

# Training of the specialists involved in commercial communication aimed at the improvement of the overall professional capacity in the industry

Provision of training and training tools on the Media Code of Ethics, where gender is one of the two protected grounds. The national Ethical Code is based on the consolidated standards for commercial communication of the International Chamber of Commerce (ICC Code) and is adapted to the local culture and public opinion.

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## Weblinks

[PHP](#)



## Funding body

membership funded

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## Aims and objectives

- To ensure the correct application of the code of ethics, which includes gender equality, in media organisations

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## Results and impact

## Creator/owner/responsible institution

National Council for Self-regulation (NCSR)

**Stakeholder, Firstname:** Elly

**Stakeholder, Family name:** Guerganova

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## Additional information

**Subtype:** Training courses and toolkits on gender issues

**Duration:** 1-3 days

**Periodicity:** Ongoing

**Nr of beneficiaries:** as needed

**Nuts code:** BG

**Evaluation:** N/A

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## Metadata

**ONGOING:** Ne

**TYPE:** Training tool

**COVERAGE:** National

**TARGET GROUP:** Media company managers, Media professionals

**KEYWORDS:** media organisations, media professionals, gender training