

The *Gloobal* Internet Portal Experience

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Abstract The Gloobal Internet cooperation portal (<http://www.gloobal.net>) was created by the Spanish organization Iepala (Institute of Studies for Latin America and Africa) in 2005. Gloobal is an integrated system of information and communication whose aim is being a strategic resource at the service of development and social inclusion. The portal's main aim is to create an independent and innovative space for exchange and mutual support among organizations, networks and social movements of the North and of the South of the world dealing with themes such as sustainable development, cooperation, gender equality, environment, human rights. Gloobal is a huge on line database in which many organizations around the world enter different kinds of information related to the themes mentioned above. The information can be created ad hoc (a description of an event, a guide about a particular issue) or a link can be created to a place on line which has this information (it can be a link to a pdf document or to an Internet site and so on). I worked for Iepala from September 2005 to July 2006. We created a team called "Gloobal 2.0" whose aim was to re-think the portal both at a technological and at a conceptual level. We investigated the problems and the challenges of the portal and we finally build up a "wiki" in which people could express their ideas about the portal and give us suggestions to improve it.

In this paper I analyze the process of re-conceptualization and redesign of the Gloobal portal. This analysis shed light on some important issues related to social inclusion and to how NGOs understand ICTs: the close relation between the technological and the conceptual in the construction of Internet sites aimed at inclusion; the underestimation of the users' feedback and the difficulty to provide up to date tools and resources that people really use.

Keywords: Gloobal, Internet Portal, Web 2.0, Wiki, Social Inclusion, Strategic use of ICTs, ICTs for Development.

The *Gloobal* Internet Portal: an Integrated System of Information and Communication for Third World Countries

The strong symbolic impact of the Seattle's movements in December 1999 during the Ministerial Conference of the World Trade Organization (WTO)¹ culminates a process generated during the 90s around the different Ministerial Conferences that underlines the growing rise of social and geographical inequalities that are leading to a concentration of richness and a spread of poorness.

Around these conferences a lot of different agendas have been built to address at a global level issues such as education, environment, development, women, native people, human

¹http://en.wikipedia.org/wiki/WTO_Ministerial_Conference_of_1999_protest_activity (accessed on 06-30-08)

rights, food. It was a new phase of “social reactivation”, of articulation between the spheres of the global and of the local, of promotion and search for a convergence of interests and efforts to face social issues. This dynamic generated the construction of a common methodological approach which links and keeps together the search of ethical and democratic values with a holistic vision of the world summed up in the “Another world is possible” slogan. Social movements, organizations and networks joined together in the Porto Alegre Social Forum² (2001, 2002 and 2003) to open a permanent space of reflection and exchange of experiences which would eventually lead to the formulation of real alternatives.

The strategic use of ICTs was debated during the World Summit on the Information Society (WSIS)³. there was a new conscience that gave birth to a strong need to appropriate and to use new technologies and, in particular, the Internet as a common platform to drive these changes. This new conscience underlines that if the new ICTs are being use in all their potential by the big and powerful corporations of the so-called New Economy, they are in fact not being fully used or not used at all by a large part of the world. As Anriette Esterhuysen (Esterhuysen 2004) points out:

the opportunities are there: working in a networked way has the potential to strengthen collaboration, information exchange, and learning, and to link the local to the global. But there appears to be a general consensus that the potential of using ICTs to increase the impact of civil society is not fully realized.

Gloobal is an Internet portal which was created by Iepala (Institute of Studies for Latin America and Africa) in collaboration with other networks and platforms of Latin America and Africa. It is an online place to meet, to debate and to share experiences and its aim is to create an independent and innovative space for exchange and mutual support among organizations, networks and social movements of the North and of the South of the world, dealing with themes such as sustainable development, cooperation, gender equality, environment and human rights.

