

# FAKTA

säätiö • stiftelsen • foundation

**Presentation of Fundraising**

# FAKTA

säätiö • stiftelsen • foundation

**FAKTA Foundation sr, registered in Helsinki, Finland**

Business ID 3427306-6

## **More information about the foundation**

### **Elina Kiiski-Kataja**

Chair of the Board

kummit@faktabaari.fi



### **Mikko Salo**

Representative of Faktabaari and  
Avoin yhteiskunta ry on the Board  
of the FAKTA Foundation

mikko@faktabaari.fi



# The FAKTA Foundation supports the independent work of Faktabaari



The purpose of the FAKTA Foundation is to promote and support fact-based public debate in defence of democracy by combating false or deliberately misleading information.

The foundation promotes fact-checking, media and information literacy, and active citizenship in Finland and through international networks.

The foundation fulfils its purpose by financially supporting its founder, Avoin yhteiskunta ry, and its Faktabaari activities.

Faktabaari turned 10 years old in 2024. The foundation was established on April 2, 2024, in honour of Faktabaari's tenth anniversary, with the goal of raising 5 million euros in capital over 2–5 years, primarily from private individuals, companies, and foundations.

# Why? The operating environment is undergoing significant changes, which requires new actions also in Finland.

**A polarising and complex information environment** which includes malicious influencing and disruption caused by various actors, state actors among them.

**The increase in disinformation and misinformation**, particularly through artificial intelligence, presents significant challenges to the accuracy of information and public debate in democracies.

**Finland is part of the European community of values** and seeks a model for democratic information resilience and digital literacy. Success is part of holistic security and part of the work for societal peace.





# Faktabaari safeguards the democratic society

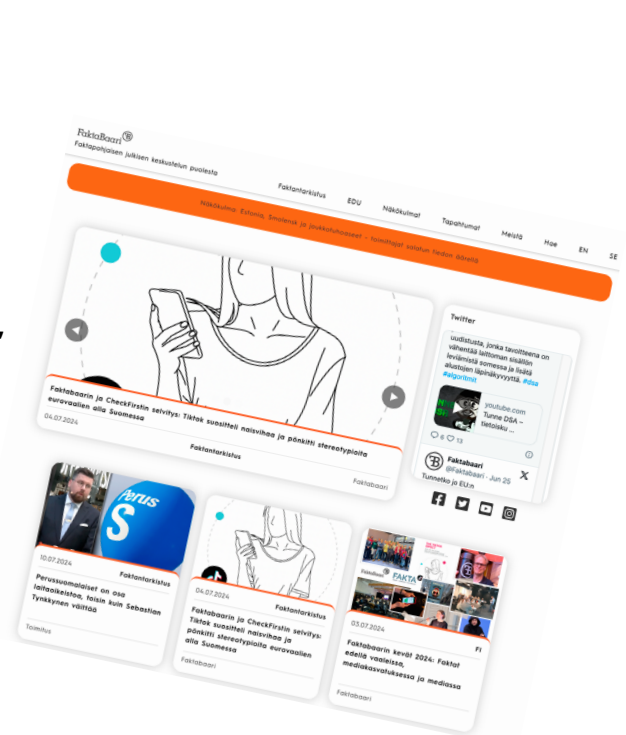
---

Finland needs a strong, independent civil society actor **to support citizens** in a digital information environment that is increasingly complex, dominated by global platforms and algorithms powered by artificial intelligence. The challenges are further exacerbated by the war in Europe and the intensifying global geopolitical struggles. Resilience and digital literacy are needed in this environment.

*- Mandate for fundraising from the Board of Avoim yhteiskunta ry*

# What does this mean in practice for Faktabaari's work?

- ▶ Fact-checking.
- ▶ Promoting digital information literacy and educational activities.
- ▶ Discussions, research, experiments, and network weaving, building and collaboration both in Finland and internationally.



## Fact-checking (PRO)

**Digital fact-checking** verifies the accuracy of public claims by comparing them with diverse sources such as scientific publications and statistics. The process includes expert interviews and emphasises the transparency and objectivity of sources to distinguish false and misleading claims. Faktabaari collects claims through monitoring and audience tips, thus supporting open and fact-based discussion in society.

