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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, September 2025 – As the project “Digital Marketing Capacity Building – Empowering Persons with Physical Disabilities for Remote Work (**DI-MARC**)” reaches its final stage, the partners from Serbia, Croatia, and Montenegro proudly highlight the results achieved over two years of joint efforts to enhance digital competencies and employability of persons with physical disabilities.

Throughout the implementation of the **DI-MARC** project, 214 persons with disabilities successfully improved their digital skills and knowledge for remote work. Among them, 75 participants completed classroom-based training, while 139 took part in online education through the www.dimarcedu.com platform. The platform was developed as an inclusive and interactive learning environment, fully adapted to the needs of persons with physical disabilities, providing flexible learning opportunities, progress tracking, and compatibility with assistive technologies. The project covered **three thematic modules – Digital Marketing Strategy, Social Media Marketing, and Content Marketing** – through which participants gained practical knowledge and skills for independent work in the digital environment. As an additional value, a **mentoring program** was implemented, enabling participants to apply their acquired knowledge in practice, develop professional portfolios, and simulate real digital marketing campaigns through the **Simbound platform**. Furthermore, a **Knowledge Base** was created on the DI-MARC project’s YouTube channel, available in three languages, featuring video lessons, practical exercises, and inspiring participant stories. This ensures the long-term accessibility and sustainability of educational resources even after the formal completion of the project.

Over the past two years, **DI-MARC** has organized numerous events, workshops, and conferences at both national and international levels, including the Final Conference held in the National Assembly of the Republic of Serbia.

The results of the DI-MARC project demonstrate that the combination of digital education, mentoring, and regional cooperation can create a sustainable model of inclusive learning and significantly enhance the competitiveness of persons with disabilities in the labor market.

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