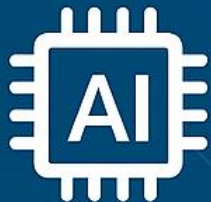


FROM DIGITAL INCLUSION TO AI-ENABLED WORK HUBS FOR PWDs

Building on DI-MARC - towards scalable, human-centered
labor market integration

From digital inclusion to AI-enabled Work Hubs for PWDs

*Building on DI-MARC –
towards scalable,
human-centered labor
market integration*



DI-MARC: Evidence-based digital inclusion

- ESF+ funded project successfully completed
 - Focus: **digital marketing competencies & remote work**
 - Target group: **Persons with disabilities (PWDs)**
 - Strong empirical, policy-oriented and training outcomes
-
- **Key lessons learned:**
 - Skills alone are **not sufficient**
 - PWDs face **fragmented support:**
 - skills development
 - psychological resilience
 - job matching
 - One-off trainings \neq sustainable labor market inclusion



Co-funded by
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The missing link in EU labor inclusion policies

EU prioritizes:

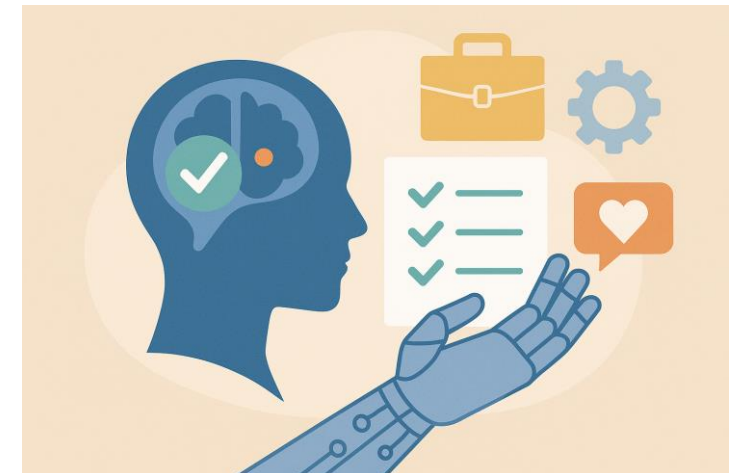
- inclusion
- digital skills
- AI for social good

BUT: no **integrated, scalable model** combining:

- AI-based skills development
- mental well-being support
- transition into real jobs

