

FACTOGRAM – ASSOCIATION FOR AN INFORMED PUBLIC

ANNUAL REPORT 2024.

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INTRODUCTION

Faktograf – Association for an Informed Public is a non-profit media organization that advocates for the development of good journalism, critical thinking, and an informed public. For us, good journalism is that which places things in context, highlights what is important, and clarifies what is unclear.

The association is the publisher of the portal [Faktograf.hr](#), the first media outlet in Croatia specialized in fact-checking. Faktograf.hr is a member of [the IFCN](#) (International Fact Checking Network), an international network of organizations dedicated *to fact-checking*. The association Faktograf is also a member of [the EFCSN](#), the European Fact-Checking Network, and a co-founder of the regional [SEE Check](#) network.

During 2024, the Faktograf association achieved a number of significant breakthroughs. We analyzed, reported and checked in detail the accuracy of claims made by politicians in the public space in the super election year - covering the parliamentary, European parliamentary and presidential elections in the Republic of Croatia. We attracted special attention *with live fact-checking*. Live fact-checking of claims during the pre-election debates this year was available to our readers on an unprecedented number of channels.

We launched a new media project – [Climate Portal](#); for the first time, we organized a debate during the election campaign, on the eve of the European Parliament elections.

Also, during 2024, we became part of the global fact-checking program on TikTok.

We organized a series of media literacy educations and trainings for, mainly, colleagues from the media world, but also academia.

Faktograf has also continued to be active in numerous networks and initiatives at the national, regional, European and global levels. The organization has been a signatory to the Code of Practice on Disinformation since 2022, and in 2024 was verified as the first media publisher in the Republic of Croatia to be awarded the Journalism Trust Initiative (JTI) [certificate after an external audit](#).

MISSION OF THE ORGANIZATION

Faktograf is a non-profit media organization for the development of good journalism, critical thinking, and an informed public. Good journalism places it in context, highlights the important, and clarifies the unclear.

VISION OF THE ORGANIZATION

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

FACTORY.HR

Faktograf.hr is a non-profit media outlet published by Faktograf – an association for an informed public. It is the first Croatian media outlet specialized in *fact-checking* – checking the factual accuracy of claims in the public sphere, operating since 2015. Faktograf is a member of [the International Fact-Checking Network](#) (IFCN), an international network of organizations dedicated to *fact-checking*, as well as [the European Fact-Checking Network](#) (EFCSN).

Faktograf's journalistic team in 2024 consisted of journalists Ana Benačić, Gabrijela Galić, Matea Grgurinović, Melita Vrsaljko and Anja Vladislavljević, journalists Andrej Dimitrijević and Ivan Nekić, and social media and audience development specialists Jordi Ilić and Vedrana Bibić.

The editorial board of the Faktograf.hr portal consisted of Sanja Despot (editor-in-chief), Ivica Kristović (editor of the “Razotkriveno” section and deputy editor-in-chief), and Ivana Živković (executive editor). The editorial team also collaborated with external collaborators.

In accordance with the Program Basis, Faktograf.hr publishes exclusively author's texts and other forms of media content.

“[Accuracy Rating](#)” section evaluates claims made by politicians and political actors whose accuracy can be measured by objective facts. The “[Revealed](#)” section evaluates the accuracy of claims made in the public space by digital media and social media users, in cooperation with Meta through their [Third Party Fact-Checking Program](#). The “[Under the Magnifier](#)” section takes an in-depth look at important political and social topics. The “[You Asked](#)” section is reserved for articles written based on questions from our readers.

Since disinformation and propaganda campaigns do not stop at state borders, but circulate within borders where they are linguistically understandable, we launched [the SEE Check](#) portal at the level of the Southeast European region. Six newsrooms from five countries - [Raskrinkavanje.ba](#), [Raskrinkavanje.me](#), [Raskrinkavanje.rs](#), [Razkrinkanje.si](#), [Fakenews.rs](#) and Faktograf.hr - daily monitor and verify the claims that appear in the media, on social networks and the statements of politicians and prominent public figures. We translate our articles into English to make them available to readers outside the region. As part of the work of the regional portal, we create [joint analyzes](#) and [articles](#) that show the situation with misinformation in our region. Faktograf.hr is represented in the joint editorial office by our executive editor Ivana Živković.