## Forum & Lab Activities

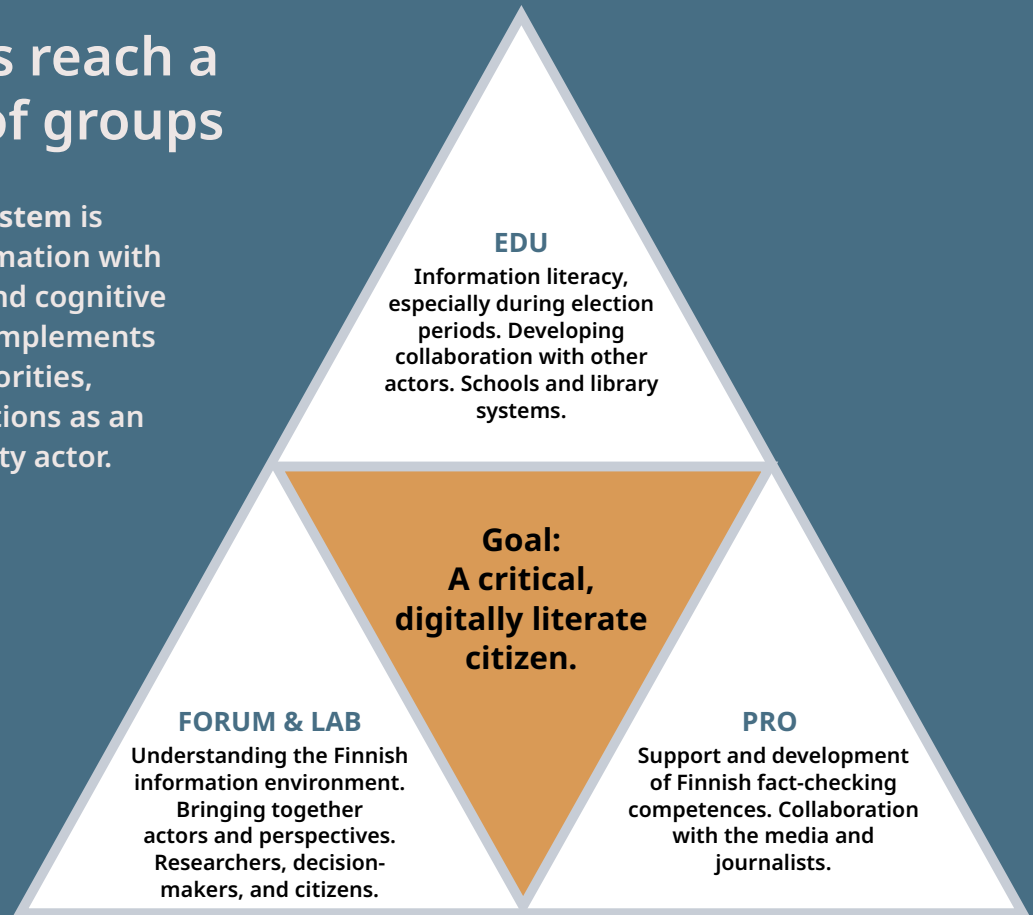
**Faktabaari Forum** is a discussion arena that brings various stakeholders across vast networks together to address digital information disruptions. The aim is to promote discussion and understanding of the changing digital information environment from different perspectives. The fora are open to everyone. In Lab activities, research and experiments are conducted in collaboration with various partners and entities.

## Digital Literacy in the Information Age (EDU)

**Digital information literacy** refers to the ability to find, access, interpret, analyse, manage, understand, create, and disseminate information safely and appropriately through digital technology and social media. Digital information literacy is a civic skill in the digital age that promotes active citizenship. Faktabaari produces various educational materials and promotes activities that support citizens' ability to navigate the complex information environment.

# The activities reach a wide range of groups

The information ecosystem is undergoing a transformation with artificial intelligence and cognitive warfare. Faktabaari complements the media, public authorities, and research organisations as an independent civil society actor.