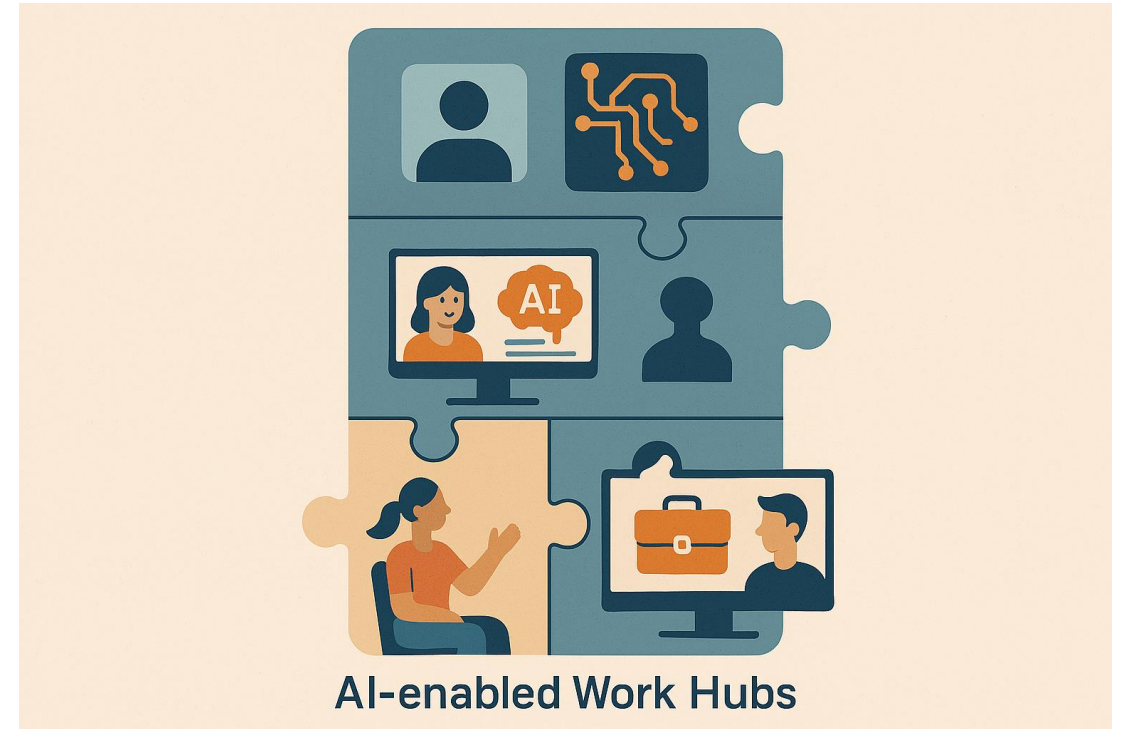


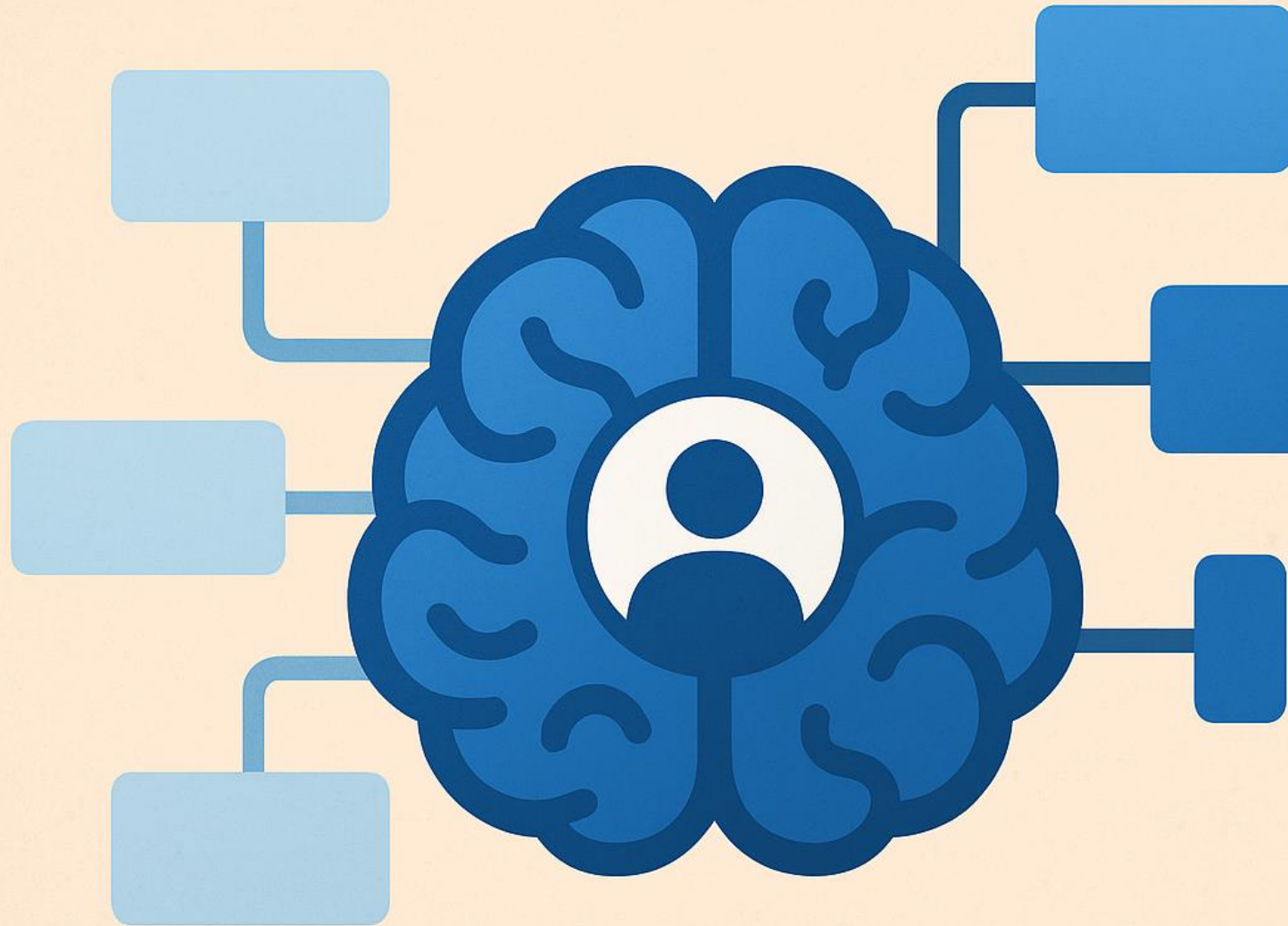
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From projects to platforms: AI-enabled Work Hubs

- **Work Hubs provide:**
- AI-based **personalized competence development**
- Human-centered AI learning paths
- Psychological & motivational support
- Smart job matching with employers and platforms
- **Tagline (bold):**
Skills + Support + Matching = Sustainable Inclusion





Why this fits Horizon Europe

- Human-centered AI for social inclusion
- Evidence-based (built on DI-MARC data)
- Modular & scalable across EU regions
- Bridges **research, policy, and practice**

Let's build this together

- We are looking for:
 - Research & AI partners
 - NGOs & inclusion practitioners
 - Employers & platform operators
 - Public institutions & policy bodies

From inclusion experiments to structural change.



Milena Lazić,
Digital Economics Department
Institute of Economic Sciences
milena.lazic@ien.bg.ac.rs