Interreg
Danube Transnational Programme
FEM4FOREST

FOREST IN WOMEN'S HANDS (FEM4FOREST)

COMMUNICATION PLAN

Deliverable: D.C.1.1

Project number: DTP3-500-1.2 Fem4Forest

Imprint

This document is issued by the consortium formed for the implementation of the Fem4Forest project (DTP3-500-1.2 Fem4Forest) by the following partners:

- ✓ Slovenian Forestry Institute (Slovenia) – (from here forward referred asGIS)
- ✓ Forest Trainings Center PICHL (Austria)
- ✓ NOWA Training Counselling Project management (Austria)
- ✓ Bavarian State Institute of Forestry (Germany)
- ✓ Forest Owner Association Styria (Austria)
- ✓ PRIZMA Foundation for Improvement of Employment Possibilities (Slovenia)
- ✓ Croatian Chamber of Forestry and Wood Technology Engineers (Croatia)
- ✓ Croatian Union of Private Forest Owners Associations (Croatia)
- ✓ Agency for sustainable development of the Carpathian region "FORZA" (Ukraine)
- ✓ Forestry and Environmental Action (Bosnia and Herzegovina)
- ✓ University of Belgrade-Faculty of Forestry (Serbia)
- ✓ University Ştefancel Mare of Suceava (Romania)
- ✓ Czech University of Life Science Prague (Czech Republic)
- ✓ Association Economy and Democracy (Bulgaria)

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28.08.2020.

Contents

LIST OF ABBREVIATIONS

CAR	Communication Activity Report
CB	Communication Board
CM	Communication Manager
CP	Communication Plan
DR	Danube Region
DTP	Danube Transnational Programme
LP	Lead Partner
PP	Project Partner
TB	Technical Board
TG	Target Group
WP	Work Package

1. About FEM4FOREST Project

FACT SHEET

Project title: Forests in women's hands
Acronym: Fem4Forest
Starting date: 01.07.2020, **Ending date:** 31.12.2022.
Project Duration: 30 months
Programme priority: Priority 1
Programme priority specific objective: SO 1.2 Increase competences for business and social innovation
Total Budged: 1,622.544.45 €
Partnership: 14 partners, from 10 countries (7 ERDF, 2IPA, 1 ENI-UA)
Project officer: Marius-Valentin NICULAE

The Fem4Forest project aims to strengthen the capacity of forestry sector at local, regional and interregional levels through **increased involvement and skills of women actors, supporting their equal presence and competences at the labor and timber markets.**

The overall FEM4FOREST concept follows an interactive innovation model where innovation occurs as a result of multi-actor interactions driven by needs of society and market, state of the art of science and technology, and organizational capabilities.

The planned activities are demand-driven and target three most crucial components:

- social inclusion
- gender equality and
- economic independency.

Due to multi-actor approach Fem4Forest has the genuine and strong involvement of target groups that will be engaged in various activities in order to voice their needs.

> The main objective of FEM4FOREST project is to support more active roles of women in the forestry sector.

The specific objectives of the FEM4FOREST project are:

1. The first specific objective aims at **integrating innovative methods and tools for better integration of women into working places and decision-making processes** in the forest sector of DR;

2. The second specific objective aims at **exchanging best practices and increasing capacities of the local and regional forest sector** by more active roles of women;

3. The third specific objective aims at **supporting female forest owners in increasing job opportunities and income from their forest and enters new markets**.

The objectives will strongly support knowledge transfer, education, collaboration and innovation towards a more resource and energy efficient, and environmentally sustainable Danube Region (DR) and thereby addressing crucial macro-regional challenges.

2. The Purpose of the Communication Plan

The main goal of the Communication Plan (CP) is to provide clear guidelines to project partners to reach the FEM4FOREST project objectives through effective information.

