

Inclusive scientific project of the European Social Fund**Digital Marketing Capacity Building –
Empowering Persons with Physical Disabilities for Remote
Work (DI-MARC)**

DI-MARC project aims to improve digital marketing competences of individuals with physical disabilities for remote work. Remote work presents significant potential for the employment of people with physical disabilities, but the key challenges they face include partial or complete exclusion from the labor market and a lack of digital skills required for employment, both in the traditional job market and on digital platforms for remote work such as Upwork, Freelancer and Fiverr.

The project is being implemented within the framework of the European Social Fund Plus (ESF+) from October 2023 to October 2025.

PREVIOUS ACTIVITIES

A document called "**Knowledge Tree**" has been prepared and submitted to the EC, consolidating the most popular remote work platforms, freelancer work platforms, specifications of digital marketing skills sought on these platforms, and aligning academic knowledge requirements with freelancer platform demands.

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The project was **presented** at the fourth SEMA conference: Challenges and Perspectives of Marketing held in November 2023.

December 3, 2023, was marked as the **International Day of Persons with Disabilities** with a presentation of the DI-MARC project.

The project received **media coverage** through radio and television on stations with national frequency in Serbia.

A **tool/questionnaire** for assessing competencies in the field of digital marketing was developed.

The **selection of freelancers** who will participate in the validation of the tool for assessing competencies in digital marketing was completed.

A roundtable discussion with freelancers was held, with active participation not only from consortium member countries (Serbia, Croatia, Montenegro) but also from freelancers in Kuwait and Oman. The aim was to validate the tool for assessing competencies in the field of digital marketing.

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ACTIVITIES IN THE UPCOMING PERIOD

The upcoming period brings us a lot of dynamic work that should result in input data for the preparation and development of a curriculum for training in strengthening digital skills for remote work for people with physical disabilities.

To achieve this in the upcoming period, we will carry out the following activities:

- ✓ Selection of freelancers from all three participating countries;
- ✓ Selection of users – individuals with physical disabilities to participate in the competency assessment process in digital marketing;
- ✓ Conducting SWOT analysis and identifying training needs for individuals with physical disabilities;
- ✓ Curriculum development and training material creation;
- ✓ Development of an online training program.

OUR CONNECTION WITH YOU

In the DI-MARC project, we are aware that the key to success lies in a close connection with the local community and the target group – individuals with disabilities. Our dedication to providing innovative solutions for developing digital skills in these communities drives us every day. It is important to us that our results reach all those who can benefit from them. Therefore, we are committed to spreading information about the project and sharing achievements on social media. Follow us on our website www.di-marc.net and on social media platforms such as Facebook, Instagram, LinkedIn, Youtube, and Researchgate to stay updated on the latest developments and results. DI-MARC is not just a project but a collective step toward an inclusive digital future. Thank you for being part of this inspiring journey.

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