Faktograf.hr in numbers

764 articles in 2024. In the section **161** articles were published [under "Under the magnifying glass"](#), [and in the "Accuracy rating" section](#) **80**. **505** articles were published in the ["Revealed" section](#).

During 2024, **88** readers contacted the Faktograf.hr portal with a request to verify the accuracy of publications and statements. We responded to **33 of them with a specific article published in the "You Asked"** section.

During 2021, we also launched [F-zin](#), Faktograf's newsletter. During 2024, we published **12** issues in text and audio format. We send the newsletter every last Monday of the month to the emails of readers who want to receive this form of authored content from the Faktograf.hr portal. Each month has its own theme, and for each theme we provide a broader picture. The author of F-zin is Ivana Živković, deputy editor of the Climate Portal. From June 2021, when the editorial was published, to the end of 2024, F-zin has collected **1,234** subscribers.

In the series of articles "[Beyond the Edge of Science](#)" from July 2024, we analyze the most famous and widespread conspiracy theories on the internet and explain why they are unfounded.

In October 2024, we launched [the Weekly Rearview Mirror](#), in which every Friday we address the most important topics that marked the week.

Live blogs on the Faktograf.hr portal

Russia's attack on Ukraine created another front of attack on facts. The war was preceded by disinformation and propaganda campaigns that reached a large number of people. This is why we launched a [Live blog: War in Ukraine](#) in February 2022. As part of the *live* blog, 168 articles were published, of which **29** were published in 2024.

[the Live Blog: War in the Middle East](#) in October 2023, at the beginning of a new escalation in the Middle East, so that our readers would have all the relevant information available in one place. During 2024, we published **43** article about disinformation that is dominantly distributed through social networks.

During 2024, we also dealt with [AI disinformation](#): we published **35** articles on *the live blog* exposing videos, audio recordings and photos generated by various artificial intelligence tools.

Faktograf.hr in other media and its public response

Faktograf's texts were broadcast in numerous media outlets, and through our internal monitoring system, we recorded more than 300 mentions of Faktograf during 2024, with a significant number of texts on fringe portals aimed at damaging Faktograf's professional reputation, as well as attacks on our journalists and editors, also recorded this year.

CLIMATE.HR

The Climate Portal was launched on the first day of spring, March 21, 2024, with the aim of contributing to the public debate on the climate crisis being firmly grounded in factual reality. The Climate Portal treats the climate crisis as a comprehensive problem that is not only necessary, but also possible to solve. Our slogan, **focus on solutions**, illustrates the kind of journalism we want to do; our goal is to change the direction of the public debate on the climate crisis and the green transition – to move away from sensationalism, intimidation and denial of the problem, and to open up space for expert opinions, reasoned debates and good ideas.

In the section ["Energy"](#) we deal with the issues of energy systems, agricultural production and transport.

In the section ["Health and environment"](#) we report on pollution and protection of the natural environment, waste management and the effects of ecological devastation on health. The section "Science" is dedicated to scientific and technological achievements and knowledge related to the climate crisis and the green transition.

In the ["Climate Justice" column](#), we focused on quality solutions and good political practices aimed at remediation and prevention of social inequalities caused by the climate crisis or the green transition.

In the section ["Misinformation about climate"](#) we deal with the issue of factually incorrect and unfounded narratives and claims, the circulation of which in the public and digital space complicates and slows down efforts to solve the problem of the climate crisis.

The Climate Portal, in partnership with the Society for Shaping Sustainable Development of Croatia (DOOR), the Climate Scientists initiative, and the European Climate Pact, organized a debate on climate policies in Zagreb in May 2024, attended by representatives of parties and lists running in the

European Parliament elections. You could follow the debate via *live stream* on [the Climate Portal's Facebook page](#) .

Journalist for the Climate Portal and the Faktograf.hr portal Melita Vrsaljko is the winner of the "Velebitska degenija" award for environmental journalism in 2023 for a series of articles about the devastation of the Velebit Channel by rainbow trout farming. This is an award for the best journalistic work on nature and environmental protection that has been presented by the Association of Environmental Journalists at [the Croatian Journalists' Association](#) for 26 years, and she was awarded the award in April 2024.

In October 2024, the Climate Portal, together with the Department of Sociology of the Faculty of Humanities and Social Sciences of the University of Zadar, co-organized the scientific and professional conference "Facts about the Climate Crisis - Research, Communication and Solutions". The conference was organized as part of the project "Facts about the Climate Crisis - klima.faktograf.hr ", dedicated to disseminating verified information about climate change and combating climate disinformation.

The Climate Portal in 2024 consisted of journalists Ana Benačić, Matea Grgurinović and Melita Vrsaljko, editor-in-chief Petar Vidov, and a communications team with coordinator Ivana Živković and social media specialists Vedrana Bibić and Jordi Ilić.

Klimatski.hr in numbers

The climate portal started working on April 21, 2024. From its launch until the end of 2024, **407** articles were published on the portal, of which **76** were in the ["Energy" section](#) , **85** in the ["Health and Environment " section](#) , **58** in the ["Climate Justice" section](#) , **39** in the ["Science"](#) section , and **76** in the ["Climate Misinformation" section](#) .

["History of climate crisis denial"](#) was published on the portal , which contains **14** articles. The topic was also published in audio format on [the Klimatski podcast](#) .

The main communication channel of the Climate Portal is its [WhatsApp channel](#) , which gathered **8,992 followers** in 2024 . In addition to texts from the Climate Portal, on the Climate Channel we publish interesting news from the plant and animal world every day, as well as positive stories related to climate justice and the fight against climate change.

Klimatski.hr in other media and its public response

The news about the launch of the Climate Portal in March 2024 was reported by over 20 portals. Also, the media followed the stories investigated by Klimatski Portal journalists, from illegal logging on a landslide in Zagreb to the devastation at the Una Spring, which was reported by the well-known Italian daily "Corriere della Sera". Even the Climate Portal was not immune to orchestrated attacks, so just after its launch, *spamming of the Facebook page of the Climate Portal* was organized and fringe portals tried to discredit its work.

ACTIVITIES OF FACTOGRAM – ASSOCIATION FOR AN INFORMED PUBLIC

NETWORKING AND ADVOCACY

In order to better exchange knowledge and experience with colleagues who are also involved in fact-checking, Faktograf is active in numerous networks and initiatives at the national, regional, European and global levels.

National networks and public policies

During 2024, Faktograf collaborated with non-profit media and organizations such as Kurziv - Platform for Cultural, Media and Social Issues, the Association for the Promotion of Media Culture, Art and Tolerance "Lupiga - the World Through Ordinary Eyes" and the non-profit portal Libela.org - a portal about gender and democracy.

Regional networking

[SEE Check](#) is a network of six organizations from five Southeastern European countries that have been working together since 2020 to promote responsible journalism, improve the quality of media literacy, and combat misinformation and disinformation in the public space. It consists of the portals [Raskrinkavanje.ba](#) , [Raskrinkavanje.me](#) , [Faktograf.hr](#) , [Raskrinkavanje.rs](#) , [Fakenews Tracker](#) and [Razkrinkavanje.si](#) .

During 2024, [the SEE Check](#) network held regular monthly online meetings and organized live meetings in Podgorica, Sarajevo and Brač. Among other things, experiences were exchanged with EU public policies such as the implementation of the Code of Practice on Disinformation, the entry into force of the Digital Services Act and the planning of the future Artificial Intelligence Act, and Faktograf advisor Jelena Berković acted as a program coordinator in the network ([panel in Podgorica](#)).

Sarajevo citizens' association "Why not?" organized [the 12th POINT](#) conference - a traditional gathering of those interested in political responsibility and new technologies, where SEE Check members regularly gather, and the network continued to implement the project "SEE Check network - fighting disinformation and misinformation through a network of fact-checkers" with financial support from the EU (EuropeAid/174154/DH/ACT/Multi).

Public advocacy and networking in Europe

Given [the verified](#) compliance of Faktograf with [the European Code of Standards for Independent Fact-Checking Organizations](#) (European Fact - Checking Standards Network, EFCSN) , Faktograf is a member of [the European Fact-Checking Organizations Network](#) , launched in 2022. The European network expressed solidarity with Faktograf and [condemned the physical attack on Melita Vrsaljko](#) . Faktograf participated in [the first annual conference](#) of the European network in Brussels , Ana Brakus, Executive Director of Faktograf, was elected to a second term on the network's Board of Directors, and advisor Jelena Berković participates in the working group on public policies.