The purpose of the Communication Plan is to facilitate the communication and dissemination activities both <u>internally</u> and <u>externally</u>, with other horizontal projects, key networks, and also EIP-AGRI network and its Service Point. The detailed objectives are to:

- create and implement CP
- create communication toolkit
- synchronize and facilitate the common dissemination work by delivering a package of templates
- facilitate engagement of relevant Target Groups (TG) into various project steps
- publish main project results online
- create a Fem4Forest identity.

Key principles of this Communication Plan are, as follows:

- **Multi-actor approach:** The communication will be based on a multi-actor approach, a continuous dialogue with those who can benefit from and influence on higher engagement of women in forestry;
- **Multiple avenues**: It is important to continuously follow the development of communication and its technology and adapt the dissemination as well as to evaluate how to make our content accessible, valuable and interesting for stakeholders;
- **Communication for all**: Communication will be coordinated by the Communication Board (CB), consisting of a communication contact person at each partner and led by a communication manager. A selection of project specific-oriented information produced in national languages will enhance the accessibility with all TGs and secure adaptation of the results and will transfer complex subjects in simple language enabling local persons and model entrepreneurs to present their experience;
- **"Equal communication"** - The project will also strive for a conscious choice of words and image composition when adapting the communication to a diverse audience (flyers, newsletters, general promotion, articles, social media, web and events) in order to each encountered reader/ listener feels included.

3. Main Objectives

Given that the specifics of the business that the project is about, it is necessary to clearly communicate and move away in extern communication from business specific terminology, which is difficult to understand for people outside of the specific business area. Therefore, the following conditions must be met when communicating with the public:

> The content should be easy to understand, in a friendly tone, professional and precise, without jargon and adapted to the appropriate audience.

All communications should follow one simple rule: accessibility and transparency. **Successful communication is the responsibility of every employee and project partner.**

Strategic goals of the communication are to:

- use opportunities in the market, introducing innovative technologies to increase the involvement of women in the forestry sector/market
- provide high quality services in the forestry sector
- provide opportunities and access to the organization for all important stakeholders
- develop and maximize partnerships to build stronger, safer and more successful business frameworks for the project's future growth and development
- be an open, inclusive, efficiently managed and reliable organization that will be recognized as a desirable business partner in the forestry industry
- ensure that information is available to all
- provide opportunities to obtain feedback from clients, partners, employees etc.
- maximize positive PR opportunities and share with the media when they are prepared
- open access to internal communications and employee thinking.

Strategic communication will:

- help us achieve our strategic goals of the project
- open dialogue and enhance cooperation with stakeholders
- highlight the project's successes
- demonstrate and present the business and activities of the project in the best light.

Key messages of Fem4Forest project are:

1. It is time to push forward the ability of women actors to gain a foothold in the workforce in forestry sector. Female actors are bringing an improvement for forest business which will boost the competitiveness of the sector on the European market and further.

2. Female actors (especially private forest owners) in forestry sector are numerous and often neglected. They need support for increasing job opportunities and income, as well as new ways to enter business markets.

3. Equality is the key. More active role of woman unlocks the door of better practices and increased capacities of the local and regional forest sector.

Note: Every press release and publication needs to end with the following:
The Fem4Forest project is a joint project of 14 different project partners, led by Slovenian Forestry Institute– GIS and supported/funded by European Union funds (ERDF, IPA II, ENI-UA)

4. Target Audiences

Establishment and development of continuous relations with the key audience (selected target groups) leads to success of the project.

Identification of target audiences helps to set up communication objectives and stage of involvement for target audiences. This is a basis for detailed identification of individual stakeholders in each country and for detailed planning of communication tools for each target audience. This chapter will focus on „external" target groups of the project only.

The table below presents the main target groups (TG).

Table 1.   The main target groups (TG)

TG	Target value
Local Public Authority	30 organizations
National Public Authority	10 organizations
Sectoral Agency	30 organizations
Interest groups including NGOs	50 organizations
Higher Education and Research	30 organizations
Education/Training Center and School	25 organizations
Enterprise, excluding SME	20 organizations
SME	200 organizations
Business support organizations	40 organizations
General Public	200.000 population

Target groups will be engaged through multi-lingual surveys, available on the common website of the project and shared between institutions and social networks that will be established, in both English and local languages. Also, round tables and interviews will be organized, to spread the key messages of the Fem4Forest project to the larger group of stakeholders.

