

FAKTOGRAF – ASSOCIATION FOR THE INFORMED PUBLIC

2022 ANNUAL REPORT

CONTENTS

INTRODUCTION	3
ORGANISATION MISSION	3
ORGANISATION VISION	3
FAKTOGRAF.HR	4
Faktograf.hr in numbers	4
Faktograf's stories - a selection of authors	6
Ana Benačić	6
Sanja Despot.....	6
Gabrijela Galić	6
Matea Grgurinović.....	6
Ivica Kristović.....	6
Ivan Nekić.....	7
Petar Vidov.....	7
Melita Vrsaljko.....	7
Ivana Živković	7
Faktograf.hr in other media	9
ACTIVITIES UNDERTAKEN BY FAKTOGRAF - ASSOCIATION FOR THE INFORMED PUBLIC	10
NETWORKING AND ADVOCACY	10
National networks and public policies.....	10
Regional networking – the SEE Check network.....	10
Public advocacy and networking in Europe	11
Global networking and advocacy	11
BASIC AND ECONOMIC ACTIVITY	12
Association's projects	12
Economic activity.....	13
OTHER ACTIVITIES OF THE FAKTOGRAF ASSOCIATION	14
ASSEMBLIES OF THE FAKTOGRAF ASSOCIATION IN 2022	15
FINANCIAL STATEMENT	16

INTRODUCTION

[Faktograf.hr](#) was launched in 2015 as a co-publishing project between the [Croatian Journalists' Association](#) and [Gong](#). Since 2018, Gong is the sole publisher of Faktograf, and the incubation period in this organisation lasted until November 2021.

The Founding Assembly was held in June 2021, by which 10 members of the Faktograf.hr portal established Faktograf - Association for the Informed Public. The new non-profit media organisation took over publishing activities for the portal Faktograf.hr in November 2021.

ORGANISATION MISSION

Faktograf is a non-profit media organisation for the development of good journalism, critical thinking and informed public. Good journalism places things in context, emphasises what is relevant and elaborates what is unclear.

ORGANISATION VISION

To live in a society that shares a factual reality – an informed society is a resilient society.

FAKTOGRAF.HR

Faktograf.hr is a non-profit medium whose publisher is Faktograf - Association for the Informed Public. It is the only Croatian medium specialised in fact-checking - checking of factual accuracy of claims made in public space - operating since 2015. Faktograf is a member of the International Fact-Checking Network (IFCN), an international network of organisations dedicated to fact-checking, as well as the European Fact-Checking Standards Network (EFCSN).

The Faktograf journalist team in 2022 consisted of journalists Ana Benačić, Gabrijela Galić, Matea Grgurinović, Melita Vrsaljko, and Ivan Nekić, social media and audience development specialist Jordi Ilić, and editors Petar Vidov (editor-in-chief), Sanja Despot (deputy editor), Ivana Živković (executive editor) and Ivica Kristović (editor of the “Razotkriveno” [Exposed] column).

In accordance with the Programme Foundation, Faktograf.hr publishes exclusively authored texts and other forms of media content.

In the [“Ocjena točnosti” \(Accuracy Assessment\)](#) column, the claims made by politicians and political actors whose accuracy can be measured by objective facts are assessed. In the [“Razotkriveno \(Exposed\)”](#) column, the accuracy of claims made in the public space by digital media and social media users are assessed in collaboration with Meta, through their [Third Party Fact-Checking Program](#). In the [“Pod povećalom” \(In Focus\)](#) column, we provide in-depth analyses of important political and social topics. The [“Pitali ste” \(You Asked\)](#) column is used for articles written on the basis of questions asked by our readers.

Faktograf.hr in numbers

In 2022, Faktograf.hr published **713** articles. **120** articles were published in the “Pod povećalom” column and **78** in the “Ocjena točnosti” column. **515** texts were published in the “Razotkriveno” column.

325 readers contacted Faktograf.hr in 2022 with a request for fact-checking publications and statements. The percentage of solved inquiries in 2022 is **39.69** percent. In other words, **129** inquiries by readers were answered in the form of an article.

