Code of Practice on Disinformation – Baseline Report of Faktograf

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Executive summary

Executive summary (max. 2 pages)

Faktograf – Association for the Informed Public is a non-profit association that publishes Faktograf.hr - an online media outlet specialised in fact-checking in Croatia.

Faktograf is a verified member of the International Fact-Checking Network, active participant in the establishment of the European Fact-Checking Standards Network and founding member of SEE Check - the network of 6 fact-checkers in South East Europe.

Faktograf is registered as an electronic publication with the Agency for Electronic Media in Croatia.

Faktograf is interested in public policies relevant for misinformation and disinformation, transparency and access to data and knowledge, good governance and democracy, as well as an enabling environment for viable journalism in the public interest, and as such is registered in the Transparency Register under ID 521295644592-54.

Faktograf is a signatory of the Code of Practice on Disinformation since June 15 2022.

Faktograf.hr has four specific sections and these are their production data:
- Pod povećalom/Focused provides deep dive reporting and analysis of important issues
  - January 1-31, 2023: 6 articles
  - August 1, 2022 - January 31, 2023: 47 articles
- Razotkriveno/Exposed publishes debunks of misinformation being shared and disinformation being spread on social networks (through Meta's Third Party Fact-Checking programme)
  - January 1-31, 2023: 41 articles
  - August 1, 2022 - January 31, 2023: 248 articles
- Ocjena točnosti/Accuracy check is dedicated to fact-checking and holding politicians and other stakeholders of public interest accountable for their public statements,
  - January 1-31, 2023: 9 articles
  - August 1, 2022 - January 31, 2023: 47 articles
- Pitali ste/You asked provides our readers with articles on topics and issues they demand to know more about - from fact-checking political statements to debunking current crises.

In the last 6 months (August 1, 2022 - January 31, 2023) Faktograf registered 7 relevant threats to our journalists' safety.

Regarding the data on the reach of Faktograf.hr website, we have access to Google Analytics data from August 1, 2022 to December 12, 2022 showing:

- Page Views: 542,300
- Users: 342,973
- Country - Croatia: 267,724
- Language:
  - hr-hr: 134,553 (39.23% of Total)
  - hr: 62,183 (18.13% of Total)

On December 19 2022 we stopped using Google Analytics in order to comply with the GDPR and started testing potential GDPR friendly tools to be able to use them for future reporting.

At the beginning of 2023 Faktograf's team was made of 14 people (Impressum here), organised so that the editorial freedoms and responsibilities are guaranteed by the newsroom's Statute (accessible here).

Guidelines for filling out the report

Baseline reports are detailing how Signatories have implemented their Commitments under the Code and provide the Qualitative Reporting Elements (QREs) and Service Level Indicators (SLIs), as they stand one month after the implementation. The baseline report should also include a comparison between the measures in place under the previous Code to the measures taken to implement the new Code. The measures taken to implement the new Code should be outlined per commitment in the dedicated field of the reporting template.

Reporting period

The reporting period to be covered in the baseline reports is from 16 December 2022 to 16 January 2023 for all Signatories. (The implementation period of the Code from 16 June 2022 to 16 December 2022 is followed by a one-month reporting period from 16 December 2022 to 16 January 2023.) Signatories shall submit baseline reports outlining policy updates and actions taken to implement the Code during the implementation period. Data, e.g. on the number of actions taken under a specific policy, should be reported on from the end of the implementation period (16 December 2022) until the cut-off date of 16 January 2023. In case specific data is not available for the first reporting period (from 16 December 2022 to 16 January 2023), please provide the monthly average based on the previous quarter, clearly outlining the methodology used in the relevant field. The submission date for baseline reports is January 31, 2023.

Adjusting the reporting template

Non-VLOPs can adapt the template to specific commitments and measures they subscribed to. This may include adapted wording for commitments, measures, QREs and SLIs. Non-VLOPs signatories will report only on commitments and measures they subscribed to and provide Member State-level data only if feasible.

Reporting per Service

When filling in a report for several services, use colour codes to clearly distinguish between services. At the beginning of the report, clarify what colour is used for which service.

