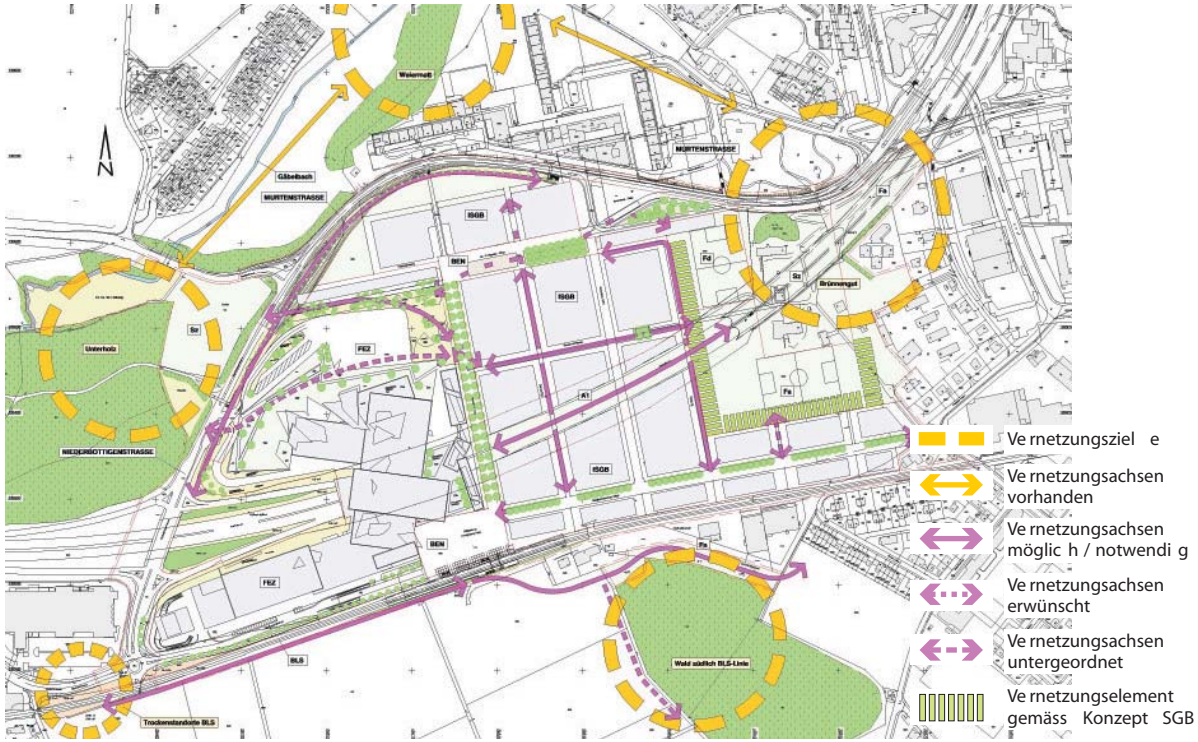Ökologiekonzept