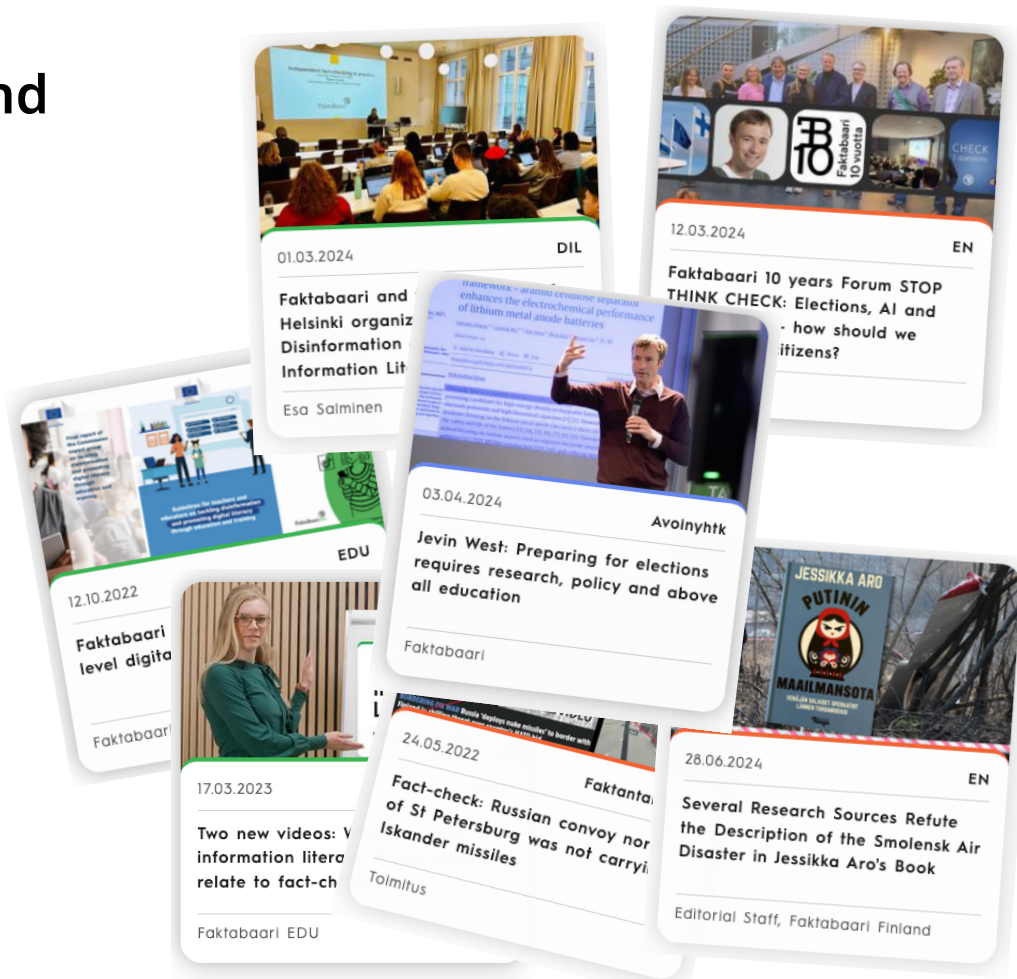
---

And what happens in practice?  
A few perspectives from recent  
years say a lot.

# Fact-checking and media literacy

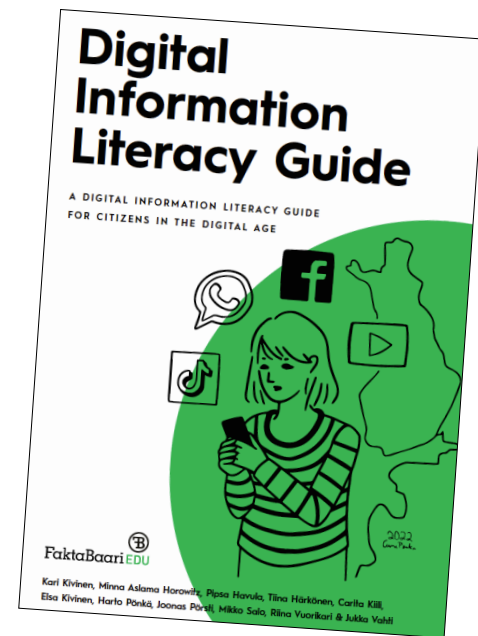
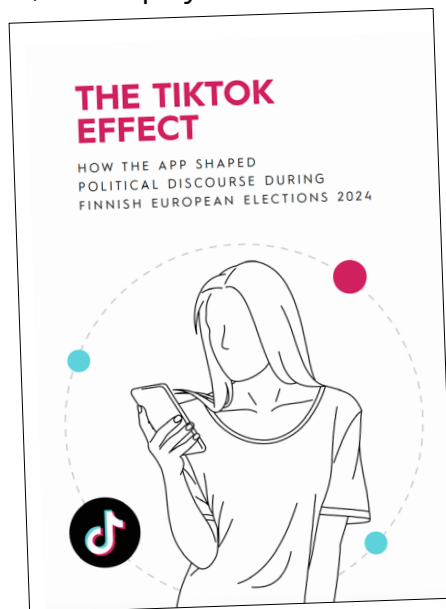
A glance at Faktabaari's own news gives an idea of how broad and impactful the work is. Fact-checking, information literacy, and various societal discussions are carried out very professionally and communicated in an inspiring way.