During 2021 we also launched [F-zin](#), Faktograf’s newsletter. In 2022, we published **12** issues. The newsletter is sent on the last Monday of the month to email addresses of readers who wish to receive this form of authored content by the Faktograf.hr portal. Each month has a separate topic, and each topic is provided with a wider picture. From June 2021, when the editorial was published, until the end of 2022, F-zin has gained **830** subscribers. With the first month of 2023, F-zin gained a new functionality – it is also available in the audio version.

During the Covid-19 pandemics, Faktograf.hr started a [Live blog: Dezinformacije o koronavirusu \(Disinformation on the Coronavirus\)](#), in order to provide all our readers with a single overview of COVID-19 disinformation. In total, **838** articles were published in the Live Blog, of which **196** articles were published in 2022.

Russia's attack on Ukraine is also an attack on facts. The war was preceded by disinformation and propaganda campaigns reaching a large number of people. That's why in February 2022, we launched the [Live Blog: Rat u Ukrajini \(War in Ukraine\)](#). 118 articles were published as part of the Live Blog, **107** of which were published in 2022.

Since disinformation and propaganda campaigns do not stop at the borders of countries but circulate within the borders in which they are linguistically understandable, the regional network of fact-checking portals [SEE Check](#) reacted at the level of the region of Southeast Europe. Six newsrooms from five countries – [Raskrinkavanje.ba](#), [Raskrinkavanje.me](#), [Raskrikavanje.rs](#), [Razkrinkavanje.si](#), [Fakenews.rs](#) and Faktograf.hr – monitor and verify on a daily basis the claims that appear in the media, on social networks and through statements of politicians and prominent public figures. The result of our work is published on a joint [Live blog: Disinformation about the war in Ukraine](#), which also has an English-language [version](#). In the first 150 days of the war (ending in August 2022), we have assessed more than **1396** media articles and publications on social networks as manipulative or false. The publication is available [here](#). After a year of war, we analysed the most common disinformation and propaganda narratives, which we wrote about [here](#).

We also participated in the efforts of the global fact-checking community. At the invitation of the Spanish fact-checking organization [Maldita.es](#), the signatories of the [Code of Principles](#) of the International Fact-Checking Network ([IFCN](#)) have created [an interactive map](#) that provides an overview of the exposed disinformation about the war in Ukraine.

In cooperation with Yale Climate Connections and Meta, Faktograf.hr participated in the campaign “Croatia Climate Mythbusting” on Facebook and Instagram in the summer of 2022. As part of the campaign, we dealt with the four most common climate myths in Croatia ([1](#), [2](#), [3](#), [4](#)), in accordance with the results of the [“International Public Opinion on Climate Change Survey Report”](#).

Faktograf's stories - a selection of authors

Ana Benačić

> The state illegally prohibits citizens from accessing the “Botanical Garden of New Zagreb” <

The story of the current state of the legendary Shipbuilding Research Institute (Brodarski institut), today in liquidation, is purely adding insult to injury. The arboretum of the Institute, the botanical garden of Novi Zagreb, is a protected cultural property and should be open to the public. But the liquidator, who has nothing to do with taking care of the monumental heritage, does not let anyone in and is not taking care of the arboretum.

Sanja Despot

> Despite what the Prime Minister says, in Croatian history there are examples of rapid reconstruction after an earthquake <

During 2022, we continued to review statements related to slowness in reconstruction after the catastrophic earthquake, and to point to inaccurate statements by the ruling parties.

Gabrijela Galić

> The company through which INA was robbed was licensed to trade gas even though they did not meet the conditions <

In an article about the big robbery in INA organized by Damir Škugor, we investigated how a company with only one employee and operating for less than four months managed to obtain a permit to trade gas. The permit was signed on June 9, 2020 by the then head of the Croatian Energy Regulatory Agency (HERA), Tomislav Jureković, ten days after he himself was released from custody. After Faktograf's article, the information was conveyed by numerous media, and it was also the cause of discussions in the Parliament.