In the first part of this paper, I will describe how Gloobal works, the context in which it was deployed and its aims. In the second part, I will report on the work I did for Iepala from September 2005 to July 2006 with the “Gloobal 2.0” work team. The aim of this team was to re-think Gloobal both at a technological and at a conceptual level. The challenge was to change the portal in a way which would enable its access in the so-called Web 2.0 era. In the conclusion, I will reflect upon the most important issues that have been raised by the Gloobal re-conceptualization process.

² <http://www.portoalegre2002.org/homepage.html>

³ WSIS’ official site: <http://www.itu.int/wsisis/index.html>;

see also (Spanish only):

<http://www.gloobal.net/iepala/gloobal/fichas/ficha.php?entidad=Textos&id=1674&opcion=documento#s9>

Gloobal's identity and historical context: the strategic use of ICTs

The portal's roots reside in the conception of the information and communication technologies (ICTs) as strategic resources and tools at the service of development and social inclusion. Gloobal wants to create on the Internet an international community of information, a space where NGOs, social organizations, the educational sector and the scientific field (from Spain, Latin America and Africa) could work together against social injustices for sustainable development, gender equality, environment's protection, human rights and international cooperation for the people of the South of the world.

The most important features of the Gloobal portal are: research and analysis of contents; virtual elaboration and publication of resources and services; interaction and establishment of agreements with organizations and networks of organizations, and the development of a corporate image and of a technological platform.

Mark Surman and Katherine Reilly, in their study commissioned by the Social Science Research Council (2003), underline that

this issue of appropriation—using networked technologies strategically, politically, creatively is amongst the most pressing that civil society faces in the Information Society. The big question is: what should we do with these networked technologies now that we have access to them? By all accounts, the broad majority of civil society organizations are struggling with the issue of how to mould these tools to meet their needs—to increase the impact of campaigns, projects and programs using networked technologies. Or, in many cases, they are simply using them without any thought about where and how these technologies into the political work for which they feel so much passion. It is not that these organizations use networked technologies completely without question or critique, but rather that they don't take the time to consider how they can be using these technologies most strategically.

The limitation of human, economic and technological resources, the lack of vision about the real power of developing online resources to share knowledge, the initial resistance to change routine and ways of working are some of the reasons that have initially prevent organizations of the civil society to fully understand and use the tools provided by the ICTs.

Gloobal was created to try to overcome these difficulties, to start and trigger a process of understanding and of use of ICTs by civil society organizations. Gloobal wanted to create a new strategy of action which would enhance the use of ICTs among these organizations and networks and lead to their empowerment.

As Surman and Reilly puts it, we need to

enable civil society organizations to collaborate better, communicate more effectively and to have more social impact.

As Esterhuysen concludes:

The slogan "Another world is possible" applies to the ICT world as well. It is up to us to make it concrete by thinking creatively and appropriating technology. It is up to donors to continue to invest in capacity building, networking, and learning.

Institutional context

The Gloobal project was presented inside the International Forum of Democracy and Cooperation held in the city of Caceres, Spain from 6 to 10 May 2002.

There was a strong necessity to create a collaborative space of online exchange between organizations and networks which would offer, at the same time, an integrated online system of information, communication and advising on global issues regarding the South.

In this context, Gloobal could contribute as a global and decentralized tool to empower the actors of cooperation, solidarity and work for human rights protection to build up together strategies of action aimed at the mobilization of the European public opinion in favour of Latin America and Africa.

Contents of the portal

The services which have been developed for the portal are the following.

