education and public participation, thrives on acting people, aims at the innovative and sustainable change of practices, behaviors and lifestyles, guides commu- nication processes and media interventions within and among social groups, and is a pre-requisite and a tool for change at the same time.

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in any sustainable plan or strategy communication plays a vital role in order to plan and develop sustainability and sustainable strategies it is necessary for people to express themselves internally and

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