Communication with the key stakeholders should be on a regular basis, i.e. regular meetings and networking are obligatory. Establishment of the various stakeholder groups and network of stakeholders is recommended for the easier communication. The final step of successful communication with TGs is their active participation in working towards project goals and objectives.

5. Communication Tools, Visual Identity and Methods

Our communication should be, as follows:

- truthful, objective, and transparent
- coherent, non-contradictory, coordinated, and mutually complementary on all channels (one voice principle)
- proactive and timely
- continuous and comprehensive
- interactive and dialogue-oriented
- target-group oriented and media-friendly.

5.1. Internal Communication

Establishing proper communication among employees and project partners ensures that they learn about essential information about the project, in order to ensure the most effective results through long-term processes. Through additional opportunities to ask questions and get answers, employees and project partners create an understanding for the needs of the project and feel an essential part of the team. It is important to personally recognize the contribution in achieving the project's goals. We ensure their positive image and proper information flow through regular online meetings and everyday e-mail communication with the aim of gathering feedback.

Also, great importance for establishing quality communication with internal and external publics is the preparation of formal procedures and rules on best practices of communication to the public, which will include the presentation of all rules and procedures to employees and project partners. This activity aims to adequately prepare the project's management structures so that they can send a clear message regarding rules and procedures to all publics at all times. All rules and procedures, and legal acts under which the project operates must be available to all interested parties, through the project's official website and internal communication channels, and this will build the project's image as ready to cooperate with all interested parties.

5.1.1. Internal Communication Methods

- Communication groups - SharePoint and e-mail group

SharePoint is a common share folder that all PPs can access (https://gozdis365.sharepoint.com/sites/Fem4Forest). It is a collection of all documents relevant to the project, as well as documents produced during the project. This form of communication greatly facilitates project activities for all project partners.

For efficient communication via e-mail, an e-mail group "Fem4Forest" was established. The common e-mail address is fem4forest@gozdis.si.

- Regular meetings of CB, SC, TC, PPs

Regular meetings are very important for internal communication. Depending on the agreement of the partners, meetings will be held every three months, semi-annually, annually or as needed, to discuss current important topics related to the project.

Table of foreseen meetings:

Type of meeting	Frequency of meeting
CB meeting	Every 3 months
CS meetings	Every 6 months (before the end of each reporting period)
TC meeting	At least every 6 months (before the end of each reporting period)
PPs meetings	Every 6 months (before the end of each reporting period)
WP members meetings	WP leader will organize regular meetings with all involved partners / experts

Meetings will be mainly organized on-line using mainly Zoom platform.

5.2. External communication

In accordance with its characteristics, the project has a number of **external publics** that include a large number of business partners and clients, stakeholders, young and educated people who are potential partners and participants, and the general public who is not sufficiently aware of the existence and activities of the project. The communication strategy with external publics includes the following:

- **Building the project's image within the client's business community:** Creating clear instructions on project's visual identity that will include instructions on how to use the logo of the project. This will clearly define the

conditions and ways of using the project's visual identity, establish cooperation with the media on the project's activities and plans, and prepare information materials that will describe all the features and activities of the project in a simple and accessible way;

- **Building an understanding of the project's structure towards potential and future partners:** Establishing a mechanism to get target persons of the project's to step out and take part in the project. According to its strategy, the project is dynamic, fast-growing and specializes in the forestry sector. By presenting its values, key messages and activities on social media the project enables potential partners and participants to be interested to take part in the project;

- **Establishing regular communication with external publics:** Identification and implementation of joint activities with partners and clients and organizations of similar interest, with the aim of exchanging experiences through the project. The expected result of these activities is the integration of communications with external publics. In order to achieve this, it is necessary to establish and maintain regular, periodic, formal, informal and similar communication, through various communication channels.