- Map of organizations and networks (Agents). In this map converge different kinds of organizations in their status of information-producers directly related with the global issues and from the countries of the South of the World. Its aims are: to offer to civil society a resource to permit them to know which agents are working for the change in the North/South relations; to favour the development of relations and to create a network between these organizations; eventually, to obtain the acknowledgement of these organizations in front of the international community as spokesmen of the vision, approaches, strategies and positions protecting the interests of Third World Countries.
- Centre of Information and Documentation. This centre is a space where electronic documents of different kinds, collected and selected because of their value in terms of information and knowledge for the citizenship, are stored and can be shared. Documents are classified in terms of issue, country, format and are then accessible online. They are linked together so that it is possible to follow the change, the evolution and the different steps through which a document goes through.
- Legal Consultancy. It is a service that recollects treaties, acts, laws, guidelines, declarations, platforms and actions to inform civil societies. It also serves as a tool to formulate new guidelines and actions starting from the knowledge of the human rights scenario.
- Thematic Observatories. It is a space of analysis and monitoring organized through themes such as poverty, information, human rights and so on.
- Observatory of Countries. It is a space of analysis and monitoring of Third World Countries.
- Centre of Congresses and Exhibitions. It monitors and analyses the most important meetings at a global, national and local level. Particular importance is given to World Conferences because they offer a powerful framework to promote and defend human rights. It is possible to relate meetings with similar contents to each other and to see which ones are generating more conferences and to know what kind of tools and resources are created within these meetings.

Technological platform: Controlled Languages and Specifications

Gloobal configures itself as relational archive of digital resources at the service of social movements, organizations and networks working on global issues regarding Southern countries.

Gloobal works by means of Controlled Languages (CLs) through the use of pre-formatted tables. In particular, the portal uses these kinds of CLs:

- Specific CLs – they are used inside a specific “Product”, because they have no meaning in the rest of the system. For instance, “kinds of” and sub-categorizations. All these products have a related language which categorizes it (“Kind of Agent”, “Kind of activity”, “Kind of Course” and so on).

- Shared CLs – their use can extend to different “Products”. Examples: publications, addressees, etc.
- Common CLs (or “Observatories”) – these languages are used by each product and resource of the system. For example: “Descriptors”, “Countries” and “Regions”.
- Grouping CLs – there are two languages (“Thematic Issue” and “Continents”) that serve to group common CLs into superior level blocks. The most important one is “Thematic Issues” which permit the association of “Descriptors” with generic themes.
- Special CLs: the “Roles”. Each “Agent” has at least one associated Role. Optionally, Roles can be used for “People” and indirectly they can be utilized for all the “Products”.

Gloobal then works through the use of “Resources” that can be linked to any kind of “Product”. They can be, for example, audio and video files. And eventually we come to analyse the “Products (or Entities)”. They are the most dynamic part of the database. In an initial phase there were only two products (“Documents” and “Activities”) but a lot more have been added since the creation of Gloobal. The database can be expanded with the addition of a new product in a few hours. The decision to add new products generates from the necessity to meet the needs and requirements of new organizations which have been added to the portal. These are some Gloobal’s products:

- URLs: people working in the portal recollect URLs from the Web and link them with documents or with organizations.
- ACTIVITIES: Gloobal’s records give a brief information about selected activities. They can also provide the URL of it. Courses, Employments and Economic Resources are specific activities.
- TEXTS: Gloobal can also contain the entire text of a certain issue. News, Researches, Experiences, Methodologies and Tools are specific texts available in the database.

Some technical specifications of the portal:

- Debian GNU/Linux is the operating system.
- Gloobal uses PHP4, XML, SQL, JavaScript and HTML.
- The source code of all the documents is HTML 4.01 (according to W3C recommendations).
- The SGBDR is MYSQL: the information is kept in two databases: one has the data which are being modified by the workers, the other one the data that are accessible to the users of the portal.
- All the activities that need to be validated are stored in XML format.

Gloobal 2.0: Rebuilding the Internet Portal

Step one: the creation of the Wiki

I started working in IEPALA in September 2005 inside the Gloobal portal adding information regarding Information Society and other communication-related issues. I was then asked to perform a usability analysis of Gloobal. After the report, I decided to create a working team which we later called Gloobal 2.0 to reflect on the portal’s problems and to try to re-think it both conceptually and technically.

