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Strategic communication, in the context of this paper, is understood as a dynamic process, integrated in a large-scale initiative that comprises multi-disciplinary 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 communication 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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