

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 final edition of our **DI-MARC** Newsletter!

As the **DI-MARC** project approaches its conclusion, we proudly look back on everything we have accomplished together over the past two years. Together, we have built knowledge, strengthened inclusion, and opened new pathways for the professional empowerment of persons with physical disabilities in the digital environment.

Our results speak for themselves:

- **214 persons with disabilities** have improved their digital competences for remote work;
- **75 participants** successfully completed classroom trainings, while 139 participants acquired new knowledge through online education;
- A **Knowledge Base** has been created on the DI-MARC project's YouTube channel, available in **three languages**;
- The **educational platform** – www.dimarcedu.com has been launched;
- A **mentoring programme** was implemented, adding significant value to the project by providing participants with additional support in their professional development and employability.

DI-MARC has become much more than a project – it has become a **community that empowers, connects, and inspires**.

Thanks to the dedicated work of partners from **Serbia, Croatia, and Montenegro**, **DI-MARC** has left a lasting mark in the field of digital empowerment of persons with disabilities, demonstrating that knowledge and inclusion together create a fairer and more open digital future.

We extend our sincere gratitude to all **participants, partners, trainers, stakeholders, and everyone who has followed us throughout the past two years**.

Your support, cooperation, and trust were essential to the success of the **DI-MARC** project and have proven that through joint efforts, we can make lasting, positive change.

In the following section, we present **what we have achieved during the last six months of the DI-MARC project** – the activities that marked the final phase of our joint work and the results we are especially proud of.

PREVIOUS ACTIVITIES

1. ONLINE TRAINING

During July 2025, the online training program was successfully completed in all three partner countries – Serbia, Croatia, and Montenegro – aimed at empowering persons with physical disabilities through the development of digital skills and preparation for remote work.

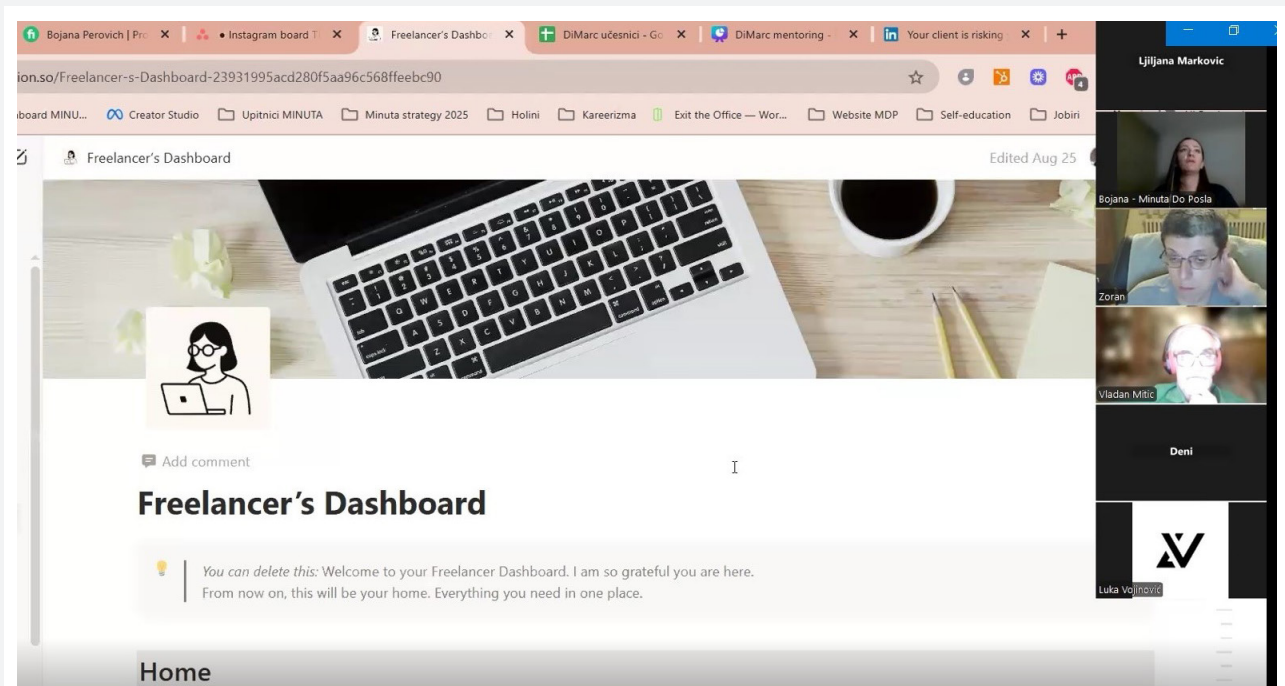
With the completion of this phase, the project once again reaffirmed its mission – to demonstrate that digital technologies can serve as a powerful tool for inclusion, employment, and greater independence of persons with disabilities. The training was implemented through the **online platform www.dimarcedu.com**.