Code of Conduct on Disinformation

As one of the first signatories to the Code of Practice on Disinformation strengthened in 2022, Faktograf participated in the work of the Working Group for monitoring the implementation of that Code in 2024, with Jelena Berković participating in the work of the subgroups for fact-checking,

monitoring, AI and special situations (crisis and elections with an emphasis on [the European Parliament](#) and [presidential elections](#)). Reports on the work of all signatories to the Code are available on [DisinfoCode.eu](#), while the EFCSN website provides [analyses of the first year of implementation of the Code by Big Tech](#), as well as criticism of [the poor start](#) and continuation [of implementation in 2024](#).

Faktograf also prepared [an analysis of the disinformation field in Croatia](#) for the EU Disinfo Lab.

Digital Services Act (DSA)

During 2024, Faktograf actively monitored the DSA implementation processes and participated in the European Commission's public consultation on [the Transparency Reports for Online Platforms](#).

[the civil society](#) roundtable organized by the European Commission, as well as the Ministry of Economy, a meeting of civil society organizations in Croatia (Human Rights House, Center for Peace Studies and Politiscope), a meeting of various stakeholders on the implementation of DSA organized by the Ombudsman and a meeting on the eve of the presidential elections organized by [HAKOM](#), and a discussion on DSA "The Digital Services Revolution: How European Rules Are Changing the (Online) World" organized by [the EC Representation in Zagreb](#).

Faktograf also participated in knowledge exchanges on the regulation of the digital sphere: Jelena Berković held a workshop for students of the Faculty of Political Science "Facing the EU Elections - Challenges of Implementing the Digital Services Act" and compiled [an Introduction to the Theory of the Digital Services Act](#).

European Media Freedom Act (EMFA)

After [participating in the public consultation](#), Faktograf actively followed the process of the entry into force of the EMFA and participated in the work of [the Working Group of the Global Forum for Media Development](#) and exchanges with the Croatian Journalists' Union and experts in media (self)regulation. Ahead of the new mandate of the European Commission, Faktograf supported [the expectations of leading European organizations for media freedom and journalism](#) on the importance of the media, journalism and the rule of law.

New European standards in the regulation of media, journalism and their environment were discussed at an internal workshop at Faktograf, and Jelena Berković also held a workshop on EMFA and DSA for the students [of Kulturpunkt's journalism school](#).

EU Transparency Register

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

Global networking and advocacy

During 2024, Faktograf successfully [verified its membership](#) in [the International Fact-Checking Network \(IFCN\)](#), an international network of organizations dedicated to *fact-checking*. IFCN stood in solidarity with Faktograf and [condemned the physical attack on Melita Vrsaljko](#).

fact-checking conference was held in Sarajevo – [Global Fact 11](#), which featured [Nobel laureate Maria Ressa](#), and participants adopted a declaration emphasizing [the importance of fact-checking for freedom of expression](#). Ana Brakus moderated [the panel with Meta representatives](#).

Faktograf also participated in the annual [congress of the International Press Institute \(IPI\) in Sarajevo](#), where Ana Brakus participated in the panel "[Investigating disinformation, upholding truth](#)". The International Media Institute, Faktograf and TAZ launched [a platform for monitoring disinformation narratives against journalists](#) - [Observatory of disinformation narratives against the media](#)

FINANCIAL STATEMENT

Faktograf - an association for an informed public, achieved a total income of €908,388.70 and a total expenditure of €761,376.75 in 2024, which resulted in a total (gross) surplus of €306,603.13.

Revenues have the following structure: revenues from the sale of goods and the provision of services amount to EUR 560,816.17, revenues from financial assets amount to EUR 16,123.01, revenues from donations amount to EUR 59,531.74, revenues from foreign governments and international organizations amount to EUR 221,566.50, while revenues from companies and other legal entities amount to EUR 50,148.78, and revenues from membership fees amount to EUR 202.50, which shows that revenues from economic activities in 2024 account for 61.74% of the association's total revenue.