It was rather obvious to me that the working team should have been constituted by people with a different background so to ensure that each aspect would be considered during the

process of re-conceptualization. After a week of negotiation, I decided to create this work team which was set up by me, two computer technicians, one graphic designer and a journalist. I was the coordinator of the team and I had to report on our activities to the General Iepala Secretary with whom we organized weekly meetings.

First of all, we made several brainstorming sessions where everyone of us, with his different background could express his opinions and feelings about what was working properly in Gloobal and what was wrong and need to be fixed.

There had been other attempts to modify Gloobal but all these efforts focused only on the superficial structure of the portal. The graphic designer had been asked to redesign some pages and the technicians to rebuild some sections of the site: they focused on the homepage of the portal, but never on its wholeness. They never addressed the core of the problem which is: is Gloobal's structure still answering the needs of the information-producers and information-users? To address the core of the problem, we decided to build up an instrument which would permit us to know in which directions we should move. We determined that we should question the Gloobal community to see if our concerns were shared and to know about new concerns and challenges that could arise. If the portal really wanted to create an independent and innovative space for exchange and mutual support among organizations, networks and social movements, we must therefore analyze its real impact and then move to the next step which was its re-design both at a conceptual and at a technological level.

The first step was creating a wiki. A wiki is a collection of web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup⁴ language. Wikis are often used to create collaborative websites and to power community websites⁵. We opted for a wiki because it was a fast, flexible, dynamic and interactive instrument which could be easily deployed with the use of open source software.

As Henshaw-Plath (2003) remarks:

Wikis are also a remarkably effective tool when used for research and collaboration. They allow for easily constructed communal space. Like email and blogs their power lies in their informality and simplicity. People can understand the essential concepts very quickly.

We build up a wiki called "Rethinking Gloobal" and we let people discuss about Gloobal's pros and cons and about the possible modifications that could help improve it.

We gave the wiki a simple structure, a sort of scheme that was of course changeable and which can be integrated by users by adding new sections to it. We divided it into eight sections:

- Present situation: a brief description of the portal situation as a starting point for discussion.
- Technological analysis: a short description of the portal functioning provided by the computer technicians

⁴ http://en.wikipedia.org/wiki/Markup_language (accessed on 30-06-08).

⁵ <http://en.wikipedia.org/wiki/Wiki> (accessed on 30-06-08).

- **Quality Vs Quantity:** in this section we questioned the problem of the quality of the information versus its quantity. One of Gloobal's main problem seemed to be the lack of clear criteria through which organizing a huge amount of data.
- **Focus Vs Up to date:** in this section we questioned another issue which was crucial for us. The portal was often focused on too many issues but not so up to date on them.
- **Institutional:** Gloobal hadn't a clear institutional identity and visibility on the Web.
- **Interaction:** another important issue was that of interaction with the user that was far from really being deployed in the site and could really improve.
- **Examples:** a recollection of other Internet sites and portals about cooperation, ICTs for development and social inclusion which could serve as touchstones to improve Gloobal on different aspects.
- **Future:** some reflections on the future of the site and some ideas and hints to change its conception and thus its technical structure.

After two months of ideas and proposals recollected through the wiki, we produced a final report in which we recalled all the problems related to Gloobal and we addressed the possible solutions. These are the highlighted issues and the consequent reflections:

- **Lack of a global vision and of the aims of the portal.** Gloobal appears as a huge database of information rather than being a flexible instrument at the service of its community: the final user should be seriously taken into account in the rebuilding of the portal.
- **Accumulation without criteria of material.** Sometimes there is not a clear organization in the information storage, the database categories are too huge and generic. The structure of the database must be re-projected with a different approach.
- **Lack of a clear hierarchical structure among the portal's sections and links.**
- **The inner confusion reflects in the lack of external identity and visibility.** Gloobal's vision should be clearer and readily communicated. Relations between people and networks inside the portal should be more transparent and clearly organized.

