

STRATEGIA DE COMUNICARE A DEZVOLTĂRII DURABILE

SUSTAINABLE DEVELOPMENT COMMUNICATION STRATEGY

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Abstract: An ascertainment that can be generalized shows that the contemporan world covers one of the most amazing revolutions under our eyes, that of communicating and communication, in other words, the communicational revolution. This article's purpose is to contribute to the identification of some key-problems regarding Sustainable Development, namely precisely the COMMUNICATION for development. But the Sustainable Development communication strategy is a complex task that has in mind awareness regarding ethical, ecological and socio-economical objectives, inside as much as outside the organizations.

Keywords: communication, strategy, sustainable development