Reporting in text form

Reporting in the form of written text is required for several parts of the report. Most of them are accompanied by a target character limit. Please stick to the target character limit as much as possible. We encourage you to use bullet points and short sentences. Links should only be used to provide examples or to illustrate the point. They should not be used to replace explanations or to provide data in the forms. All relevant explanations and data must be included in the table directly, in written form.

Reporting SLIs and data

Reporting on Service Level Indicators requires quantitative information to be reported in the reporting template. We ask you to report data in the format provided by the reporting template, not on external links.

Reporting on TTPs

If subscribed to Commitment 14, Integrity of Services, we ask you to report on each identified TTP individually. The number of identified TTPs may vary per service. Where more than one TTP are reported under the same action, clarify the reasoning in the methodology. Where input is not provided, keep the placeholder for the relevant TTP and explain reasons and planned remedial action. Additionally, as with all other SLIs, data can be provided per Member State for each individual TTP.

Missing Data

In case that at the time of reporting there is no data available yet, the data is insufficient or the methodology is lacking, please outline in the dedicated field (i.e. in the field about further implementation measures planned) how this will be addressed over the upcoming six months, being as specific as possible. Please also indicate inconsistencies or gaps regarding methodology in the field dedicated to methodology.

Attachments

We ask you not to enclose any additional attachments to the harmonised reporting template.

Uploading data to the Transparency Centre

After the submission of the baseline reports and the launch of the Transparency Centre website, all data from the reporting template must be uploaded to the Transparency Centre within maximum 7 days, allowing easy data access and filtering. It is the responsibility of the Signatories to ensure that the uploading takes place and is executed on time. Signatories are also responsible to ensure that the Transparency Centre is operational and functional by the time of the reports' submission, that the data from the reports are uploaded and made accessible in the Transparency Centre within the above deadline, and that users are able to read, search, filer and download data as needed in a user-friendly way and format.

VII. Empowering the fact-checking community	
Commitment 30	
Relevant Signatories commit to establish a framework for transparent, structured, open, financially sustainable, and non-discriminatory cooperation between them and the EU fact-checking community regarding resources and support made available to fact-checkers. [change wording if adapted]	
Measure 30.1	Relevant Signatories will set up agreements between them and independent fact-checking organisations (as defined in whereas (e)) to achieve fact-checking coverage in all Member States. These agreements should meet high ethical and professional standards and be based on transparent, open, consistent and non-discriminatory conditions and will ensure the independence of fact-checkers
SLI 30.1.1 – Relevant Signatories will report on Member States and languages covered by agreements with the fact-checking organisations, including the total number of agreements with fact-checking organisations, per language and, where relevant, per service.	Methodology of data measurement [suggested character limit: 500 characters] Faktograf participates in Meta's Third Party Fact-Checking programme. We are not aware of any other platform or service that may be using Faktograf's work or to what extent.
	Nr of agreements with fact-checking organisations
Data	1
Measure 30.2	Relevant Signatories will provide fair financial contributions to the independent European fact-checking organisations for their work to combat Disinformation on their services. Those financial contributions could be in the form of individual agreements, of agreements with multiple fact-checkers or with an elected body representative of the independent European fact-checking organisations that has the mandate to conclude said agreements.
QRE 30.2.3 European fact-checking organisations will, directly (as Signatories to the Code) or indirectly (e.g. via polling by EDMO or an elected body representative of the independent European fact-checking organisations) report on the fairness of the individual compensations provided to them via these agreements.	Outline relevant actions [suggested character limit: 2000 characters] Faktograf has a contract for providing third-party fact-checking services to Meta and feels that this financial contribution is fair. Faktograf is not receiving any other financial contribution from any other VLOP or party that might be using Faktograf's fact-checked content - either for services or for reuse of authors' or adjacent publishers' rights.
Measure 30.3	Relevant Signatories will contribute to cross-border cooperation between fact-checkers.
QRE 30.3.1 Relevant Signatories will report on actions taken to facilitate their cross-border collaboration with and between fact-checkers, including examples of fact-checks, languages, or Member States where such cooperation was facilitated.	Outline relevant actions [suggested character limit: 2000 characters] Faktograf cooperates with fact-checking colleagues in the IFCN, the EFCSN and the SEE Check network. One of the recent results of this cooperation can be found in the Conference Report and Policy Recommendations from the Civil Society and Think Tank Forum organised within the Berlin process: the panel on Information Disorder in the Western Balkans produced a recommendation "to encourage implementation of the strengthened Code of Practice Against Disinformation in the WB6 (more information available here).
Measure 30.4	To develop the Measures above, relevant Signatories will consult EDMO and an elected body representative of the independent European fact-checking organisations.