It seemed that Gloobal wanted to be something that its technical limitations did not permit it to be. It was strong as a database of information for users looking for specific information but not so effective in being a place for exchange and mutual support among organizations, networks and social movements. It lacked a good level of interaction both between users and the portal itself and then between the users and their networks. Different forms of interactions had to be found and deployed in the reconstruction of the portal.

It was then common opinion that Gloobal did not collaborate enough with other similar Internet sites and networks, it was too static, poorly interactive and old-fashioned. Therefore the main problems were the lack of collaboration, interaction, clear identity and also the issue of not keeping the portal up to date. Gloobal dealt with a huge amount of information but it could not keep this information up to date so frequently as other portals do. This because its information-updating system was static and old-fashioned as well.

Step two: the deployment of a Web 2.0 perspective

It was clear to all of us that the issues related to the cooperation portal could be fixed only by restructuring it with a Web 2.0 (Social Web) vision in mind. The social dimension of the Web had to be integrated in the portal model and structure.

With Social Web we refer to a global system of shared information which is similar to the Internet, but, instead of linking documents, Social Web links people, organizations and concepts using the Web technology of the Internet as a base platform. This shift “from technology to people”, from the technical to the social has been clearly focused by Rahim, Waldburger and Muinde (2005):

ICT can be a unique and powerful platform for promoting sustainable human development, provided that the focus is not on technology but on the people who use it.

With the deployment of a Social Web perspective inside the portal, the difference between information users and producers become more flexible. The incorporation of a Web 2.0 approach⁶ both at a conceptual and at technological level could turn Gloobal into an effective instrument of collaboration between organizations and networks by making it much more open, interactive, dynamic, usable, clearer, faster, flexible, simpler and updated.

The incorporation of a Web 2.0 structure involves a series of innovations at the core of the portal⁷. By deploying these innovations, Gloobal will be able to grow at a content level at the same time that its ability to create participation increases. Examples such as that of Wikipedia⁸ have proved that in these new forms of interactions users are not passive elements but begin to be active actors in the information system.

Here is a list of technical modifications that the Gloobal portal has to undergo to adopt a Social Web infrastructure:

- Abstraction of the information system – The idea was to renovate the abstraction’s layer by deploying new functionalities. The Ruby on Rails language⁹ was also taken into account for these modifications.
- Content editor system – computer technicians decided to employ the API AJAX technology¹⁰ to simplify the visualization, the work of creating and modifying the records.
- Chair system – We planned to create a new interface to facilitate the chair process. The slowness of this process is one of Gloobal’s hurdle because a really small group of people has to manage the chair of all the portal. One of the most important task of our work team was to simplify and improve this process and eliminate this bottleneck.
- Records visualization system: by changing the abstraction, the content and the chair system, we had to change also the record visualization one.
- Creation of two interfaces: one has to be used for all the needs of the administrators of the portal to develop the portal itself and from other organizations and networks that could share tools and information through the use of particular

⁶ For a detailed description of Web 2.0, see this Tim O’Reilly article:

<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

⁷ For a complete review on Web 2.0’s applications and standards see “What is Web 2.0? Ideas, technologies and implications for education” by Paul Anderson, downloadable here:

www.jisc.ac.uk/media/documents/techwatch/tsw0701b.pdf

⁸ www.wikipedia.org

⁹ www.rubyonrails.org

¹⁰ http://en.wikipedia.org/wiki/Ajax_%28programming%29 (accessed on 30-06-08)

agreements; the other one has to be an interface which is open to the deployment of applications by others and to public use.

The leading idea of the process of technological re-conversion of the Glocal portal was to assure that each person surfing the site could become part of the system, by collaborating in the creation and the description of different kind of content, or because his navigation could serve as a tool to track and mark the most important elements of the portal.

