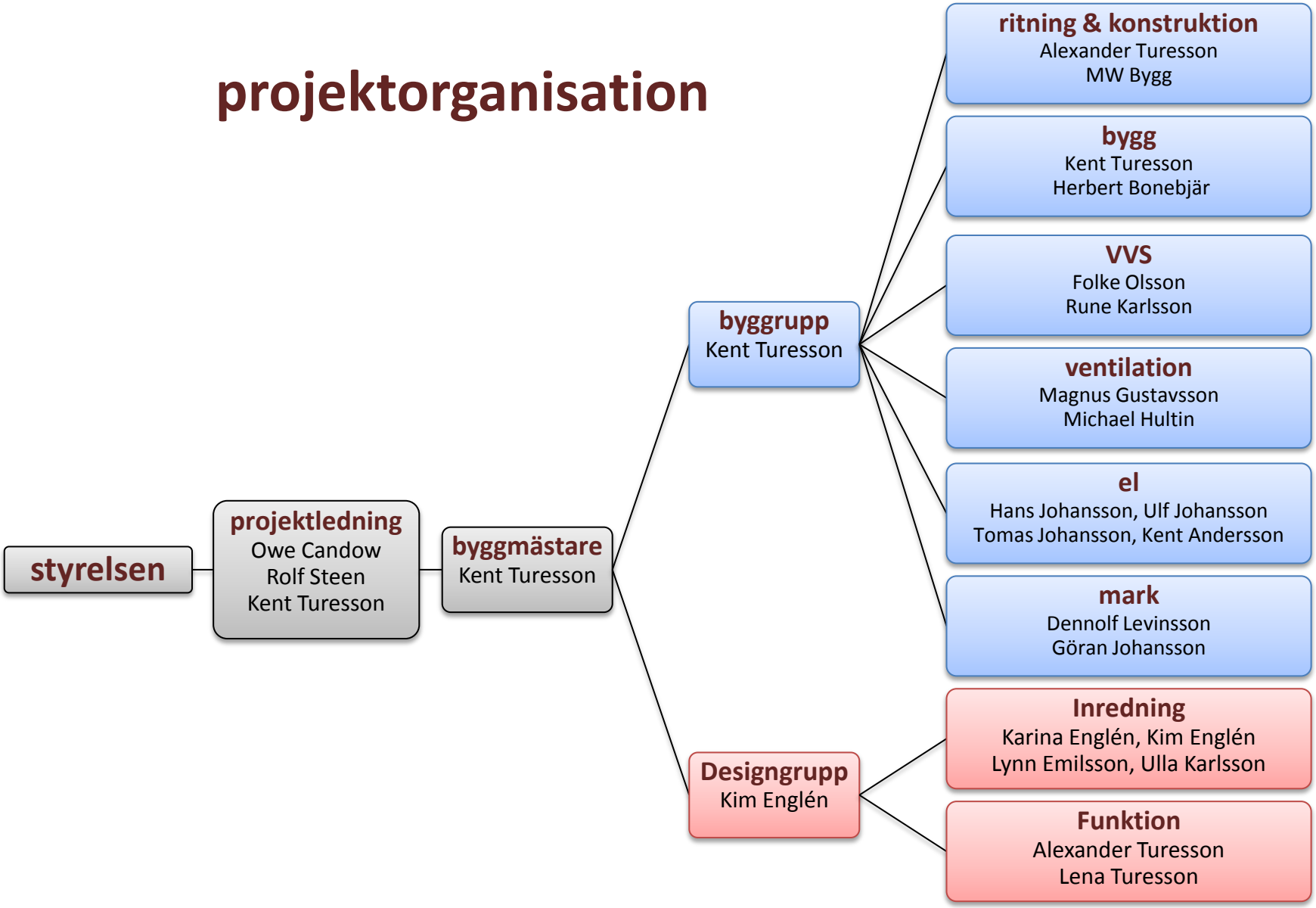projektorganisation