

CASE

FADA

“**Report, Connect, Impact:** Expanding Public Outreach on its Website

STUDY

IN SHORT

Project aims to launch a new section on their website that highlights their “Report-Connect-Impact” approach. “Report” signifies their independence and production of multimedia and public-interest stories. “Connect” relates to their training of young journalists and their promotion of collaboration. Finally, “Impact” refers to engagement with local communities, civil society and policymakers.

ABOUT THE NEWS OUTLET

The FADA Collective is an Italian independent media outlet that focuses on producing in-depth stories that serve the public interest while also fostering dialogue on journalism and civic participation. FADA was founded in 2020 by a group of Italian freelance journalists. Since 2022 it has been officially registered as a nongovernmental organization. Publications by members of FADA have appeared in newspapers across Europe and the world, including The Guardian, Le Monde, and Al Jazeera. They have also worked with various institutions in Italy and abroad.



PROJECT OBJECTIVES

To create a dedicated “Report-Connect-Impact” webpage that visually presents FADA’s methodology and public-interest work, showcasing how investigations lead to real-world civic engagement, dialogue, and social change.



IMPLEMENTED SOLUTIONS

A small core team worked with an external consultant to design the new section, define visuals and structure, and integrate audience feedback. The result is a clear, interactive page that communicates FADA’s impact and encourages public participation.

WHY THIS PROJECT?

FADA focused on this project because the collective required a better way to communicate how its work creates impact, particularly to those outside its immediate network. The team received feedback from followers and collaborators to explain in a visual and accessible way how their investigations lead to community engagement and real change. The Report-Connect-Impact model is not always easy to convey through a traditional format. Hence a dedicated digital space where people can explore how the entire story unfolds was needed. Furthermore, this tool is also strategic, enabling fundraising by making FADA's impact and methodology visible and concrete.

HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

FADA applied design-thinking principles in a variety of ways. Firstly, the collective began by listening — collecting feedback from audiences and collaborators alike. From there, they worked in a small focused team with a clear delegation of labor: one person focused on visual and user-experience design, one focused on texts and structure, and one coordinated the process. Research, concept, draft, and testing were discussed and refined within this group and then shared with the broader collective to receive feedback. This approach allowed for step-by-step progress, improving the project at every stage while retaining the group's shared values.

DID FADA'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

The approach has already allowed for change in how FADA engages with its audience. By focusing on a clear, visual, and interactive version of its work, it was easier for its audience to understand how the work connected with community action and impact. In turn, this has fostered active participation and people showing interest in joining events or discussions.

Moreover, by inviting feedback and creating dedicated spaces for dialogue, a more collaborative relationship was built with FADA's audience.

Overall, the shift from passive consumption to active engagement strengthened and helped build a community around FADA's investigations.

WHAT CHALLENGES DID FADA ENCOUNTER AND HOW DID IT ADDRESS THEM?

The primary challenge FADA faced was organizational. Due to the tight timeline, it was difficult for the collective to ensure an effective and agile workflow that could integrate both internal and external feedback. To address this FADA adopted a streamlined methodology wherein a small core team and a clear decision-making chain could effectively integrate feedback.

Another challenge FADA encountered was aligning with the external consultant on the project's primary goal, especially regarding the visual identity of the new page. The collective overcame this challenge by reinforcing the internal decision-making process while still valuing external consultation by using it as a tool to broaden and refine the collective's perspective.

Finally, making FADA's philosophy and methodology visible and understandable to the public was a significant obstacle. It was overcome by constructive feedback from consultants, which helped bridge the gap between internal intentions and external perception.

HOW WAS FADA'S PROJECT RECEIVED BY ITS AUDIENCE?

Thus far, the project has been received splendidly by FADA's audience. Visitors have appreciated the clear and engaging way in which the collective's investigative work is presented. A steady stream of positive feedback has been received both online, through social media and direct messages, and offline during live events. The positivity has been encouraging and has confirmed that the collective's focus on clarity, participation, and storytelling is essential to its audience.

WHAT INSIGHTS OR LESSONS DID FADA GAIN FROM THIS PROJECT?

FADA has drawn several lessons from the project. Firstly, the importance of clear roles and a streamlined decision-making process when working under tight deadlines has been made clear. Indeed, a small, focused team with defined responsibilities enables FADA to remain agile and efficient. Moreover, balancing the group's internal vision with external expertise was key to keeping the project aligned with FADA's mission while inviting fresh perspectives. Finally, presenting abstract concepts in such a way that the group's philosophy and methodology is accessible in a digital format is key to effectively connecting audiences.

WHAT DOES FADA PLAN ON DOING NEXT?

FADA plans to commit to an entire restructuring of its website, and this project is a first step in this direction. The new sections will be built on as a foundational tool to improve how the collective's work is presented to audiences.

FADA intends to expand on this model by integrating more stories and investigations using the Report-Connect-Impact approach, allowing it to create a dynamic, evolving digital space that showcases individual projects and strengthens its relationship with its audience.

WHAT ADVICE WOULD FADA GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

FADA advises other small organizations to start with a clear and visual message that communicates its core values and the way it works. By defining this early, a strong identity can be built facilitating connections with audiences and partners alike.

Furthermore, having a clear, visual definition also enables the development of sustainable models, including fundraising and community support, as it makes an organization's mission more tangible and relatable.