5.3. Visual Identity

Projects that have been funded by the European Union within the framework of the Danube Transnational Programme must comply with the visual identity guidelines of the Danube Transnational Programme in all their communication materials.

The purpose of the visual identity is to ensure the recognizable visibility of the project through various communication efforts. Standard and recommended uses of visual identity are shared with target audiences and internally.

The logo of the project plays a role of utmost significance in creating brand association regarding visual communication. The logo of the project should not be recreated in any circumstance. There is only one correct form of the logo, presented in this Communication Plan, below:

Picture 1. Logo of the project

Alongside this, full color version of the logo, there are also black and white version of the logo, as well as negative logo. The full color version of the logo should be used in most cases and whenever possible. Logo should be used only in English. Ideally, the background should be white. Using the logo on a colored background is possible if there is no alternative, but it has to be a very light background. The minimum usable size of the Interreg logo is 38.1 mm.

Logo must be placed in central and visible top position of the material.

The Fem4Forest logo is applied to templates of:
- Word documents
- PowerPoint documents
- Leaflet
- Poster
- Promotional material
- Website
- Social media accounts.

Other determinants of the visual identity are symbol and fund mention. The standard appearance of the symbol, the full color version is recommended to use whenever it is possible and it is rarely used without the logo. Contrary to the full color logo version, the full color symbol can be used on both white and reflex blue backgrounds. Standard symbol/ Full color version:

Picture 2.   Symbol of the project

In all communication tools and activities, the reference to the funding by the European Union must be clearly indicated. EU funding to the project is granted from three different funds: European Regional Development Fund (ERDF), Instrument for Pre-Accession Assistance II (IPA II) and European Neighbourhood Instrument (ENI). Considering this, the general reference "Project co-funded by the European Union" needs to be included in small size in all communication materials. This should be written in the typeface Montserrat (available here: https://www.fontsquirrel.com/fonts/montserrat), or in Cambria in Word and PPT documents. The color of the text can be white, grey or reflex blue.

Project co-funded by European Union funds (ERDF, IPA, ENI)

Picture 3.   Project fund mention

Application of Visual Identity is specified separately for posters, stickers, billboards, plaques, website, newsletter, event materials and online communication by DTP Visual Identity Guidelines for Projects.

Communication WP leader has already prepared templates with adequate visual identity requirements for different material that would be used in internal and external communication. The templates are intended for official project documents, project deliverables, as well as PowerPoint presentations. These templates are posted in SharePoint folder and all PPs are obliged to use them when producing project related materials.

Table 2.   Partner's roles and responsibilities

WHO?	WHAT?	WHEN?
Work Package (WP) Leader – FEA	Responsible for preparation of Word and PowerPoint templates for use in internal and external communication with the visual identity. Also, responsible for including Fem4Forest logo on all materials that are intended for promotion. Templates of Word and PowerPoint documents will be uploaded in SharePoint Folder.	continuous
All partners	All project partners are obliged to use Fem4Forest logo on their communication materials, outputs and deliverables (both hard copies and electronics) and to display logo in events. All project partners are obliged to use Fem4Forest Word document and PPT templates during their communication activities.	continuous

5.4. Printed and Digital Publications

The role and power of printed and digital publications in the world of communications is reflected in reaching external audience, which increases interest in the project and the involvement of stakeholders in project activities.

For additional presentation of analyses on current situation and position of women in forestry in Danube region and support of awareness raising campaign, a booklet will be created, entitled "**Facts and Figures regarding women in forestry in Danube region**". The main responsible for this task will be T1 leading partner, in close collaboration with the Communication manager and other PPs. Booklet will be prepared in English.

Factsheets (printed versions) will be prepared (4 pages of A4 format) with the main findings of T1 with some national specifics (10 national versions). These factsheets will be in national languages, to support national awareness raising campaigns and to raise awareness among local stakeholders.

The booklet is going to be published on all communication channels in the appropriate way to each different communication channel.

