



Faktoje

About Us

Fact-checking, public accountability, information integrity, and media literacy in Albania

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Faktoje is an independent, non-political media organization dedicated to fact-checking, transparency and information integrity in Albania. Faktoje verifies the statements, promises and actions of public officials, institutions and entities that benefit from public funds. Our work combines evidence-based fact-checking, right-to-information journalism, investigations into public spending and services, election and promise monitoring, disinformation research, media literacy campaigns, and hands-on training for journalists, students, public information coordinators and young people. Faktoje is a signatory/member of the [International Fact-Checking Network](#) and the [European Fact-Checking Standards Network](#), co-founder of the [Anti-Disinformation Network](#) for the Balkans, and an official third-party fact-checking partner for Meta in Albania.

What makes Faktoje distinctive is the combination of fact-checking with accountability journalism. Each year, Faktoje verifies hundreds of statements and promises, monitors electoral processes and political programs, investigates how public money is spent, exposes institutional opacity and bureaucratic failures, and tracks whether public authorities deliver on their commitments. At the local level, Faktoje has monitored municipal transparency and mayoral promises since 2019, producing public reports and recommendations for municipalities, civil society and citizens.

Faktoje is also a regional and national actor in the fight against disinformation. Through debunking, propaganda monitoring, research reports, policy papers, media literacy campaigns, explainer videos, podcasts, photo-essays, newsletters and public tutorials, Faktoje helps citizens identify false or manipulated information, including AI-generated or altered content. Its educational work includes a 14-week fact-checking course with the University of Tirana, internships for journalism students, and trainings for journalists, students, high school pupils and public institution coordinators on verification methods and the right to information.

A woman with long blonde hair is speaking in a studio setting. In the background, there is a rabbit mascot with large ears and a small body. The scene is lit with a warm, reddish-orange glow. The text 'Our work' is overlaid in large white letters at the bottom of the image.

Our work

Fact-checking and promise tracking

Verification of political claims, public promises and claims by institutions and publicly funded actors. This is the core Faktoje product line and should remain the first category in any CV, donor profile or media kit.

Public accountability and right-to-information journalism

Investigations into public spending, procurement, reconstruction, infrastructure, public services, bureaucratic failures and institutional transparency. This category differentiates Faktoje from media outlets that only debunk viral claims.

Elections and democratic oversight

Monitoring electoral processes, campaign promises, party programs, political finance narratives and the delivery of pledges at both central and local levels.

Disinformation research and regional resilience

Debunking, propaganda monitoring, foreign malign influence research, Western Balkans cooperation, policy papers and annual/regional reporting.

Media literacy, training and education

University course, internships, training for journalists and students, workshops with public information coordinators, youth sessions, tutorials and “do-it-yourself” verification resources.

Multimedia public engagement

Photo-essays, reportages, podcasts, short explainers, social media videos, infographics, newsletters and quizzes that turn verified information into formats citizens actually use.

Flagship products



Fact-o-Meter

Core fact-checking product for public statements, using transparent verdicts such as true, half-true, false and no category.

Promises

Tracking whether public promises are kept or unkept, especially during electoral and governance cycles.

Debunking

Exposes viral falsehoods, manipulated content and misleading narratives circulating online.

Propaganda

Identifies propaganda and harmful narratives, including disinformation linked to foreign influence.

Investigations

Public-interest investigations on public money, governance failures, services and infrastructure.

Bureaucracy

Reporting on institutional opacity, delays and violations of the right to information.



Flagship products

Reports / Publications

Research reports, policy papers, manuals and monitoring outputs.

Projects portfolio

Public overview of Faktoje projects and thematic initiatives.

Western Balkans Anti-Disinformation Hub

Regional work to monitor fake news, disinformation narratives and malign foreign influence.

Transparency & promises in municipalities

Annual/local monitoring reports on municipal transparency and mayoral promises.

How to do fact-checking

Public tutorials and verification videos for citizens, students and journalists.

The Check

AI-supported multilingual fact-checking chatbot pilot and innovation case study.

Newsletter

Regular channel for direct audience engagement and distribution of verified information.



Flagship publications, reports and manuals

Monitoring Report on Municipal Transparency & Public Consultation Obligations

2026 report on legal transparency and consultation obligations by municipalities.

Monitoring Report on Transparency and Promises in 10 Municipalities

Annual accountability product tracking municipal transparency and mayoral promises.

Manual for Environmental Journalism and Fact-Checking

Practical manual for students and journalists covering climate, biodiversity, pollution and verification.

Building Media Resilience Against Disinformation in Albania

Research/policy paper on strengthening journalism's resilience to disinformation.

Protecting Democracy from Information Threats

Regional action plan developed through ADN-Balkans / Metamorphosis consultation processes.

The Check - multilingual AI fact-checking chatbot pilot

AI-supported multilingual chatbot pilot and lessons learned for scalable fact-checking.

Disinformation in War Reporting

Publication on disinformation dynamics in conflict and war reporting.

Fighting Russian Disinformation Post-Invasion of Ukraine

English-language handbook on identifying and countering Russian disinformation after the invasion of Ukraine.



Track record and impact

Institutional impact

Faktoje's findings have been used by public institutions and referenced in public debate by political actors and parties.

The Supreme Audit Institution and the Ombudsman have acted based on Faktoje reporting; Faktoje also collaborates with the Supreme Audit Institution to advance transparency in public finance and governance.

Faktoje has used the right-to-information law not only as a reporting tool but also as an accountability mechanism, including legal action against institutions that refused to disclose official travel expenditures. Since 2019, Faktoje has filed lawsuits against 13 public institutions for refusing to publish official travel expenditures, an important precedent for media-led transparency litigation in Albania.

Local governance impact

Since 2019, Faktoje has published monitoring reports on municipal transparency and the fulfilment of mayoral promises, helping citizens compare local authorities on concrete obligations. Findings and recommendations are shared publicly and discussed with municipalities and civil society actors to encourage institutional improvements.

Education and professional development

Faktoje established a 14-week bachelor-level fact-checking course with the Department of Journalism and Communication at the University of Tirana for the 2021-2026 period. Faktoje offers internships to journalism students and has trained journalists and students from six regions of Albania on disinformation, fact-checking methodology and media literacy.

Faktoje trains public institution coordinators on the right-to-information law and works with high school students on verification techniques and critical thinking.

Audience engagement and media literacy

Faktoje has developed accessible formats such as tutorials, explainers, short videos, podcasts, photo-essays, quizzes, infographics and social media summaries to increase reach and public participation. The campaign "Do not be fooled! You can fact-check too!" can be promoted as a recognizable call to action for critical media consumption.



Partners, networks and donors

Faktoje's work is strengthened through cooperation with international and bilateral organizations, media and civil society networks, public institutions, academia and technology partners. Current and past partners and donors include the British Embassy in Tirana, the U.S. State Department, the European Union Delegation in Albania, the Embassy of the Kingdom of the Netherlands, the Embassy of Sweden, OSCE, NDI, UNESCO, GIZ, Meta and others.