Thanks to the interactive learning approach – including video lessons, quizzes, presentations, a glossary of terms, and self-paced assignments – participants were able to develop practical skills in an engaging and individualized way.

Upon completion of the online training, two evaluation questionnaires were conducted to measure the effectiveness of the program:

- **Questionnaire 1 – Self-assessment of digital marketing competencies**, enabling participants to evaluate their own progress and acquired knowledge;
- **Questionnaire 2 – Assessment of practical digital marketing skills**, testing the real-world application of the acquired knowledge.

The data collected through these questionnaires will contribute to a deeper analysis of the training quality and validation of achieved outcomes. This phase represents an important step toward ensuring the sustainability and measurability of **DI-MARC** project results, confirming that digital empowerment of persons with disabilities creates long-term effects on their professional growth and competitiveness in the labor market.



PREVIOUS ACTIVITIES

2. MENTORSHIP PROGRAM – ADDED VALUE OF THE DI-MARC PROJECT

During September 2025, the mentorship program was implemented as the final phase of empowering participants who had completed the **DI-MARC** training courses. The goal of the program was to connect the acquired knowledge of digital marketing with practical skills necessary for successful remote work. The program lasted four weeks and was organized through **two thematic tracks**.

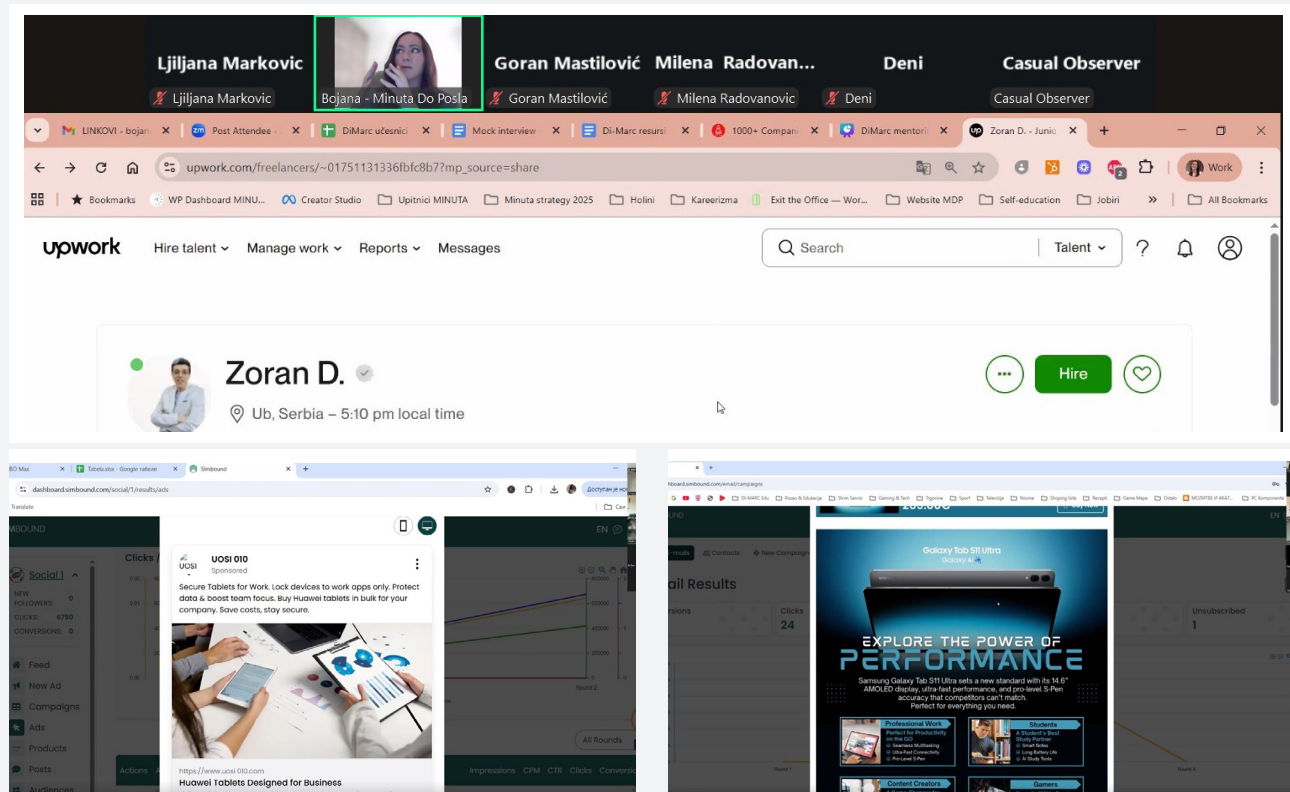
Track 1: Remote Work Positioning

The first track focused on preparing participants for their initial steps in the remote work environment. Over the course of four mentorship sessions, participants worked with mentors on building their professional brand, creating online profiles, preparing CVs and portfolios, and learning the application process for digital sector jobs.

Track 2: Digital Marketing Simulation – Simbound

The second track was based on the Simbound simulation (www.simbound.com) which allowed participants to apply their knowledge in a realistic, interactive environment. Through four rounds of practical exercises – from social media and email marketing campaigns to data analysis – participants gained hands-on experience in digital marketing under continuous mentor guidance.