5.4.1   E-Newsletter

A newsletter represents an effective way to maintain contact with all target groups included in the project. It can also serve as a good tool to draw attention to the news published on the project's website. An electronic newsletter is preferred since it is in line with the environmental-friendly policy of DTP. Fem4Forest online newsletter will be published on half year basis preferably (5 times during the project's lifetime) or annually (for the each year the project has been active in) and will provide an update on project progress, activities and produced outputs/deliverables.

The communication manager of the project with consent of LP and PP is responsible to prepare and send online newsletter through the project's website. It is recommended to share E-Newsletter or social media accounts of the project and on the social media accounts of the PP's organizations.

According to the DTP Communication Toolkit, the newsletter template and system provided by DTP should be used consistently (no other formats are allowed). The Newsletter must be sent to all project partner contacts, institutions, local/regional/national stakeholders and experts. The LP and PP are responsible to promote existence of such mailing list at all relevant Fem4Forest events.

All project partners are responsible to forward the relevant information to the Communication Manager during the period the newsletter will cover. Additionally, all project partners should prepare and deliver a list of national stakeholders for the Fem4Forest newsletter mailing list.

Newsletter template proposed by the DTP Visual Identity Guidelines for the Project.	

5.5. Website

At the beginning of the project, a project website will be set up by the DTP within the program website (http://www.interreg-danube.eu/approved-projects/fem4forest).

All project information (background, objectives, partner info, etc.), project news (events, announcements), reports, deliverables and outputs will be published as the main info point of the Fem4Forest project. Graphic design of the website follows visual graphic identity of the project and Danube Transnational Program (DTP).

FEA will, together with LP take responsibility to regularly update the project website, complying with DTP's requirements and rules. FEA will keep the website updated for at least two years beyond project duration.

5.6. Online Communication and Social Networks

Online communication will be one of the main ways of communication, given that new media are conquering the market and a large number of young people get basic information using social networks, and the media often use them as a source of information. With the purpose of spreading the project key messages we are going to open project pages on Facebook (https://www.facebook.com/Fem4Forest) and one more social media platform. The selection of the second social media platform will be done through the poll posted in the SharePoint folder. The most voted social media platform by the project partners will be chosen.

The main purpose is to use social media for the weekly/monthly updates in relation to project activities and events, and to encourage target groups to use/share information and promotional material.

In order to make it easier for the Fem4Forest audience to find project related posts, official hashtags will be used during post publishing on webpage, Facebook and other social media platform.
#fem4forest
#ForestInWomansHands
#interregdanube

Table 3.   Partner's roles and responsibilities

WHO?	WHAT?	WHEN?
WP Leader	Responsible for establishment of social media accounts and its maintenance. Responsible for sharing planned actions on social media platforms through monthly/annual Social Media Activity Plans.	continuous
All partners	All project partners are encouraged to contribute to social media pages with their own content. The project partners are responsible to share the content posted on social media accounts of the project to the profiles of their organizations. The project partners shall use defined hashtags. All members of the partner's project teams having their own social media pages are encouraged to "Like" the Fem4Forest profiles and share information.	continuous

5.7. Public Events

Organization of the Public Events makes it possible to send messages more directly to the target public, with the possibility of additional acquaintance and information about the project's activities.

In the timeframe of the project, it is planned to organize two public events – one at the beginning and one at the end of project duration.

First event is kick-off event which is postponed due to COVID-19 pandemic to October 2020. PP, ASP forest professionals, policy makers and other experts in the forest sector.
The Kick-off event aims to:
- present new initiative Fem4Forest (Forests in women's hands) in Danube Region
- present good practice examples of women in the forest sector in EU and beyond
- promote further integration of women in forest sector
- to start a discussion and create a new network of stakeholders in forest sector.

Final dissemination event will be implemented in the last period of the project. The main aim of the event will be to present project main results, outputs, and achievements. LP with support of WP responsible partner (FEA) will provide the main contents of the events.

All events will be accompanied by **strong media communication coverage** (e.g. press release). At least 2 representatives per PP will attend these one day events and DTP Program representatives will be invited too.