Matea Grgurinović

> Without the continuation of the project “Zaželi”, a large number of elderly people would be left without care<

Although the Government presents it as one of the most successful projects, in its implementation “Zaželi” has - probably unintentionally – exposed a number of holes in the Croatian social assistance system, so even though it was conceived as an active employment policy project, it turned into a social service, says Grgurinović.

Ivica Kristović

“Equalisation of prices” for parents of children in Šibenik city kindergartens increases bills

One national and three local Šibenik portals reported the statement from the City of Šibenik stating that "all parents in the city of Šibenik will pay the same price for kindergarten" of EUR 90, i.e. HRK 678. However, in all this news, as well as in the statement of the City of Šibenik, information was omitted that "equalization of prices" for parents of children in city, private and religious kindergartens actually means an increase in the allocation for parents of children in city kindergartens, of which there are more than 1000 – by about HRK 178.

Ivan Nekić

> [The photo of empty shelves in London is from 2020, it has nothing to do with sanctions against Russia](#) <

The Serbian portal *Informer* illustrated the article with the thesis that Europe is on the verge of starvation due to sanctions against Russia with a photo from London, which is more than two years old. "While the British warm the dog food with a spoon and a candle, the Serb feasts with a fork! Serbia is coping fantastically with the crisis, it is becoming the promised land", is the title of the article published in *Informer*. The article also states that Serbia is coping "perfectly" with the crisis caused by the war in Ukraine and the energy crisis, although in November that year inflation in Serbia amounted to 15.1 percent, and in the European Union only 10.9 percent – so it is wrong to claim that Serbia is coping "perfectly" with the energy crisis.

Petar Vidov

**> [Vili Beroš unfoundedly claims that the drug against Covid is not effective](#) <
> [Beroš's commission hides that Croatian health care killed Vladimir Matijanić](#) <**

The most dangerous deceptions come from the position of power. In 2022, the Croatian state tried to cover up its responsibility for a number of systematic mistakes that led to the death of journalist Vladimir Matijanić. This should not go unnoticed or be forgotten.

Melita Vrsaljko

> [A quarry is becoming operational in the heart of the Velebit Nature Park](#) <

The selected text is the first in a series of texts by which Vrsaljko, ultimately, stopped the devastation of the environment in the Velebit Nature Park.

In the Velebit Nature Park, in the area that is part of the Natura 2000 ecological network, without conducting an environmental impact study, a quarry should have started operating, for which the documentation was obtained in the times of Yugoslavia.

Ivana Živković

[F-zin #17: Sea, sea](#) <

In the 17th issue of [F-zin](#), Faktograf's newsletter, published in August 2022, we wrote about the Adriatic. The Adriatic Sea is a part of the Mediterranean that currently holds the infamous title of the fastest warming sea with the fastest growing salinity. And the Mediterranean is just a drop in the water mass of our increasingly warm planet.

The Adriatic Sea is getting warmer and saltier. Biodiversity is declining, scientists are warning more and more loudly and pointing out to the fact that our sea is empty. The same claim, unfortunately, applies to the entire Mediterranean, primarily to its eastern part. The eastern Mediterranean is becoming a tropical sea, the World Organisation for Nature Conservation warned in a 2021 [analysis](#). The Mediterranean will hardly ever be as it once was.

Faktograf.hr in other media

Faktograf's texts were shared in numerous media, and we recorded more than 150 mentions of Faktograf through our internal monitoring system during 2022.

One of the Faktograf's stories that has received significant attention is that of Melita Vrsaljko about the beginning of operation of the quarry in the Velebit Nature Park. The story received wide media attention ([Index](#), [Al Jazeera Balkans](#), [Jutarnji list](#), [HRT](#), [Nacional](#), [Net.hr](#), [Zadarski list](#), [Večernji list](#), [Tportal](#)) and prompted a series of protests and activities of associations, local self-government, and ultimately an investigation by the State Attorney's Office.

Gabrijela Galić's articles on labour rights were often broadcast by [trade unions](#), as well as by [local](#) and [other media](#).

Journalist Ana Benačić has been writing about silence and omissions of the competent institutions since the death of journalist Vladimir Matijanić. Her texts were transmitted by [Slobodna Dalmacija](#), [the Croatian Journalists' Association](#), [Index](#) and others.

