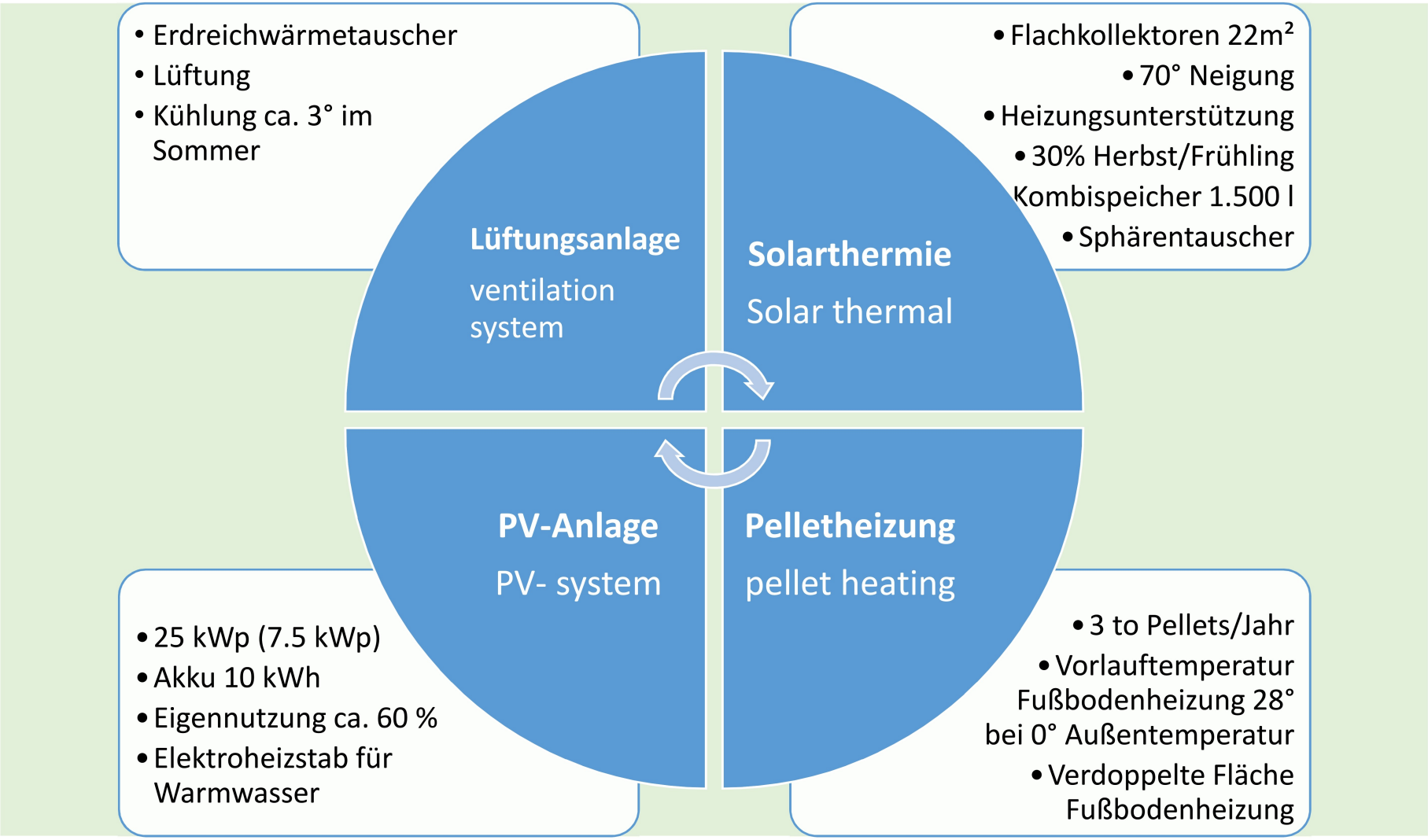Schlüsselfaktoren Energiekonzept + Umsetzung: