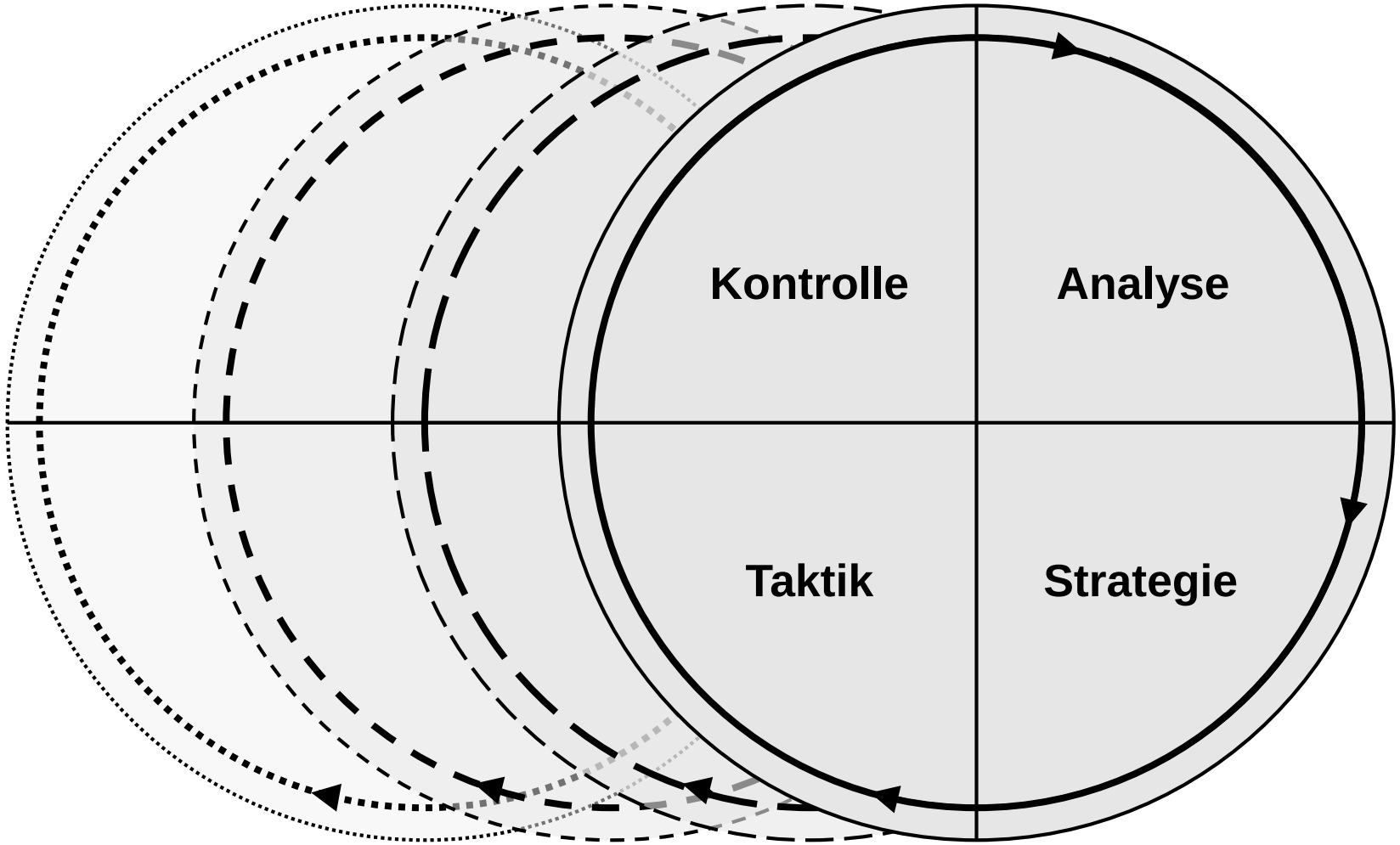Kommunikationskonzeption