The texts of Matea Grgurinović, who often writes about misinformation related to health, as well as a number of other relevant topics, were reported by [Slobodna Dalmacija](#), the [Novosti](#) weekly and others.

The editor-in-chief of Faktograf.hr, Petar Vidov, gave interviews to [HRT](#) on the topic of the Russian propaganda and disinformation apparatus, and was also interviewed in the [Zavidavanje](#) show on Vidi TV. He has made statements for the [research show Potraga](#) on RTL television, [Radio Slobodna Evropa](#), [the portal Oštro](#) and others.

The executive director of Faktograf, Ana Brakus, gave statements on the work of Faktograf and the disinformation that circulates in the public space for the [Politico](#), [HINA](#), [Al Jaazera](#) and others.

ACTIVITIES UNDERTAKEN BY FAKTOGRAF - ASSOCIATION FOR THE INFORMED PUBLIC

NETWORKING AND ADVOCACY

For the purpose of quality sharing of knowledge and experiences with colleagues who also deal with fact-checking, Faktograf is also active in numerous networks and initiatives on a national, regional, European and global level.

National networks and public policies

In November 2021, the Faktograf association as a partner organization, together with [Kurziv–Platform for Matters of Culture, Media and Society](#) and [Association for the Promotion of Media Culture, Art and Tolerance “Lupiga – the World Seen Through the Common Eyes”](#) submitted a project proposal to the [Active Citizens’ Fund](#). The project’s key activity is establishing a Federation of Non-Profit Media Publishing Associations as a representative and advocating body that would provide support to its members in the process of submitting and implementing projects on an international and European level and that would represent them in the processes of advocating adequate public policies. The project continued during 2022.

During 2022, Faktograf participated in e-consultations:

1. [Consultation on the proposal for the regulation on the conditions for entry into the electronic publications providers register \(Report on performed consultation\)](#)
2. [Introductory notice in the preparation of the Support Scheme and the Public Call for Grants - Initial framework: goals, activities and criteria \(Report on performed consultation\)](#)
3. [Consultation on the Draft Call for Grants: Establishment of a media fact-checking system](#)

Regional networking – the SEE Check network

[SEE Check](#) is a network of six organizations from five Southeastern Europe countries that have been working together since 2020 on promoting responsible journalism, improving the quality of media literacy and fighting misinformation and disinformation in the public space. It consists of the [Raskrinkavanje.ba](#), [Raskrinkavanje.me](#), [Faktograf.hr](#), [Raskrikavanje.rs](#), [Fakenews Tragač](#) and [Razkrinkavanje.si](#), and Faktograf’s advisor, Jelena Berković, works as the network’s program coordinator.

During 2022, SEE Check held regular monthly online meetings and organized two in-person meetings: a strategic plan was agreed in Kolašin, which includes the principles of work and membership, and the internal structure of the network, while future joint activities are planned on Hvar.

The SEE Check network coordinated its activities at European and global level and participated in the creation of the European Fact-Checking Standards Network (EFCSN).

The network provided support to its members, especially in cases such as the verdict against [Krik](#) – publisher of the [Raskrikavanje.rs](#) portal, due to the publication of quotes from recordings used during a trial. The common approach strengthened the members’ capacities related to current public policies and initiatives for the regulation of the digital public sphere, as well as relations with relevant stakeholders, especially with the professional public.

In advocacy occasions such as the Civil Society & Think Tank Forum within the [Berlin Process](#), SEE Check’s representatives coordinated the group’s work on information disruption, which was concluded by [joint recommendations](#).

The SEE Check network has from its very beginning been operating as a virtual regional editorial board focused on a regional approach to topics and on common analyses, with the participation of several editorial boards. Regional analyses of are published on the SEE Check network's [portal](#) in English. In addition, the most significant analyses of each individual portal that is part of the SEE Check network are regularly translated and published.