Through this program, participants were further empowered for the labor market, strengthened their self-confidence, and acquired practical, market-relevant skills that enable successful performance in the digital work environment.



DISSEMINATION AND COMMUNICATION **ACTIVITIES**

Alongside the development of online materials and the e-learning platform, the **DI-MARC** project team has continuously worked to inform a wide audience about project activities. In the field of dissemination and communication, the following key activities were carried out:

PREDSTAVLJANJE PROJEKTA DI-MARC U ERDUTU

As part of the workshop “*The Path Towards Electromobility*” held at the Women Business HUB (PORC LRA d.o.o., Municipality of Erdut), the **DI-MARC** project was presented by Siniša Bulajić, project coordinator representing the partner institution PORC LRA d.o.o. from Croatia. The workshop gathered associations from the Municipality of Erdut that work with persons with physical disabilities, providing an excellent opportunity for experience exchange and promotion of the project’s objectives.



DI-MARC PROJECT PRESENTED DURING THE VISIT OF POLISH PARLIAMENTARIANS TO THE MUNICIPALITY OF KOTOR

A delegation of the Committee on European Affairs of the Sejm of the Republic of Poland visited the Municipality of Kotor as part of bilateral cooperation with Montenegro. On this occasion, Milica Tomović, member of the **DI-MARC** project team, presented the project’s activities and emphasized its importance within the EaSI – Employment and Social Innovation Programme. **DI-MARC** project was recognized as an example of good practice in inclusive initiatives that strengthen social cohesion and empower persons with physical disabilities through the development of digital competences and online employment opportunities.



DISSEMINATION AND COMMUNICATION **ACTIVITIES**

DI-MARC TEAM VISITS COOR VIROVITICA

Members of the **DI-MARC** project team – Milan Franić (Municipality of Erdut), Siniša Bulajić (PORC LRA d.o.o.), and Marija Šimatović (Association “Jaglac” Orahovica) – visited the Centre for Education, Upbringing and Developmental Support Dr. Terezija Salaj Rakić – Virovitica (COOR Virovitica).

During the visit, the project’s goals and results were presented, highlighting the importance of digital skills for persons with disabilities. As part of dissemination activities, promotional materials were distributed to encourage greater inclusion of persons with disabilities in online work.