You can check out today's news on Faktabaari's website.



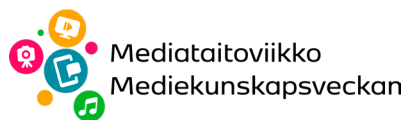
# Algorithms, AI, and digital literacy

**Recently**, the focus has been on the Digital Election Watch that investigated what algorithms recommended to Finns and nordics during the elections, AI and digital literacy guidebooks, numerous videos, and the AI-to game, where players learn to recognise image manipulation.



# Good networks in Finland and worldwide

**Impact is achieved** through networking, creation of partnerships, active participation and working with citizens of all ages, teachers, researchers, and even legislators.



Managed by Calouste Gulbenkian Foundation



# Media visibility

Participating in public debate through journalistic media is also important for raising awareness.

## Vinkki vaaleihin: pysähdy, harkitse ja tarkista

Media | Vaaleihin voidaan kohdistaa vilpillistä informaatiovaikuttamista ulkomailta tai maan sisältä. Demokratiaa voidaan puolustaa kansalaisten digilukutaitoa parantamalla.



Mikko Salo  
6.1. 2:00 | Päivitetty 12.1. 20:14

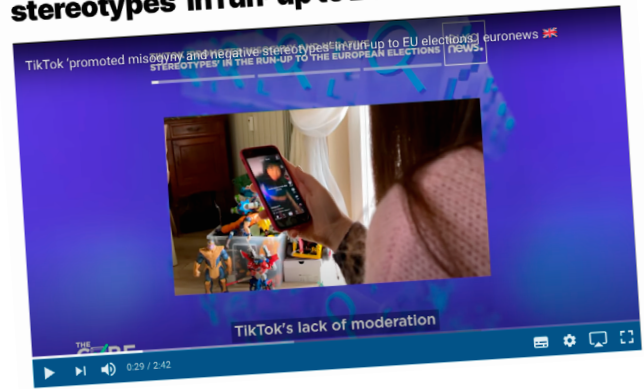
## How Finland starts its fight against fake news in primary schools

Country on frontline of information war teaches everyone from school pupils to politicians how to spot slippery information



Primary school pupils in Helsinki explain the difference between misinformation, disinformation and mal-information. Photograph: Satu Rakkolainen-Sosa

## TikTok 'promoted misogyny and negative stereotypes' in run-up to EU elections



YouTube's algorithm promoted right-wing content in the 2024 Finnish elections

Amid this week's flurry of talks on AI regulation in Strasbourg, a new study found YouTube to have boosted the far right in Finland's national elections.



# Quality work has been awarded multiple times

**The European Public Communication Award 2014 attributed to Faktabaari**

**State Awards 2023 for Public Information presented**

14.9.2023



**Chydenius Medal for the Nordic Democracy Network EDMO NORDIS defending democracy**



**Chydenius Medal 2018 granted to Faktabaari**

6.11.2023 / *Neus*

**Three winners of the Alfred Kordelin €50,000 prize**

---

Now is the time to act to make  
Faktabaari's important work  
reach even more people and  
support a better future for more  
informed citizens and societies.

# FAKTA Foundation's capital fundraising started in spring 2024

**FAKTA Foundation** was established on Faktabaari's tenth anniversary on April 2, 2024.

The foundation's purpose is to promote and support fact-based public debate to defend democracy by combating false or deliberately misleading information. The foundation promotes fact-checking, media and information literacy, and active citizenship through its international networks.

The foundation fulfils its purpose by financially supporting its founder, Avoin yhteiskunta ry, and its Faktabaari activities. The foundation's goal is to raise 5 million euros in capital within 2-5 years, primarily from private individuals, companies, and foundations.

The goal of the foundation's fundraising and activities is to ensure Faktabaari's independence and impartiality.

