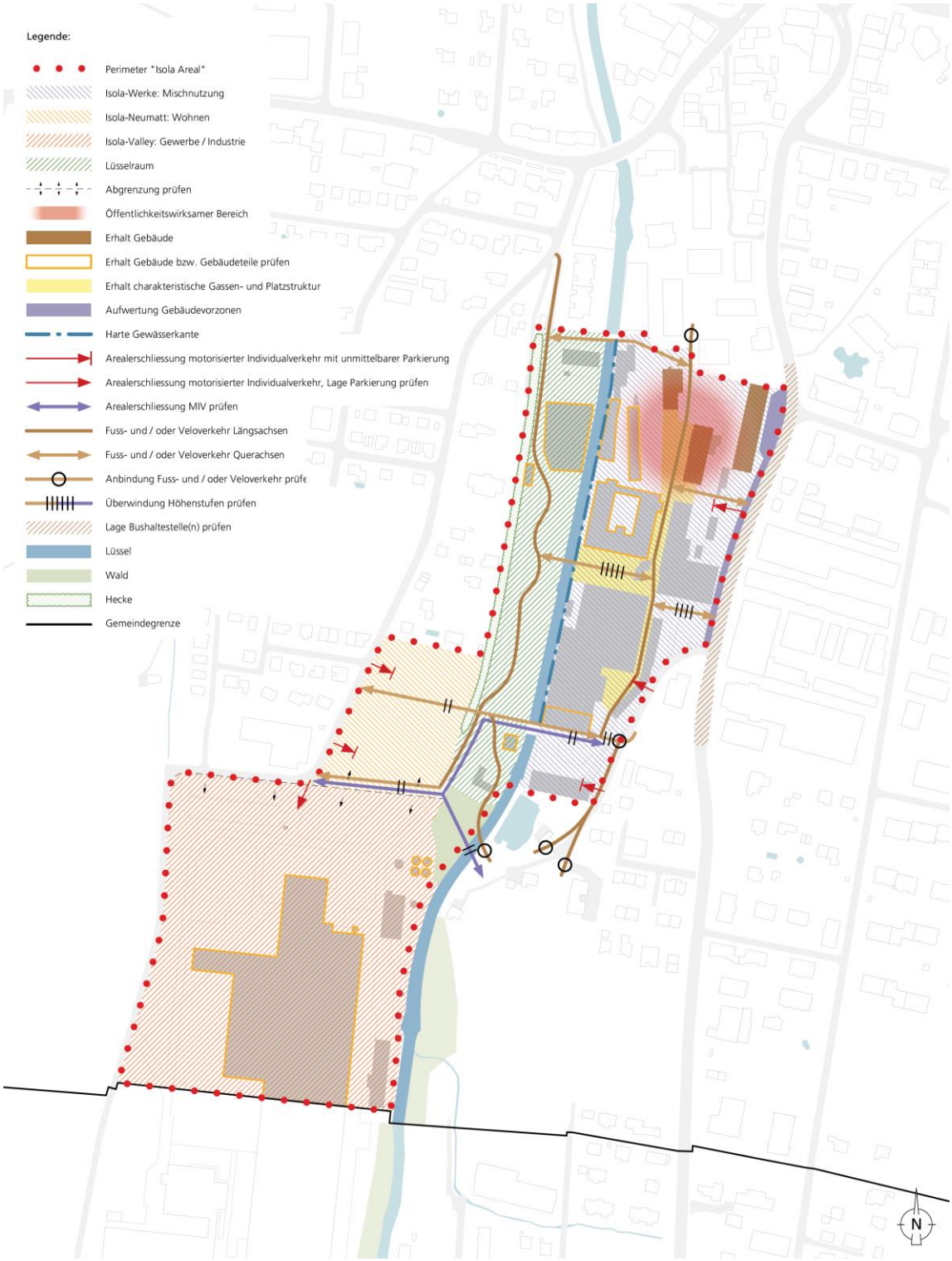5 Leitbildplan