We then thought about new services which could be deployed in the Glocal 2.0 platform. Thanks to the use of the API AJAX web development techniques it would be possible to deploy new services in the portal, using internal or external developers. We pointed out three services which we thought to be useful for the Glocal community in a initial phase:

- Glocal Atlas – using the Google Maps tool¹¹ we will create a mashup¹² which will be able to put on a map the elements which are geo-localizable (the ones with a physical address) by Glocal in a way that will permit us to see in the map the organizations' or events' localizations. By the use of this Atlas we will be able to know, for example, which events are happening in a city or the address of a given organization on the map.
- Conflictometer – this tool will permit us to know the “degree of conflict” of a certain area by using the news published in the media which will be automatically gathered from the system itself. The system will attract contents through the use of aggregators¹³ of different sources which offers their contents by the use of these standards. Once recollected, the contents will be analyzed searching for words which refer to conflict. A database will be created ad hoc. Once recollected, the system will look for words related to populations and thus will save the information together with the date of publication, the XML scheme, the link and the news. The information of this database could be put on a map and serve as a tool to prevent future conflicts.
- Collaborative labelling - we decided to label Glocal's information using a tagging system. Each element (an organization, a document, an experience) will be stored by using meta-data¹⁴. The idea was to open Glocal at a point that in a near future the portal workers will only moderate the information that the users input¹⁵. This would entail some advantages like the simplification of the information storing procedures, the openness to the public from the core of the system and the creation of new forms of accessing information.

Conclusion

In this paper, I first describe the process of creation and the functioning of the Glocal Internet cooperation portal. I illustrate its identity, the historical and institutional context in

¹¹ <http://maps.google.com>

¹² http://en.wikipedia.org/wiki/Mashup_%28web_application_hybrid%29 (accessed on 30-06-08)

¹³ <http://en.wikipedia.org/wiki/Aggregators> (accessed on 30-06-08)

¹⁴ http://en.wikipedia.org/wiki/Tag_%28metadata%29 (accessed on 30-06-08)

¹⁵ As, for example, in the Internet Movie Data Base (IMDB) model: <http://www.imdb.com>

which it was created. Then I analyse the contents of the portal and its technological functioning through the use of controlled languages.

In the second part of the paper, I focus on the process of re-conceptualization and rebuilding of the portal. The first step was the creation of a wiki and the second one was the deployment of a Web 2.0 perspective in the process of Gloobal's redesign.

The new Gloobal 2.0 has still to take off: financial and organizational issues have momentarily stopped the re-design of the portal. But there are some lessons that we can learn from the process of Gloobal's re-conceptualization.

First of all, the rebuilding of a complex Internet portal involves lots of different skills and abilities both at a conceptual and creative level, and at the same time at a technological level. If the portal must be rethought, only a working team of people with different backgrounds can try to do it.

Then, we should never underestimate the users' feedback. In this case, the portal's main aim was to create an independent and innovative space for exchange and mutual support among organizations, networks and social movements of the North and of the South of the world. But Gloobal's infrastructure was too static and did not allow a real and deep interaction with the users and the organizations. We have to offer tools and resources that people really use and frequently check if the users like them. That is why our process of re-conceptualization started right from Gloobal's users through the deployment of a wiki to recollect their opinions about the portal.

We thought that the deployment of a Web 2.0 perspective in the process of Gloobal's redesign was the only way to assure real participation, collaboration, interaction and dynamicity. Also, it appeared to us that this was the only way to let the portal grow fast without raising the quantity of work of Gloobal's employees. The implementation of a Web 2.0 perspective implies many changes both in the conception of the work and, above all, at a technological level. It also requires to train the staff about a more changing and dynamic environment where the wall between info-producers and info-users breaks down. This is not a easy task, especially with old-aged workers. But it seemed to us the only solution available to provide the users, the organizations and the networks with real, flexible, up to date tools for interaction and information-production.

Given the fact that Gloobal has not entered in its 2.0 era yet, it is not possible to test if our hypothesis about its rebuilding were right. Indeed, the work of the Gloobal 2.0 team has helped to shed light on many important issues related to the strategic use of ICTs at the service of development and social inclusion and can thus be useful in lots of similar situations.

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