



Partner search form

For Creative Europe project applications

Call	CREA_CULT – 2025 – COOP or CREA -CULT – 2024 MME
Strand or category	COOP-1 or COOP -2

Cultural operator – who are you?

Name of organisation	Full name: Association for Creative and Cultural Promotion Alternativa Short name: Association Alternativa
Country	Croatia
Organisation website	www.noprofitrec.com and www.alternativa-pula.com
Contact person	Dina Ivas, dina@alternativa-pula.com
Organisation type	non-governmental organization
Scale of the organization	Small organization – 7 members, 1 employee
PIC number	894554274
Aims and activities of the organisation	<p>Alternativa is a nonprofit organization established in 2018 with the primary goal of strengthening the underground music scene and promoting bands. Our operations are based in Pula, Croatia, but we extend our work internationally, creating a network of cultural and music connections that bring together artists, audiences, and creative communities.</p> <p>At the heart of our activities is the No Profit Recordings (NPR) program, a dynamic platform dedicated to supporting independent music. NPR encompasses two key areas: music publishing and concert organization and promotion (booking and promotion), providing a comprehensive approach to the development and promotion of music culture.</p> <p>We structure our activities around three core principles:</p> <ol style="list-style-type: none"> 1. Access: We are committed to making quality music accessible, both offline and online. While we favor vinyl as a medium, we utilize digital distribution to reach a wider audience. 2. Aspire: We actively support emerging bands by helping them release music, organize live performances, book tours, and run promotional campaigns, creating a bridge between performers and their audience. 3. Approach: Our vision of inclusion involves creating a safe and welcoming space for music lovers, vinyl collectors, concert-goers, and creatives. NPR fosters engagement through live performances, vinyl parties, listening sessions, workshops, and discussions, enabling deeper connections with music and its creators. 4. <p>Since its inception, NPR has released over 25 music records, promoting underground talent from around the world, including artists from the <i>UK, USA, Finland, France, Poland, Slovenia, and Croatia</i>. Our releases include bands such as <i>Omega Sun, Octopoulpe, 1968, Ommnus, My Pitbull Lucifer, The Freak Folk Of Mangrovia, The Osiris Club, Suns Of The Tundra, Po' Metra</i></p>

* By answering "yes" you confirm that the information provided can be shared publicly by the Creative Europe Desks in the countries participating in the Creative Europe programme, in order to support your search for partners.

Crijeva, Pogavranjen, Dead Lesh, Kita, and Drotthehammer. Most of our releases are available on vinyl, alongside CDs, cassettes, and digital formats for global distribution.

In 2022, we expanded our activities to include concert organization to promote new bands alongside established names. By the end of 2024, we had organized 26 concerts, featuring renowned performers such as *Bell Witch, Ufomammut, Svetlanas, Omega Sun, Savršeni Marginalci, Mondo Generator, Nick Oliveri, and Po' Metra Crijeva.* Our flagship event, *Rojc Open Air*, is a recognized outdoor music festival held annually in Pula. Additionally, NPR organized three European tours for local bands, further enhancing their visibility and connections to the broader music scene.

Key activities of NPR include:

1. **Music Publishing:** Producing and distributing high-quality records with a focus on alternative genres such as psychedelic rock, stoner rock, and experimental music.
2. **Event Organization:** Year-round concerts that promote both emerging and established bands, with **DC Rojc Open Air** as our flagship festival.
3. **Promotion and Networking:** Developing local and international networks that enable artists to expand their reach through collaborations and coordinated promotional efforts.
4. **Community Engagement:** Actively involving the local community through workshops, discussions, and interactive activities, fostering a deeper understanding of music and its cultural significance.

Through creativity, collaboration, and cultural exchange, Alternativa, through the No Profit Recordings program, serves as a driving force in the development of the independent music scene, ensuring its sustainability for future generations. Our work connects artists and audiences, enriches the cultural landscape, and strengthens the creative potential of the community.

Important links:

Facebook: <https://www.facebook.com/NoProfitRecordings>

Instagram: <https://www.instagram.com/no.profit.recordings/>

Bandcamp: <https://nopfitrecordings.bandcamp.com/music>

Tik Tok: https://www.tiktok.com/@no_profit_rec

Linktree: <https://linktr.ee/noprofitrecordings>

Rojc Open Air Festival: <https://dc-rojc-open-air-2025.mailchimpsites.com/>

Role of the organisation in the project	<i>Project partner</i>
Previous EU grants received	<i>Erasmus KA 152</i>

Proposed Creative Europe project – to which project are you looking for partners?

Sector or field	<i>Primarily music</i>
Description or summary of the proposed project	<i>Open for news ideas</i>
Partners currently involved in the project	

Partners searched – which type of partner are you looking for?

From country or region	<i>Europe</i>
Preferred field of expertise	<i>Music, Festivals, Record label, Touring, Promotions</i>
Please get in contact no later than	<i>As soon as possible.</i>

Projects searched – are you interested in participating in other EU projects as a partner?

Yes / no	Yes
Which kind of projects are you looking for?	We are seeking projects aimed at strengthening the music scene and promoting independent musicians, with a particular focus on the alternative music scene. Specific activities of interest include organizing concerts, music publishing, promotion, and tour booking. Additionally, we are open to collaborating on projects that enable further training and development of our organization, ensuring more effective implementation of these activities. Such projects contribute to enhancing our capacities, creating new job opportunities, and providing training for young individuals, thereby supporting the long-term growth of the music scene and cultural sector. Furthermore, we are open to networking and participating in knowledge exchange, as well as sharing our experiences, to collectively contribute to the development of the independent music scene.

Publication of partner search

This partner search can be published?*	Yes
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