

MELODY – Music Empowering Local Diversity

Beneficiary Interception Plan

CRHACK LAB FOLIGNO 4D, Orchestra Improvisata APS, IES Luis Bueno Crespo



M E L O D Y





Table of Contents

Introduction to the MELODY Project	2
The Beneficiary Interception Phase.....	2
Objectives.....	3
Target Groups and Local Communities.....	3
Interception and Outreach Strategies.....	4
Engagement Design and Methodological Progression.....	5
Support Measures, Coordination and Monitoring.....	6
Conclusion	7



Introduction to the MELODY Project

MELODY is a transnational cooperation project that explores the potential of artistic co-creation as a tool for inclusion, expression and active participation of adults with a migratory background. The project brings together organizations active in music, digital innovation and adult education from different European contexts, with the shared objective of developing an innovative co-creation model that combines storytelling, musical improvisation and digital technologies.

At the core of MELODY lies the conviction that artistic practice, and in particular collective music-making, can function as a powerful non-verbal language, capable of overcoming linguistic, cultural and social barriers. Participants are invited to transform personal experiences, memories and narratives into shared artistic outputs through a structured yet open-ended creative process. These outputs are further developed and disseminated through a digital co-creation platform, ensuring both local engagement and transnational exchange.

The project is articulated around several interconnected phases, including the development of a digital platform, the design and testing of co-creation methodologies, local artistic laboratories with beneficiaries, and transnational moments of exchange and dissemination. All phases are underpinned by a strong participatory approach, in which beneficiaries are not passive recipients but active contributors to the project's content and outcomes.

The Beneficiary Interception Phase

The Beneficiary interception phase represents a foundational component of the MELODY project. It runs in parallel with the creation of the digital platform and precedes the full implementation of local and transnational co-creation activities. Its primary function is to ensure that the project reaches its intended target groups in a timely and effective manner, laying the groundwork for sustained participation throughout the project's duration.

Rather than being conceived as a purely technical recruitment exercise, beneficiary interception in MELODY is understood as a **process of relationship-building**. The aim is not only to identify participants, but to create the conditions for trust, motivation and a sense of belonging from the very first contact. For this reason, the interception plan

integrates outreach, communication, engagement design and retention strategies into a single coherent framework.

This phase also plays a strategic role in strengthening collaboration with local associations, NGOs and public institutions. By actively involving these actors in the interception process, the project enhances its territorial impact and embeds itself within existing community ecosystems, increasing both credibility and sustainability.

Beneficiary Interception Plan

Objectives

The Beneficiary Interception Plan has been jointly developed by all project partners and pursues the following objectives:

- To identify and reach adults with a migratory background in each partner country who are interested in artistic and cultural participation
- To ensure diversity, inclusivity and accessibility in participant selection
- To foster early engagement and motivation, reducing the risk of drop-out over time
- To involve local associations and institutions as active intermediaries and multipliers
- To align recruitment and engagement strategies with the project's artistic and pedagogical methodologies

The plan is conceived as a living document, adaptable to local contexts and responsive to emerging needs identified during implementation.

Target Groups and Local Communities

The primary beneficiaries of MELODY are adults with a migratory background, including migrants, refugees and individuals with transnational family or cultural trajectories. The project adopts a broad and inclusive understanding of migration, focusing on personal experience rather than legal or administrative categories.

Within this broad group, the interception plan prioritizes adults participating in language adaptation or adult education programs, individuals already engaged in cultural, artistic or social initiatives at community level and people interested in music, storytelling or creative expression, regardless of prior artistic training.

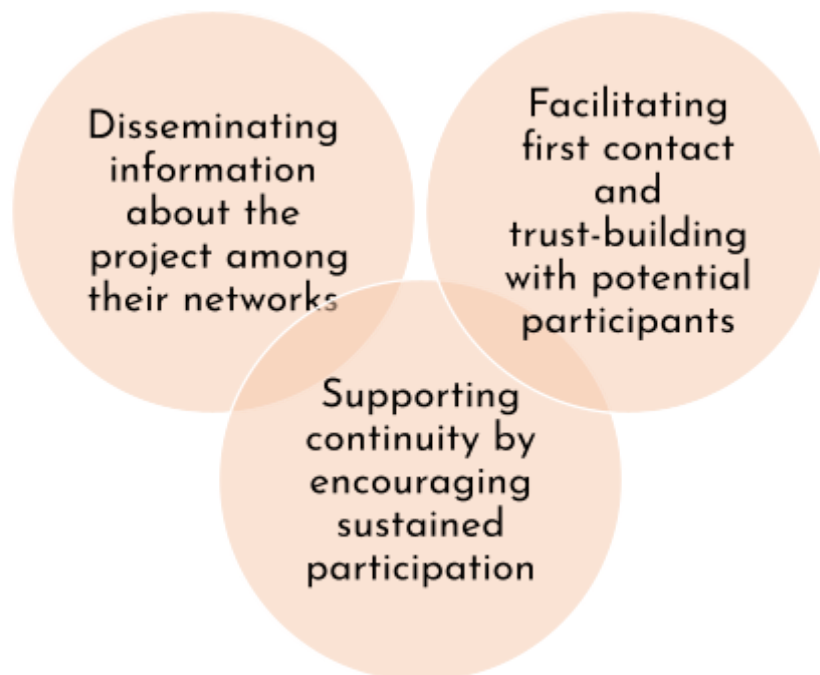
Special care is taken to avoid stigmatization. Participation is presented as an opportunity for artistic collaboration and learning, not as an intervention targeting a “vulnerable group”. Communication strategies therefore emphasize creativity, exchange and collective expression.