# **FAKTA** Foundation guarantees Faktabaari's independence in the future as well

**In our vision**, by 2028, Faktabaari will be a well resourced and a financially stable actor that activates civil society, an independent watchdog of digital power, and a promoter of digital literacy and information resilience, operating actively in international networks.

The goal of the fundraising is to secure sustainable core funding of 5 million euros for Faktabaari so that by 2029, we have a stable Faktabaari, and with it, a more digitally literate, source-critical, and thus stronger civil society.

The foundation ensures that the money directed towards Faktabaari through the foundation maintains Faktabaari's independence.

# Fundraising progress and foundation activities

<p>FAKTA Foundation sr was established on April 2, 2024.</p>	<p>Target situation for 2029:</p>
<p>FAKTA Foundation sr was established on April 2, 2024.</p> <p>The founding capital of 50,000 euros came from Avoin yhteiskunta ry and the first donations.</p> <p>The first support decision was made for Faktabaari's self-financing.</p> <p>Work related to the establishment of the foundation: administration, plans, fundraising strategy with ambassadors. Creation of an investment plan and specification of return targets within the foundation's board when 500,000 euros is reached.</p>	<ul style="list-style-type: none"> <li>• <b>Avoin yhteiskunta ry</b> will continue to manage short-term project funding, as before.</li> <li>• <b>FAKTA Foundation</b> sr will provide long-term funding for Faktabaari's entire operations with its returns, including administration, development of operations, and the required self-financing for projects.</li> <li>• The foundation's capital will amount to five million euros. The capital fundraising will be carried out from private individuals, foundations, and companies and is aimed to be completed by 2028.</li> <li>• Before the target is reached, Avoin yhteiskunta ry will handle the necessary <b>interim financing</b> in collaboration with the FAKTA Foundation. The need for interim financing depends on the progress of the capital fundraising. The goal is to grow the capital at an average rate of one million euros per year, with increasing returns gradually reducing the need for bridge financing. A total of 500,000 euros in interim financing is needed over five years.</li> <li>• The association will also invest in traditional fundraising through membership fees, small-scale collections, service fees, and prize money.</li> </ul>

2024

2029

# FAKTA Foundation's fundraising is supported by Faktabaari's ambassadors



**Elina Kiiski-Kataja**  
Chair of the FAKTA Foundation's board, PhD candidate and research director at Ellun Kanat, specialising in foresight. Responsible for corporate fundraising.



**Sinikka Salo**  
Economist, PhD in Political Science, and democracy activist. Has served on the board of the Bank of Finland, the European Central Bank, and ETLA. Responsible for private individual fundraising.



**Paula Laine**  
CEO of Safegrid Oy. Previously held leadership roles at Climate Fund, Sitra, and Nokia. Responsible for foundation fundraising.



**Reijo Kempainen**  
Chair of the European Forum's council. Previously held leadership roles at the EU Council and Commission, as well as the EBRD. Responsible for media collaboration and international networks.



# Foundation board 2024–2027

The board is responsible for the investments, management, and grants to Faktabaari in the form of support for Avoin yhteiskunta ry.



**Elina Kiiski-Kataja**  
Chair of the FAKTA Foundation's board, PhD candidate and research director at Ellun Kanat, specialising in foresight. Responsible for corporate fundraising



**Mikko Salo**  
Director and co-founder of Faktabaari, with an international career as an expert and advisor on EU affairs and information disruptions, representing Avoin yhteiskunta ry on the board of the foundation.



**Terhi Maijala**  
Vice chair of the FAKTA Foundation, Bankruptcy Ombudsman, previously served as legal head at the Patent and Registration Office.



**Kirsi Vine-Haaparinne**  
Partner at Gorilla Capital. Long career in corporate, banking, and investment sectors, including as a founder of Taaleri.



---

Come support FAKTA  
Foundation's fundraising and  
help build the future of digital  
democracy and literacy!

# We are happy to provide more information

We are also happy to deliver additional fundraising materials if requested:

- ▶ A plan for the development of Faktabaari's operations for 2024-2028.
- ▶ The investment plan will be processed once the fundraising exceeds the 500,000 euro mark.



# FAKTA

säätiö • stiftelsen • foundation

**F**  
**10** Faktabaari  
10 vuotta

[faktabaari.fi](http://faktabaari.fi)  
[tuefaktabaaria.fi](http://tuefaktabaaria.fi)