



## PRESS RELEASE / October 2021

### SMEs and GDPR: The mindtheDATA info days and events

In the second half of October 2021 and just before the end of our project, the mindtheDATA partnership held local events in Bulgaria, Greece, Poland, and Spain. The purpose of the events was to invite SMEs representatives, VET trainers, teachers and consultants, HR specialists, but also future business managers in their preparation phases, to showcase the projects main results and outputs and how they can contribute to infuse a GDPR business culture across SMEs. We have presented all takeaways that are freely available for business consultants and SMEs, all of them adapted to national languages. We tried to address audiences relevant to several facets of a business i.e. consulting and support, HR, ISO related issues, CSR as integral part of many SMEs, future businessmen/women and entrepreneurs and their teaching staff.

#### **Bulgaria**

Yambol CCI implemented the mindthe DATA Events on the 14th and 28th of October 2021 in Yambol, gathering more than 50 participants: business consultants, HR specialists and managers. The focus was on GDPR as both a challenge and a great advantage for the SMEs. The project team presented the outputs of the project, paying great attention to the online training platform. The training platform was demonstrated, together with the Handbook that will be a useful item for the business consultants working with the SMEs in their path to GDPR compliance.

#### **Greece**

Militos Consulting SA in collaboration with ISO specialist EQA in Greece, organized and held in Athens a half-day long event on the 20<sup>th</sup> of October 2021. A mixed audience of approx. 50 SMEs managers, business consultants but also GDPR specialists have been informed in-depth about the project, its intervention philosophy, the mindtheDATA training provision as offered freely online and the complementary mindtheDATA Handbook for business consultants. Future trends at the nexus of GDPR and ISO related issues have been presented, followed by a real-life example of GDPR application in an SME in the sector of advertising, epitomizing the challenges usually faced by Greek SMEs, but most importantly the deep organizational changes GDPR compliance brings about, not only at the macro-level of a company's structure, but also in that of employees and employers attitudes in everyday work-life.

#### **Poland**

PAIZ Consulting implemented the mindtheDATA Event on the 26th of October 2021 in Lublin for 30 participants: business consultants, HR specialists and managers. The event was held in conjunction with the 4th Corporate Social Responsibility Forum, organised by the Lublin Business Club Association. Representatives of PAIZ had the occasion to present project results as tools of implementing CSR by ensuring protection of personal data of both organisations' clients and employees, especially by highlighting the "GDPR beyond compliance" dimension of the mindtheDATA online training.

#### **Spain**

The Spanish Event was conducted by Innovation Training Center in collaboration with IES Virgen de las Nieves, a public secondary education institution located in the city of Granada. The event was implemented on the 27th of October 2021, attended by 31 VET students and educators/teachers in business management and entrepreneurship. They were introduced to the project and involved in a hands-on demonstration of the outputs developed, especially the eLearning platform, the Training Modules and the Handbook. The main aim of the event was to raise the awareness of educators preparing future business managers /entrepreneurs - and the students themselves - of the great importance to promoting a shift on the organisational culture within actual and future SMEs, which can experience potential benefits in terms of competitiveness and innovation derived from the "beyond GDPR compliance" approach fostered by mindtheDATA.

#### **Free access to the mindtheDATA main takeaways and training material as follows:**

- The mindtheDATA training platform [here](#)
- The mindtheDATA Handbooks for business consultants will help you using the platform. They can be downloaded in English, Bulgarian, Greek, Polish and Spanish [here](#)

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*MindtheDATA is coordinated by the Yambol Chamber of Commerce and Industry in Bulgaria, and implemented together with Militos Consulting (Greece), the Business Support Centre for Small and Medium Enterprises – Ruse (Bulgaria), EQA HELLAS S.A. (Greece), Innovation Training Center (Spain), PAIZ Consulting Sp. z o.o. (Poland) and RND0 (Cyprus).*