Public advocacy ad networking in Europe

[The European Fact-Checking Standards Network](#) was officially launched in 2022 by joint action of fact-checking organisations from across Europe, verified by the IFCN. Faktograf actively participated in the founding assembly held in Madrid and in all processes related to the development of the Code of Standards for independent fact-checking organizations, the Statute of the organization and the election of its bodies, such as the Governance Body in which Ana Brakus, Faktograf's executive director, was elected with the largest number of votes, as well as the *ad hoc* working group for the European Media Freedom Act in which Jelena Berković was appointed.

Having in mind that the regulation and co-regulation of digital spaces is performed within the European Union, with one of the focuses being also the prevention of spreading disinformation by fact-checking, Faktograf has continued to actively monitor the relevant processes. Faktograf thus became one of the first signatories of the strengthened [Code of Practice on Disinformation](#), and senior advisor Jelena Berković participated in the work of the [Working Group for monitoring the implementation of the Code](#).

Berković also represented Faktograf at the second conference "Fact-checking and European Answers to the Disinformation Crisis: Cooperation, Policy, Media Literacy" organized by EDMO in Milan, and the annual conference of the [EU Disinfo Lab](#) in Brussels, and participated in the expert conference on misinformation "Experts on misinfo in CEE", organized by Meta in Warsaw.

Faktograf registered its interests in public policies related to misinformation and disinformation, encouraging environment for sustainable journalism in the public interest and business models for sustainable journalism in the public interest in the European [Transparency Register](#) (ID 521295644592-54).

Global networking and advocacy

Faktograf continued its active participation in the work of the International Fact-Checking Network (IFCN), an international network of organisations dedicated to fact-checking.

For the sixth consecutive year, in July 2022 Faktograf received a [positive grade](#) in the IFCN's verification process, which is a confirmation of our upholding of high standards prescribed by the [IFCN's Code of Practice](#).

Since July 2021, as a Faktograf representative, Ana Brakus has been participating in the IFCN's "Anti-harassment" working group, founded with the goal of addressing and combating the threats and harassment to which fact-checkers around the world are exposed. The group continued to operate in 2022.

World's largest fact-checking conference, [Global Fact 9](#), was held in June 2022. The conference was the first live meeting in two years and was held in Oslo.

BASIC AND ECONOMIC ACTIVITY

Association's projects

In 2022, the Faktograf association carried out a total of 7 projects financed by grants, about which detailed information was published on the organization's website in the section [Projects and Collaborations](#). The list of implemented projects is summarized in the table:

GRANTOR	NAME OF THE PROJECT	TOTAL FUNDS APPROVED	TOTAL AMOUNT FOR FAKTOGRAF ACTIVITIES	YEAR IN WHICH FUNDS WERE APPROVED
National Endowment for Democracy	Strengthening Government Accountability and Combating Disinformation through Regional Cooperation (partners, coordinator Gong)	USD 180,000.00	USD 93,692.80	2020
European Commission	Pro-fact: Research, education, fact-check and debunk COVID-19 related disinformation narratives in Croatia (partners, coordinator Gong)	EUR 410,178.54	EUR 42,384.13	2021
Balkan Trust for Democracy	Fostering resilience to disinformation through fact-checking (partners, coordinator Center for Democratic Transition, Montenegro)	USD 70,000.00	USD 4,572.00	2021
National Endowment for Democracy	Promoting enhanced media standards (coordinator)	USD 180,000.00	USD 180,000.00	2022
European Media and Information Fund (EMIF, Calouste Gulbenkian Foundation)	Decoding the disinformation playbook of populists in Europe (partners, coordinator International Press Institute IPI, Austria)	EUR 129,527.96	EUR 44,345.40	2022
U.S. Embassy in Croatia	Facts about the climate crisis (coordinator)	USD 18,031.00	USD 18,031.00	2022

Active citizens fund (fund manager Slagalica - Foundation for the Development of the Public Community)	FUNDME - Formal Association of Non-Profit Digital Media (partners, coordinator Association for the Promotion of Media Culture, Art and Tolerance "Lupiga – the world seen through the common eyes")	EUR 29,992.40	EUR 4,000.00	2022
--	---	---------------	--------------	------

Economic activity

Faktograf.hr has been participating in the work of Meta's Third Party Fact-Checking programme since April 2019. Its goal is to fight misinformation on Facebook and Instagram. Faktograf-hr continued cooperation in the programme in 2022 as well.

