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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, February 2025 – Within the framework of the project “Digital Marketing Capacity Building – Empowering Persons with Physical Disabilities for Remote Work (*DI-MARC*)”, partner organizations from Serbia, Croatia, and Montenegro have successfully implemented classroom-based training sessions designed for persons with physical disabilities.

Between October and December 2024, three-month training programs were conducted in the field of digital marketing, covering key topics such as digital marketing strategy, branding, social media marketing, and content marketing. The training was delivered through a comprehensive methodology combining theoretical classroom instruction, online consultations, and project assignments, enabling participants to apply the acquired knowledge in practice. Particular attention was devoted to accessibility — from adapted premises and equipment to the organization of transportation and insurance — ensuring equal participation and inclusive learning conditions for all trainees.

Upon completion of the program, an evaluation was conducted, confirming a high level of participant satisfaction, particularly regarding the quality of training delivery, trainer expertise, and working conditions. In all partner countries, participants were formally awarded certificates for successful completion of the classroom phase.

Next project phases

In the upcoming period, the DI-MARC team will focus on implementing two key activities in Serbia, Croatia, and Montenegro – conducting a post-assessment to evaluate participants’ progress and level of acquired competencies, and developing and launching an interactive online training program tailored to persons with physical disabilities, providing flexible learning opportunities and further professional development. Learn more about the project and join the DI-MARC community via the official website: www.di-marc.net

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