DI-MARC FEATURED ON STUDIO B TELEVISION

Gordana Pušara, President of the Association of Persons with Disabilities Belgrade, presented the **DI-MARC** project results as a guest on Studio B Television, highlighting the importance of digital empowerment and inclusion of persons with disabilities.

You can watch the interview at the following [linku](#).

DISSEMINATION AND COMMUNICATION **ACTIVITIES**

DI-MARC CONFERENCE IN KOTOR



DI-MARC conference was held at the Creative Hub of the Municipality of Kotor, focusing on the presentation of project results and the award ceremony for participants from Montenegro who successfully completed the online digital marketing training.

The event was opened by Mr. Vladimir Jokić, Mayor of Kotor, who emphasized that initiatives such as **DI-MARC** reflect the direction of local government development and confirm Kotor's role as a reliable partner in empowering persons with disabilities.

On behalf of the Regional Agency for Development and European Integration Belgrade (RAREI), Zorica Karavidić presented the key project results and underlined the lasting value of the developed resources – curricula, training materials, and the online learning platform – which remain as a foundation for the further development of an inclusive digital society. In the second part of the conference, dedicated to the contribution of Montenegrin partners, Milica Tomović (Municipality of Kotor), Anđela Đokić (MAMM d.o.o.), and Aleksandra Pavićević (UMHCG) spoke about collaboration, digital empowerment of participants, and equal learning opportunities. Participants Kristina Kustudić and Željko Miličić shared their experiences from the online training, emphasizing the practicality of the platform and the applicability of the acquired knowledge.



DISSEMINATION AND COMMUNICATION **ACTIVITIES**

DI-MARC FINAL CONFERENCE: RESULTS, EXPERIENCES, AND POLICY RECOMMENDATIONS FOR INCLUSIVE EMPLOYMENT

The Final Conference of the **DI-MARC** Project – Digital Marketing Capacity Building – Empowering Persons with Physical Disabilities for Remote Work was held in the National Assembly of the Republic of Serbia.

The conference was opened by Prof. Dr. Ivana Domazet (Institute of Economic Sciences), followed by addresses from Olivera Jovović (Ministry of Labour, Employment, Veteran and Social Affairs), Prof. Dr. Rejhan Kurtović (Ministry of Human and Minority Rights and Social Dialogue), Milica Perić (Ministry of Family Welfare and Demography), Andrea Horvat Kiralj (Ministry of Economy), Prof. Dr. Rastislav Stojšavljević (Ministry of Science, Technological Development and Innovation), Neda Milanović (National Employment Service), and Guillaume Emer (European Commission, DG Employment).



The working session presented the project's objectives, methodology, and results, including the development of curricula, trainings, and mentorship. Presentations were delivered by Vladimir Simović (Institute of Economic Sciences), Ljiljana Marković (RAREI Belgrade), Anđela Đokić (MAMM), Milan Peterka (CZP Osijek), and Milena Lazić (Institute of Economic Sciences).

During the panel discussion “*DI-MARC Experiences of DPOs and Training Participants*”, speakers Gordana Pušara (UOSI Belgrade), Marija Šimatović (JAGLAC, Croatia), Bojan Đorović (UMHCG, Montenegro), and participants of the mentorship program shared their insights on the accessibility and applicability of the training materials.

The event concluded with the award of certificates to online training participants and the presentation of recommendations for developing inclusive employment policies for persons with disabilities.

DISSEMINATION AND COMMUNICATION **ACTIVITIES**



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



OUR MESSAGE

Thank you for being part of the DI-MARC journey over the past two years!

Together, we have shown that **inclusion, knowledge, and solidarity can change lives**. Your support, participation, and trust have been the driving force behind our work – through trainings, mentorship, and joint initiatives, we have enabled persons with physical disabilities to gain new skills and access opportunities in the digital world.

Although this project is coming to an end, **our community and mission continue**. We remain committed to building bridges between digital technologies and social inclusion, building on the results we have achieved – **together with you**.

THANK YOU FOR BELIEVING IN US AND FOR BEING PART OF THE CHANGE.

DI-MARC – DIGITAL INCLUSION THAT TRANSFORMS REALITY.