

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

*Belgrade, June 2024 –DI-MARC* project, dedicated to developing digital marketing skills among persons with physical disabilities, is successfully progressing through numerous activities focused on promoting inclusion and providing equal opportunities in the labor market. This international project, supported by the European Social Fund Plus (ESF+) under the ESF-2022-SOC-INNOV call, provides individuals with physical disabilities from Serbia, Croatia, and Montenegro with access to education and mentoring for remote work, thus enabling their active participation in the global digital job market.

### DI-MARC Project Goals

**DI-MARC** project is focused on analyzing remote work platforms, developing a methodology for assessing digital marketing skills, and identifying gaps between the skills required and the current competencies of persons with physical disabilities. Based on these analyses, the **DI-MARC** team is developing comprehensive training programs that allow users to enhance their digital competencies and increase their professional mobility in a digital environment.

### Progress and Achievements in the Project's Current Phase

Since the beginning of the year, the **DI-MARC** team has achieved key results, including:

- **Validation of a skills assessment tool**, enabling participant selection across three partner countries for digital knowledge and skills assessment;
- **Research and gap analysis**, identifying specific areas where participants' skills need improvement to meet labor market demands;
- **Dissemination and communication activities**, which have presented project information to a broad audience, including participation in events and forums such as the "Empowered, We Can Move Forward" conference in Belgrade and the Andragora symposium.

### Upcoming Activities

In the coming period, the **DI-MARC** project will enter the training phase. Planned activities include:

- **Developing curricula and training materials** tailored to the specific needs of users;
- **Organizing roundtable discussions with key stakeholders** to facilitate knowledge exchange and strengthen support for digital initiatives;
- **Selecting trainers and training participants** to ensure the highest educational standards;
- **Implementing online training modules** that provide flexible learning opportunities for users with physical disabilities.



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### Digital Marketing Capacity Building - Empowering Persons with Physical Disabilities for Remote Work

Through these activities, the **DI-MARC** project aims to offer persons with physical disabilities opportunities for skill development and effective employment in digital marketing. By offering targeted training, the project seeks to reduce barriers to remote work, enabling users to independently develop their professional skills and increase their competitiveness in the labor market.

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