

INCLUSIVE SCIENTIFIC PROJECT OF THE EUROPEAN SOCIAL FUND

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

DI-MARC

Welcome to the fifth edition of our **DI-MARC** newsletter. In this issue, we present the key activities and results achieved in the project's second year. Our mission remains clear: to enhance the digital skills of persons with physical disabilities, providing pathways for professional development and empowering them for successful remote work.

DI-MARC project is dedicated to using digital technologies as tools for promoting inclusion and professional empowerment of persons with physical disabilities. By developing digital marketing skills for remote work, the project enables faster and easier integration of persons with disabilities into the digital sphere, creating opportunities for their continued professional advancement and successful inclusion in the labour market.

In its second year, **DI-MARC** achieved a number of important milestones. After successfully completing three-month classroom trainings in all three participating countries – Serbia, Croatia, and Montenegro – we continued our work in an online environment. We prepared online training materials, developed a functional platform - <https://dimarcedu.com>.

In addition, we placed strong emphasis on dissemination and communication, as it is important to us that as many people as possible learn about our work and that the results of the **DI-MARC** project contribute to a broader social impact. We believe that our achievements and plans are significant not only because they raise awareness of the importance of digital empowerment for persons with physical disabilities, but also because they facilitate their better integration into the labour market. By participating in relevant events, we have strived to highlight our mission and strengthen the community that supports inclusion.

**THANK YOU FOR BEING WITH US AND SUPPORTING OUR MISSION.
WE ARE EXCITED TO SHARE THIS INFORMATION WITH YOU! ENJOY READING!**

PREVIOUS ACTIVITIES

From March to June 2025, following the evaluation of the classroom training and the recommendations derived from it, we developed online training materials and prepared for the online training in line with the defined objectives of the **DI-MARC** project.

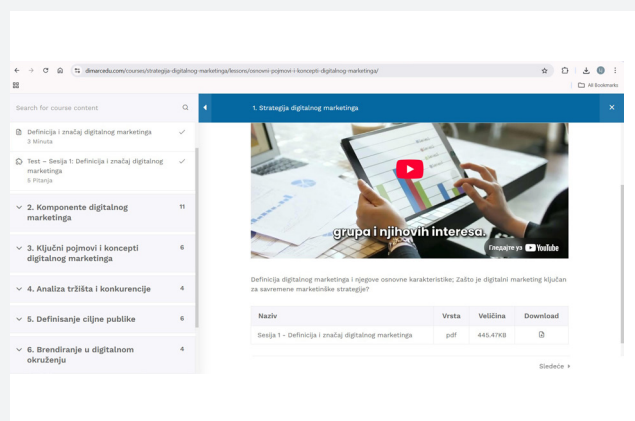
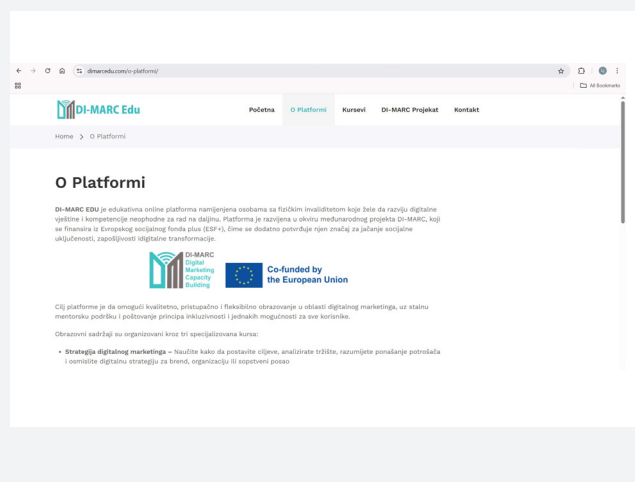
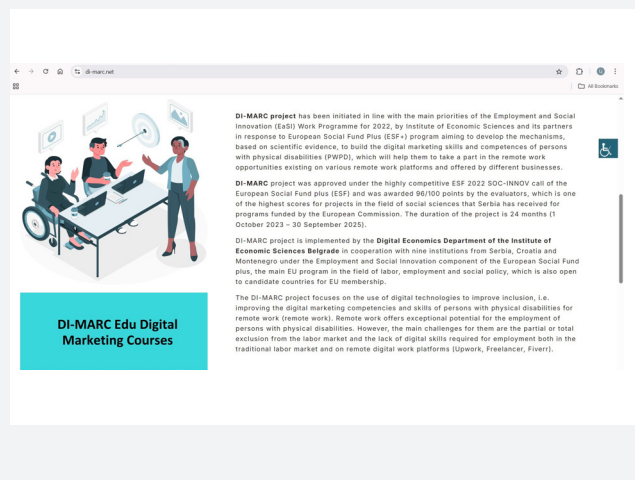
1. PREPARATION OF ONLINE TRAINING MATERIALS AND PLATFORM

After the completion of classroom trainings in all three participating countries, the evaluation showed a high level of participant satisfaction and confirmed that the training was effective in transferring knowledge and skills in key areas of digital marketing — digital marketing strategy, social media marketing, and content marketing.