Each partner will attend at least one **external DTP event**, as well as **other conferences/events organized by similar projects** in order to enhance regional networking, capitalization of project ideas and results and to promote the Fem4Forest project ideas.

FEA with support of all PPs will compile an agenda on relevant international, national and regional events. The template for the list of relevant national events and stakeholders will be shared in SharePoint folder. With the aim of expanding participation at the events by different PPs among other partners, reports will be prepared.

A photo library documenting the various project events will be set up on the micro-website and available for illustrating the various reports, Facebook and printed publications by all partners.

6. Activity Plan

Table 4. Activity plan

No.	Activity	Activity End Date
1.	Establishment of a Communication Board (CB) and Technical Board (TB)	September 2020
2.	Kick-off event – Online event First of two public events.	First on 29th of October 2020 Second TBD (by the end of the Project)
3.	Production of the 1st of 3 flyers with a general content in order to present project aims and addressed problems, involved PPs and planed activities;	3rd month of project duration– Until October 2020
4.	Production of the 2nd flyer with results which can be already presented;	Middle of the project duration – September 2021, tentative
5.	Production of the 3rd flyer with the project results and interesting findings from the project.	By the end of project – December 2021
6.	10 press releases (one in each participating country): prepared and published in national papers/journals after kick-off event	December 2020
7.	20 articles (at least two in each participating country): prepared and published in national papers/journals to present individual results and lessons learned during project implementation.	First one will be published after completion of T1 (analyses on current situation and position of women in forestryin Danube region) and the second one will be published arbitrarily according to the results

8.	Project poster - each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b). The poster needs to stay visible for the whole duration of the project.	December 2020
9.	Final dissemination event – presenting the results of the project	By the end of project – December 2021

The LP has to monitor and evaluate the achievement of all outputs and results within the project. Event the project application do not provide any Programme Output Indicator related to communication per se, this Communication Plan developed two indicators that should be taken into account to measure and analyze the effectiveness of the communication activities. They are presented in the table below.

Table 5.   Evaluation and activity report

Result indicators	Required data	Methods for data collection
Increased stakeholders awareness on the existence, operation and activities of the project	• Review statistics on web site, social media pages and posts	Web and social media platforms Communication Activity Report (CAR)
	• Number of posts on social networks	Web and social media platforms Communication Activity Report (CAR)
	• Number of profile followers on social networks	Web and social media platforms Communication Activity Report (CAR)
	• Number of media articles • Number of different media sharing information	Fem4Forest_Media tracking table
	• Number of newsletter recipients	Internal contact data base

Increased stakeholders participation in project activities and satisfaction with level of information provided	• Number of participants in events organized in Project • Level of satisfaction regarding information	Lists of participants Surveys Communication Activity Report (CAR)

In order to track the project progress and to keep the records related to project outputs and results indicators related to communication activities, every partner is obliged to provide inputs in the Communication Activity Report (CAR) template **every three months** for intern reports as well as by the end reporting period for project report.

Project partners will use CAR to report about communication tools and channels used, corresponding responsibilities, target audiences and tangible results in terms of their use for an effective communication and dissemination of the project key messages and results.

Filled CAR should be sent to the Fem4Forest LP Communication Manager, Tina Jemec (tina.jemec@gozdis.si) and to the WP leader Communication Manager Amina Trle (amina.trle@feasee.org).

The template for CAR is posted in SharePoint

7. Annexes

Annex 1. Communication Activity Report (CAR)

Can be found in project SharePoint, in "Communication" folder[1].

Annex 2. Agenda Template

Picture 4.   Agenda template

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[1] Available at:
https://gozdis365.sharepoint.com/:x:/r/sites/Fem4Forest/_layouts/15/Doc.aspx?sourcedoc=%7B8BA2C
BBB-EA40-4FFB-88C8-
C490D0E435D2%7D&file=Communication%20Activity%20Report%20(CAR).xlsx&action=default&mobi
leredirect=true