QRE 30.4.1 Relevant Signatories will report, ex ante on plans to involve, and ex post on actions taken to involve, EDMO and the elected body representative of the independent European fact checking organisations, including on the development of the framework of cooperation described in Measures 30.3 and 30.4.	Outline relevant actions [suggested character limit: 2000 characters] Faktograf is participating in the setting up of the European Fact-Checking Standards Network, so that Faktograf's representative serves as the member of the EFCSN's Board. Also, Faktograf is preparing its application for the membership in the EFCSN to be evaluated during Q1 2023.

VII. Empowering the fact-checking community	
Commitment 31 Relevant Signatories commit to integrate, showcase, or otherwise consistently use fact-checkers' work in their platforms' services, processes, and contents; with full coverage of all Member States and languages. [change wording if adapted]	
Measure 31.2	Relevant Signatories that integrate fact-checks in their products or processes will ensure they employ swift and efficient mechanisms such as labelling, information panels, or policy enforcement to help increase the impact of fact-checks on audiences.
SLI 31.1.3 – Quantitative information used for contextualisation for the SLIs 31.1.1 / 31.1.2 [change wording if adapted]	Methodology of data measurement [suggested character limit: 500 characters] Within the Third Party Fact-Checking contract with Meta Faktograf published 41 articles in January 2023 in Croatian language. In the last 6 months (August 2022 - January 2023) Faktograf published 248 such articles.
	Denominator to be decided within the TF ahead of the baseline report
Data	
Measure 31.3	Relevant Signatories (including but not necessarily limited to fact-checkers and platforms) will create, in collaboration with EDMO and an elected body representative of the independent European fact-checking organisations, a repository of fact-checking content that will be governed by the representatives of fact-checkers. Relevant Signatories (i.e. platforms) commit to contribute to funding the establishment of the repository, together with other Signatories and/or other relevant interested entities. Funding will be reassessed on an annual basis within the Permanent Task-force after the establishment of the repository, which shall take no longer than 12 months.
QRE 31.3.1 Relevant Signatories will report on their work towards and contribution to the overall repository project, which may include (depending on the Signatories): financial contributions; technical support; resourcing; fact-checks added to the repository. Further relevant metrics should be explored within the Permanent Task-force.	Outline relevant actions [suggested character limit: 2000 characters] In January 2023 Faktograf is supporting the establishment of the European Fact-Checking Standards Network as the optimal representative of the fact-checking community to address this Measure.
Measure 31.4	Relevant Signatories will explore technological solutions to facilitate the efficient use of this common repository across platforms and languages. They will discuss these solutions with the Permanent Task-force in view of identifying relevant follow up actions.

QRE 31.4.1 Relevant Signatories will report on the technical solutions they explore and insofar as possible and in light of discussions with the Task-force on solutions they implemented to facilitate the efficient use of a common repository across platforms.	Outline relevant actions [suggested character limit: 2000 characters] In January 2023 Faktograf is supporting the establishment of the European Fact-Checking Standards Network as the optimal representative of the fact-checking community to address this Measure

VII. Empowering the fact-checking community
Commitment 32
Relevant Signatories commit to provide fact-checkers with prompt, and whenever possible automated, access to information that is pertinent to help them to maximise the quality and impact of fact-checking, as defined in a framework to be designed in coordination with EDMO and an elected body representative of the independent European fact-checking organisations. [change wording if adapted]