The development of online training materials was carried out as a continuation of the activities defined under **Work Package 4 – Digital Marketing Capacity Building**, with the aim of ensuring sustainability and wider accessibility of knowledge and skills. The materials were created in accordance with the learning objectives defined in **Deliverable 8 – Training Curriculum**, as well as the recommendations and lessons learned from **Deliverable 10 – Izveštaj o realizovanim treninzima**. The online material covers the same three thematically connected modules that were implemented during the classroom training.

Throughout the development process, the roles and responsibilities of the consortium members were clearly defined according to their respective expertise, which ensured that the content was both academically sound and fully adapted to the needs of the end users.

Special attention was given to the technical and functional accessibility of the platform for persons with physical disabilities. The platform <https://dimarcedu.com> enables easy access to all content, is compatible with assistive technologies, and allows for personalised progress tracking. Registration is mandatory and organised in cooperation with partner associations of persons with disabilities from all three countries, thereby ensuring inclusion of the target group and maintaining a high standard of access quality.



PREVIOUS ACTIVITIES

2. LAUNCH OF ONLINE TRAINING

In all three partner countries – Serbia, Croatia, and Montenegro – the online training officially started on **May 5, 2025**, within the international **DI-MARC** project aimed at empowering persons with physical disabilities through the development of digital skills and preparation for remote work.

Through the <https://dimarcedu.com> platform, we have enabled persons with physical disabilities to:

- learn independently and at their own pace,
- eliminate physical and time barriers, and
- access learning materials flexibly using assistive technologies.

The online training includes three thematically connected modules that were also implemented during the classroom phase:

- Module 1: Digital Marketing Strategy
- Module 2: Social Media Marketing
- Module 3: Content Marketing

To date, the first two modules have been successfully completed, with participants showing a high level of engagement. By using interactive methods — such as video lessons, quizzes, presentations, a glossary of terms, and self-study assignments — we further support personalised learning and active inclusion of all users.

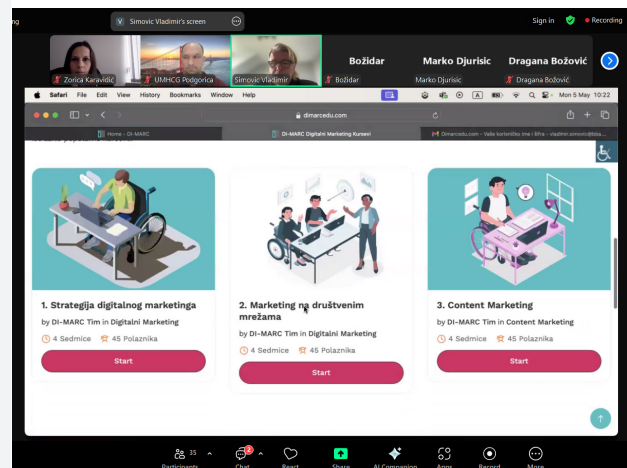
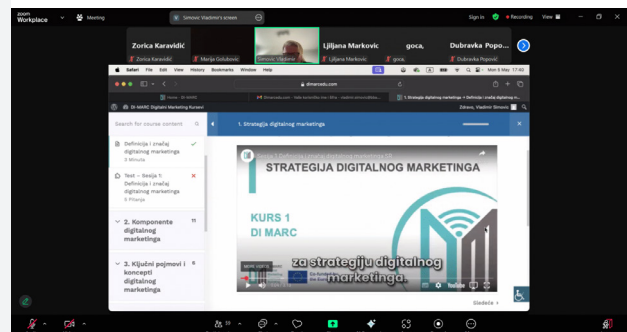
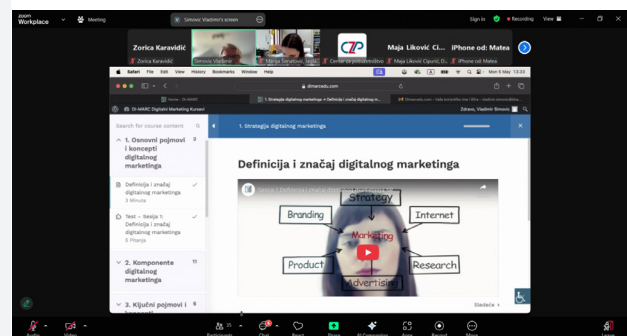
This phase of online training implementation represents a key component of the project's sustainability, as it allows flexible use and continuation of the developed programme even after the formal completion of the project.

