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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, June 2025** – With the aim of further strengthening the digital competencies and employability of persons with physical disabilities, the partners of the project “Digital Marketing Capacity Building – Empowering Persons with Physical Disabilities for Remote Work (DI-MARC)”, supported by the European Social Fund Plus (ESF+), have launched the implementation of online digital marketing training in Serbia, Croatia, and Montenegro.

Following the successful completion of three-month classroom trainings during 2024, the **DI-MARC** team developed online training materials and a functional e-learning platform – [www.dimarcedu.com](http://www.dimarcedu.com) in the first half of 2025. The platform offers easy access to content, is fully compatible with assistive technologies, and provides personalized progress tracking for each participant. Registration is carried out in cooperation with partner associations of persons with disabilities, ensuring both accessibility and inclusion of the target group.

The official launch of the online training in all three partner countries took place on May 5, 2025, marking the start of a new phase of the project focused on digital empowerment and employability of persons with physical disabilities. The training consists of three modules – Digital Marketing Strategy, Social Media Marketing, and Content Marketing – and enables participants to learn practical

flexibly and independently through video lessons, quizzes, presentations, and assignments.

A key component of the online program is the inclusion of consultations with trainers, providing participants with expert support and motivation throughout the learning process. Early results show a high level of engagement and satisfaction among participants, while this phase contributes to the sustainability of the DI-MARC project, ensuring long-term access to knowledge and resources for persons with physical disabilities and supporting their professional development and inclusion in the labour market.

Learn more about the project and join the **DI-MARC** community via the website [www.di-marc.net](http://www.di-marc.net)

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