Measure 32.3	Relevant Signatories will regularly exchange information between themselves and the fact checking community, to strengthen their cooperation.]
QRE 32.3.1 Relevant Signatories will report on the channels of communications and the exchanges conducted to strengthen their cooperation - including success of and satisfaction with the information, interface, and other tools referred to in Measures 32.1 and 32.2 - and any conclusions drawn from such exchanges.	Outline relevant actions [suggested character limit: 2000 characters] Faktograf can confirm that, within the Third Party Fact-Checking program and contract with Meta, we are regularly exchanging information with Meta via its platform, as well as through regular monthly meetings and ad hoc meetings with dedicated officers. Additionally, Faktograf participated in Meta's conference "Experts on misinfo in CEE" organised in Warsaw on November 15 2022.

VII. Empowering the fact-checking community
Commitment 33
Relevant Signatories (i.e. fact-checking organisations) commit to operate on the basis of strict ethical and transparency rules, and to protect their independence. [change wording if adapted]

Measure 33.1	Relevant Signatories will comply with the requirements of instruments such as being verified signatories of the International Fact-checking Network (IFCN) Code of Principles or the future Code of Professional Integrity for Independent European fact-checking organisations.
QRE 33.1.1 Relevant Signatories will report on the status of their membership to instruments such as those mentioned in Measure 33.1 and the actions taken as a result of that to ensure strict ethical and transparency rules, and to protect their independence.	Outline relevant actions [suggested character limit: 2000 characters] Faktograf - the Association for the Informed Public was deemed compliant with the IFCN principles when subjected to the established vetting process and evaluated by external assessors on July 11 2022, to expire on July 11 2023. Faktograf is preparing its application to the EFCSN to be submitted and assessed in Q1 2023.

	Faktograf's editorial line and its standards are protected by the [Statute of the Association](#), the [Statute of the Newsroom](#) and its [Ethics Code](#). Full information on Faktograf.hr's [methodology](#) is available on site, as well as information on transparency of [funding](#).	
SLI 33.1.1 – Relevant Signatories will report on the number of European fact-checkers that are IFCN-certified or are members of the future Code of Professional Integrity.	Methodology of data measurement [suggested character limit: 500 characters] IFCN signatories in Europe (as of January 2023 including EU member states + Council of Europe + Kosovo) include 44 verified active signatories, 12 under renewal and 18 expired (more information here: https://ifcncodeofprinciples.poynter.org/signatories) Regarding the EFCSN, it is starting to accept applications in January 2023 (more information here https://efcsn.com/how-to-apply/).	
	Nr of fact-checkers IFCN-certified	Nr of members of CPI
Data		

VIII. Transparency Centre
Commitment 34
To ensure transparency and accountability around the implementation of this Code, Relevant Signatories commit to set up and maintain a publicly available common Transparency Centre website. [change wording if adapted]

Measure 34.1	[insert wording if adapted]
Measure 34.2	[insert wording if adapted]
Measure 34.3	[insert wording if adapted]
Measure 34.4	[insert wording if adapted]
Measure 34.5	[insert wording if adapted]

VIII. Transparency Centre
Commitment 35
Signatories commit to ensure that the Transparency Centre contains all the relevant information related to the implementation of the Code's Commitments and Measures and that this information is presented in an easy-to-understand manner, per service, and is easily searchable. [change wording if adapted]

Measure 35.1	[insert wording if adapted]
Measure 35.2	[insert wording if adapted]

Measure 35.3	[insert wording if adapted]
Measure 35.4	[insert wording if adapted]
Measure 35.5	[insert wording if adapted]
Measure 35.6	[insert wording if adapted]

VIII. Transparency Centre
Commitment 36 Signatories commit to updating the relevant information contained in the Transparency Centre in a timely and complete manner. [change wording if adapted]