From November 2021 to January 2022, Faktograf participated in Facebook's [Accelerator programme](#) aimed at raising the level of capacity of fact-checking organizations.

OTHER ACTIVITIES OF THE FAKTOGRAF ASSOCIATION

Faktograf's team participated in international conferences: at the 9th annual Global Fact conference in Oslo, organized by IFCSN, Jelena Berković participated in the panel [Policy and Regulation: A growing focus for fact-checkers](#)), on the 10th [POINT](#) conference in Sarajevo organized by the citizens' association "Why not?" at the panel [Evolution of Civic Tech](#), at the conference "Network of disinformation: Stolen Democracy" in Podgorica, organized by the Center for Democratic Transition (panel [Pressures on Fact-Checkers: The price of fighting for facts](#)), and at the conference ["Cyber resilience for Freedom and Security"](#) organized by the Metamorphosis Foundation in Skopje.

Faktograf's journalist Matea Grgurinović has been accepted into the third generation of the Oxford Climate Journalism Network, which starts in January 2023 and includes 100 journalists from 57 countries. The program is part of the Reuters Institute for the Study of Journalism, which aims to encourage journalists and editors to report on climate change.

Matea Grgurinović participated in the round table ["Together against Hate"](#) in the Croatian Journalists' Association in March 2022, while the editor-in-chief Petar Vidov participated in the [round table on the safety of journalists in Croatia](#), organized by the Union of Croatian Journalists (SNH) and the European Federation of Journalists (EFJ).

In November 2022, journalist Melita Vrsaljko gave two lectures to students on the topic of journalism and fact-checking as its integral part. The first lecture was held at the journalism study programme within the course "Investigative Journalism" at VERN', while the second lecture was held within the course "Information Society" at the Department of Information Sciences of the University of Zadar.

During 2022, Sanja Despot and Petar Vidov held lectures for students on the fight against disinformation, organized by the European Parliament.

ASSEMBLIES OF THE FAKTOGRAF ASSOCIATION IN 2022

During 2022, two sessions of the General Assembly were held: on 15 June and 15 December.

At the June General Assembly, the 2021 Annual Report and the revised Working Plan, as well as the 2022 Financial Plan of the Faktograf Association were adopted.

At the regular winter Assembly held on 15 December 2022, the following organizational documents of the Association were adopted:

- Labour Regulation of Faktograf – Association for the Informed Public
- Faktograf – Association for the Informed Public Code of Ethics
- Rulebook on Financial Operations and Asset Management of Faktograf – Association for the Informed Public

All the above documents are available on the [Faktograf Association website](#), which was conceived and launched in 2022, and which also contains all the information related to the work of the association and the projects implemented by the association.

FINANCIAL STATEMENT

In 2022, Faktograf - Association for the Informed Public generated a total revenue of HRK 4,079,896 and a total expenditure of HRK 3,275,398, which resulted in a total (gross) excess revenue in the amount of HRK 1,320,387.

Revenues have the following structure: revenue from donations amounts to HRK 469,815, membership fee revenue is HRK 1,300, revenue from provision of services is HRK 2,998,428, property revenue is HRK 35,346, foreign institution revenue is HRK 395,350, and company revenue is HRK 74,465, which shows that economic activities in 2022 account for 73.49% of the total revenue of the association in 2022.

Expenditure incurred in 2022 has the following structure: material expenses amount to HRK 879,772, workers' expenses HRK 1,861,544, financial expenses HRK 70,485, depreciation expenses HRK 11,359, services expenses HRK 423,593 and other expenses HRK 18,645, which shows that workers' expenses, consisting of net salaries, salaries' contributions, and other workers' expenses amount to 56.83% of the expenses of the association in 2022.

Considering the excess revenue achieved through performing commercial activity in 2022, an income tax liability was determined in the amount of HRK 79,663.

The detailed [financial statement](#) is available on the website of the Faktograf Association.