3. ONLINE CONSULTATIONS WITH TRAINERS

In addition to self-paced learning, we organised **online consultations with trainers** to provide participants with additional support while mastering the online content. These consultations are highly valued by participants because they:

- help in understanding more complex topics in the field of digital marketing;
- enable the exchange of experiences, and
- motivate participants through direct interaction with digital marketing experts.

So far, the online consultations have proven to be an excellent complement to the learning process – participants have rated them as particularly useful, as they contribute to a sense of community and ongoing support throughout the training.



DISSEMINATION AND COMMUNICATION **ACTIVITIES**

In addition to developing online materials and the learning platform, we made strong efforts to inform a wider audience about the activities of the **DI-MARC** project. In the field of dissemination and communication, the following key activities were carried out:

DI-MARC IN FOCUS:

ANĐELA ĐOKIĆ AMONG THE REGION'S TOP WOMEN ENTREPRENEURS FOR 2024

Out of more than 200 nominated women entrepreneurs, **Anđela Đokić** stood out for her vision, entrepreneurial spirit, and socially responsible approach, further reflected in her active participation in the international **DI-MARC** project, dedicated to empowering persons with disabilities in the field of digital marketing.

DI-MARC PROJECT PRESENTED AT THE “EXIT FROM THE CIRCLE OF THE EMPOWERED” CONFERENCE

Gordana Pušara, President of the Association of Persons with Disabilities Belgrade and a member of the **DI-MARC** project team, announced the start of a new cycle of online trainings within the project, planned for May 2025. She highlighted that the goal of the online training is the continued digital empowerment of persons with disabilities, with a special focus on digital marketing as a tool for improving employability and encouraging self-employment among persons with physical disabilities.



DISSEMINATION AND COMMUNICATION **ACTIVITIES**

DI-MARC PROJECT PRESENTED TO RESEARCHERS AT THE INSTITUTE OF ECONOMIC SCIENCES

On **March 27, 2025**, an internal presentation of the **DI-MARC project** (Digital Marketing Capacity Building – Empowering Persons with Physical Disabilities for Remote Work) was held at the premises of the Institute of Economic Sciences for the Institute’s staff.



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DISSEMINATION AND COMMUNICATION **ACTIVITIES**

DI-MARC TEAM

PRESENTED PROJECT RESULTS AT THE INTERNATIONAL SCIENTIFIC CONFERENCE FEBST 2025

The renowned international scientific conference **FEBST 2025**, titled “*Economic Policies, Business Perspectives, and Sustainability Transformation*,” was held from **May 21 to 23** in **Brela, Croatia**, bringing together **237 participants from 29 countries**.

Ivana Domazet, a member of our DI-MARC team and also a member of the FEBST 2025 Programme Committee, together with **Milena Lazić**, also a member of the **DI-MARC** team, presented the results of the **DI-MARC** project. Their presentation attracted great interest from conference participants, once again confirming the importance of inclusion within diversified scientific research.



DI-MARC PROJECT COORDINATOR - INSTITUTE OF ECONOMIC SCIENCES, BELGRADE



OUR MESSAGE

At **DI-MARC**, we believe that close cooperation with local communities and our target group – persons with physical disabilities – is the foundation of success. We are inspired every day by our commitment to providing innovative solutions that enhance digital skills and promote the economic empowerment of these communities.

Join the DI-MARC community and become part of the change! Together, through inclusive approaches in digital marketing, we open up opportunities for training, employment, and professional development for persons with physical disabilities.

Don't miss the opportunity to be part of our activities and stay up to date with the latest news, results, and opportunities!

Follow the project on our **official website**: www.di-marc.net and on our social media channels – Facebook, Instagram, LinkedIn, YouTube i ResearchGate. Share your experiences, ideas, and suggestions with us – your support is invaluable.

**LET'S MOVE TOGETHER TOWARDS A MORE INCLUSIVE AND PROSPEROUS SOCIETY—YOUR
SUPPORT IS KEY TO BUILDING A FAIRER DIGITAL FUTURE!**