Interception and Outreach Strategies

The interception strategy is based on a **multi-channel approach**, combining mediated outreach through trusted organizations with direct and open recruitment actions.

1. Collaboration with Local Associations and Institutions

Each partner identifies and engages local organizations that maintain regular contact with migrant communities. These include social services, NGOs, cultural associations and adult education providers. Their role within the interception plan is threefold:



Initial meetings with these organizations are planned to clearly explain the project's aims, methodologies and expected commitments, ensuring alignment and realistic expectations.

2. Direct Outreach and Open Calls

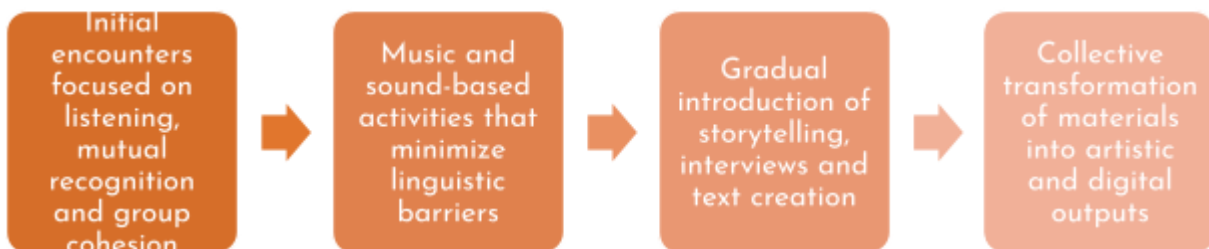
To complement association-based outreach, the plan includes direct recruitment tools such as:

- **Open calls** disseminated online and offline
- **Promotion** through **social media** and **partner communication channels**
- **Informal recruitment** through **peer networks** and previous participants

This dual strategy ensures both targeted access and openness, increasing the diversity and representativeness of the participant group.

Engagement Design and Methodological Progression

Engagement within MELODY is intentionally progressive. The interception plan foresees a phased approach that mirrors the project's artistic methodology:



This progression allows participants to enter the process at their own pace, fostering confidence and ownership over time.

Support Measures, Coordination and Monitoring

In order to ensure continuity of participation and to minimize barriers that could limit sustained engagement, the MELODY project integrates support measures, coordination mechanisms and monitoring tools into a single operational framework.

From the outset, the project foresees concrete support measures aimed at reducing economic, logistical and social obstacles to participation. These include coverage of transportation costs or the provision of public transport passes, the selection of accessible and welcoming meeting spaces, and the establishment of fixed and predictable schedules communicated well in advance. Meetings are conceived as informal and inclusive moments, often accompanied by refreshments, in order to foster a relaxed atmosphere conducive to exchange and group cohesion. In addition, symbolic forms of recognition, such as project-related materials or certificates of participation, are used to reinforce participants' sense of belonging and appreciation.

At the organizational level, all project partners share responsibility for the implementation of the interception plan in line with their local contexts and expertise. Regular coordination meetings are planned to allow partners to exchange information on outreach progress, participant engagement and emerging challenges. These moments of coordination also function as spaces for peer learning, enabling the consortium to adapt strategies and share effective practices across countries. Clear internal communication channels ensure alignment between partners and coherence between local actions and the project's overall objectives.

Monitoring activities are embedded throughout the interception and engagement process. Rather than relying solely on quantitative indicators, the project adopts a mixed approach combining basic numerical data, such as number of contacts, registered participants and attendance continuity, with qualitative feedback gathered through facilitator observations and informal participant reflections. This ongoing monitoring allows the consortium to identify risks such as declining motivation, scheduling conflicts or uneven participation at an early stage and to respond with timely adjustments, including changes to communication strategies, meeting formats or support measures.

By integrating support, coordination and monitoring within a single framework, the MELODY project ensures that beneficiary interception remains a dynamic and responsive process. This approach strengthens participant retention, enhances the quality of engagement and contributes to the overall effectiveness and sustainability of the project's co-creation activities.

Conclusion

The Beneficiary Interception Plan represents a strategic and methodological cornerstone of the MELODY project. By framing recruitment as a relational, participatory and context-sensitive process, the plan goes beyond the identification of participants and actively contributes to creating the social, cultural and logistical conditions necessary for meaningful co-creation. Interception is thus understood not as a preliminary step, but as an integral phase that shapes the quality, inclusiveness and sustainability of the entire project.

Through a combination of association-based outreach, open and accessible recruitment channels, and gradual engagement methodologies, the plan ensures that adults with a migratory background are reached in a respectful and non-stigmatizing manner. The emphasis on trust-building, accessibility and participant support responds directly to the lived realities of the target groups and aligns with the project's broader objectives of inclusion, empowerment and cultural participation.

At the same time, the interception plan strengthens the project's territorial impact by actively involving local associations, NGOs and public institutions as partners in the engagement process. This collaborative approach reinforces local ownership, enhances the project's credibility within communities and lays the groundwork for continuity beyond the formal project duration. The integration of coordination and monitoring mechanisms further ensures that interception strategies remain adaptable, allowing the consortium to respond to challenges and opportunities as they emerge.

Overall, the Beneficiary Interception Plan provides MELODY with a robust and flexible framework to engage its intended beneficiaries in a meaningful and sustained way. The plan directly contributes to the overall effectiveness, relevance and long-term impact of the project, ensuring that the voices, experiences and creative contributions of participants remain at the heart of MELODY.