Expenses incurred in 2024 have the following structure: material expenses amount to € 222,330.48 , employee expenses amount to €527,797.69, financial expenses amount to €6,493.96, depreciation expenses amount to €3,898.40, donations amount to €550.00 and other expenses amount to €306.22, which shows that employee expenses, consisting of net salaries, salary contributions and other employee expenses, amount to 69.32%.

Given the surplus income generated through economic activity in 2024, the association was required to pay corporate income tax in the amount of EUR 2,263.11.

The financial report is available [on the Faktograf association's website](#).

BASIC AND ECONOMIC ACTIVITY

Main activity

In 2024, the Faktograf association implemented a total of 13 projects financed by grants, detailed information about which is published on the association's website in [the Projects and Collaborations section](#). The list of implemented projects is summarized in the table:

GRANT PROVIDER	PROJECT NAME	TOTAL AMOUNT OF SUPPORT APPROVED	TOTAL AMOUNT FOR FACTOGRAM ACTIVITIES	PROJECT DURATION
Agency for Electronic Media within the framework of the National Recovery and Resilience Plan	Facts about the climate crisis – klima.faktograf.hr (hosts)	€198,811.44	€166,015.04	2022-2024. (IN PROGRESS)
European Media and Information Fund (EMIF, Calouste Gulbenkian Foundation)	Decoding Disinformation Patterns 2 (partners, host International Media Institute IPI, Austria)	€149,587.66	€44,560.35	2023-2024. (FINISHED)

European Media and Information Fund (EMIF, Calouste Gulbenkian Foundation)	Decoding Disinformation Patterns 3 (partners, host International Media Institute IPI, Austria)	€149,963.48	€44,982.79	2024-2025. (IN PROGRESS)
National Endowment for Democracy	Promoting improved media standards (carriers)	180,000.00 USD	180,000.00 USD	2022-2024. (FINISHED)
National Endowment for Democracy	Fostering Regional Cooperation and Improved Media Standards (carriers)	117,000.00 USD	117,000.00 USD	2024-2025 (ONGOING)
Electronic Media Agency	Facts through the 2024 super election year (incumbents)	€8,332.62	8,332.62 €	2024. (FINISHED).
British Embassy in Zagreb	Artificial intelligence and disinformation (carriers)	€2,970	€2,970	2023-2024. (FINISHED)
ENGAGE Poynter Institute and IFCN in collaboration with YouTube and Google	Back to the Roots: Rediscovering Audiences through Political Fact-Checking (hosts)	\$100,000.00	\$100,000.00	2024-2025 (ONGOING)
EFCSN	FactCrisis (AE, EFCSN holders)		€25,720.00	2024-2025 (ONGOING)
EFCSN and Meta	AI@EUElections (AE, EFCSN holders)		€8,139.00	2024 (COMPLETED)
EFCSN and GOOGLE	Elections24Check (AE, EFCSN holders)		24,349.27	2024 (COMPLETED)
German Society for International Cooperation (GIZ)	Knowledge Exchange For Better Reporting (partners, holder of CDT)		€4,080.00	2024. (FINISHED)

Chance	REDACT (AE, holder Kings College London, partners FPZG, University of Tuebingen, Slovak Academy of Science and University of Tartu		€4,650.00	2023-2025. (IN PROGRESS)
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Economic activity

Since April 2019, Faktograf.hr has been participating in Meta's Third Party Fact-Checking program, which aims to combat misinformation on Facebook and Instagram. He continued his cooperation in the Faktograf.hr program throughout 2024.

During 2024, Faktograf also began collaborating with TikTok. Since May 20, 2024, Faktograf – an association for an informed public, has been part of the global fact-checking program on TikTok, with the aim of helping the platform in its fight against disinformation and supporting efforts to protect the integrity of information.

Also, during 2024, Faktograf led the project “Election Fact Database” aimed at addressing the challenge of disinformation and disinformation during election periods in Croatia. The project was financially supported by the Google News Initiative.

ASSEMBLY OF THE FAKTOGRAF ASSOCIATION IN 2024

During 2024, 4 sessions of the Assembly were held: February 28, April 15, June 20, and December 13.

More information can be found on [the Faktograf association website](#), which, in addition to documents, contains all data related to the work of the association and the projects it implements.