

Press release 6
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Inclusive scientific project of the European Social Fund Digital Marketing Capacity Building – Empowering Persons with Physical Disabilities for Remote Work (DI-MARC)

Belgrade, October 2024- Within the project “Digital Marketing Capacity Building – Empowering Persons with Physical Disabilities for Remote Work (DI-MARC),” aimed at enhancing digital skills and employability of persons with physical disabilities, significant results have been achieved in Serbia, Croatia, and Montenegro. Funded by the European Social Fund Plus (ESF+) under the ESF-2022-SOC-INNOV call, **DI-MARC** is dedicated to creating an inclusive environment for persons with physical disabilities by providing tailored training programs in digital marketing.

Progress and Key Achievements in the First Year

The project has successfully completed its first year of implementation, marked by the following key activities:

- **Analysis of remote work platforms:** DI-MARC project team conducted an in-depth analysis of available platforms, identifying specific labour market requirements and employment opportunities for persons with physical disabilities.
- **Development of a skills assessment methodology:** A comprehensive methodology for assessing digital marketing competencies was designed and adapted to the specific needs of beneficiaries across the three partner countries – Serbia, Croatia, and Montenegro.
- **Curriculum development and training design:** The curriculum includes three modules – Digital Marketing Strategy, Social Media Marketing, and Content Marketing – delivered through 50 hours of lectures, online consultations, and self-study. The curriculum is available in four languages, ensuring inclusiveness and personalized learning opportunities.

Roundtable and Training Activities – A Step Towards Professional Empowerment

As part of the project, a roundtable was held in Belgrade, bringing together freelancers, decision-makers, and representatives of associations of persons with disabilities. The event showcased the structure of the DI-MARC curriculum and emphasized the importance of customized training in improving the employability of persons with physical disabilities in the digital labour market.

Standardization and Innovation in Educational Materials

All educational materials were carefully standardized to ensure consistent training quality across the three partner countries. They were adapted to the specific needs of persons with physical disabilities, and detailed manuals and learning resources were developed to support the practical application of knowledge and skills.

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

Upcoming Activities and Plans

In the upcoming period, the DI-MARC team will begin the implementation of classroom-based training sessions for all three modules – Digital Marketing Strategy, Social Media Marketing, and Content Marketing.

During October, November, and December, participants will take part in interactive classroom sessions, online consultations, and independent project work, enabling them to apply their newly acquired digital marketing skills in practice. In addition, a comprehensive post-assessment of competencies will be conducted to evaluate progress and measure learning outcomes.

Collaboration with Local Communities and Raising Public Awareness

The project has been presented to the wider public through participation in conferences, workshops, and media events, including appearances on TV Studio B and other gatherings dedicated to supporting persons with disabilities. Through increased visibility and stakeholder engagement, DI-MARC aims to build stronger community support and raise awareness of the importance of digital empowerment and inclusion.

Follow and Support the DI-MARC Mission

The DI-MARC project remains committed to its long-term vision of building an inclusive society where persons with physical disabilities can fully participate in the digital economy. Your support is essential in achieving this vision.

Follow us on www.di-marc.net and on our social media channels – Facebook, Instagram, LinkedIn, YouTube, and ResearchGate – and share your ideas and suggestions as we continue to build a sustainable digital future for all.

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