

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

**Belgrade, September 2024** – The *Digital Marketing Capacity Building – Empowering Persons with Physical Disabilities for Remote Work (DI-MARC)* project proudly announces the start of its first training sessions, aimed at enhancing digital marketing skills among persons with physical disabilities in Serbia, Croatia, and Montenegro. These training sessions are part of the **DI-MARC** project, funded by the European Social Fund Plus (ESF+) through the ESF-2022-SOC-INNOV call, with the goal of facilitating the smoother integration of persons with physical disabilities into the job market.

### Goal of the DI-MARC Project

The **DI-MARC** project aims to create an inclusive environment that enables persons with physical disabilities to acquire essential digital skills needed to thrive in the world of digital marketing and remote work. Through comprehensive training, participants will develop practical skills in digital marketing, allowing them to better integrate into the virtual job market and achieve professional growth.

### Training Structure

The first training module, *Digital Marketing Strategy*, begins in October 2024 in all three project participant countries. Training will be conducted in classrooms with trainer support, followed by a phase of online consultations and independent work on practical assignments. This blended approach provides participants with comprehensive support and the opportunity to acquire specific skills that will be valuable in real-life business situations.

### Importance of Training for Inclusion and Empowerment

The **DI-MARC** training represents a significant step towards a more inclusive society by equipping persons with physical disabilities with skills essential for employment in the digital economy. It is anticipated that the training will contribute to the strengthening of participants' professional competencies and boost their self-confidence, while also raising broader awareness of the importance of inclusive approaches within the digital marketing field.

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