Measure 36.1	[insert wording if adapted]
Measure 36.2	[insert wording if adapted]
Measure 36.3	[insert wording if adapted]
QRE 36.1.1 (for the Commitments 34–36) [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] Faktograf followed the discussions on launching the common Transparency Centre this year: establishing the website's requirements, selecting a vendor to build the website and overseeing the development of the website's key functionalities and interface. Each signatory will be responsible for ensuring that the information they upload to the website is correct and accurate. Entities interested in joining the Code's task-force will be able to sign up through a dedicated online application form on the website.
QRE 36.1.2 (for the Commitments 34–36) [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] The Transparency Centre is not fully operational yet.
SLI 36.1.1 – (for Measures 34 and 36) meaningful quantitative information on the usage of the Transparency Centre, such as the average monthly visits of the webpage [change wording if adapted]	Methodology of data measurement [suggested character limit: 500 characters] The Transparency Centre is not fully operational yet.
	Our company would like to provide following data:
Data	

IX. Permanent Task-Force
Commitment 37

Signatories commit to participate in the permanent Task-force. The Task-force includes the Signatories of the Code and representatives from EDMO and ERGA. It is chaired by the European Commission, and includes representatives of the European External Action Service (EEAS). The Task-force can also invite relevant experts as observers to support its work. Decisions of the Task-force are made by consensus. [change wording if adapted]	
Measure 37.1	[insert wording if adapted]
Measure 37.2	[insert wording if adapted]
Measure 37.3	[insert wording if adapted]
Measure 37.4	[insert wording if adapted]
Measure 37.5	[insert wording if adapted]
Measure 37.6	[insert wording if adapted]
QRE 37.6.1 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] Faktograf's representative participated in the Task Force since it was established, including online plenary meetings, offline plenary meeting in December 2022 and online meetings of two subgroups: on Monitoring and Reporting and on Crisis. We have also expressed interest to participate in the upcoming Crisis subgroup's discussions related to elections, as well as to participate in the upcoming Subgroup on Fact-Checking.

X. Monitoring of Code	
Commitment 38	
The Signatories commit to dedicate adequate financial and human resources and put in place appropriate internal processes to ensure the implementation of their commitments under the Code. [change wording if adapted]	
Measure 38.1	[insert wording if adapted]
QRE 38.1.1 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] Upon the formation of the Task Force, Faktograf dedicated human resources necessary for participation in the Task force and two subgroups. In order to achieve full compliance with The European Code of Standards for Independent Fact-Checking Organisations, Faktograf also introduced its own Code of Ethics on 15 December 2022 and is currently applying minor adaptations to its website to ensure full compliance with the EFCSN Code. On December 19 2022 we stopped using Google Analytics in order to comply with the GDPR and started testing potential GDPR friendly tools to be able to use them for future reporting.

X. Monitoring of Code
Commitment 39
Signatories commit to provide to the European Commission, within 1 month after the end of the implementation period (6 months after this Code's signature) the baseline reports as set out in the Preamble. [change wording if adapted]

X. Monitoring of Code	
Commitment 40	
Signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each Signatory, service and at Member State level. [change wording if adapted]	
Measure 40.1	[insert wording if adapted]
Measure 40.2	[insert wording if adapted]
Measure 40.3	[insert wording if adapted]
Measure 40.4	[insert wording if adapted]
Measure 40.5	[insert wording if adapted]
Measure 40.6	[insert wording if adapted]

X. Monitoring of Code	
Commitment 41	
Signatories commit to work within the Task-force towards developing Structural Indicators, and publish a first set of them within 9 months from the signature of this Code; and to publish an initial measurement alongside their first full report. To achieve this goal, Signatories commit to support their implementation, including the testing and adapting of the initial set of Structural Indicators agreed in this Code. This, in order to assess the effectiveness of the Code in reducing the spread of online disinformation for each of the relevant Signatories, and for the entire online ecosystem in the EU and at Member State level. Signatories will collaborate with relevant actors in that regard, including ERGA and EDMO. [change wording if adapted]	
Measure 41.1	[insert wording if adapted]
Measure 41.2	[insert wording if adapted]
Measure 41.3	[insert wording if adapted]

X. Monitoring of Code
Commitment 42
Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce. [change wording if adapted]

X. Monitoring of Code
Commitment 43
Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce. [change wording if adapted]

X. Monitoring of Code
Commitment 44
Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce. [change wording if adapted]