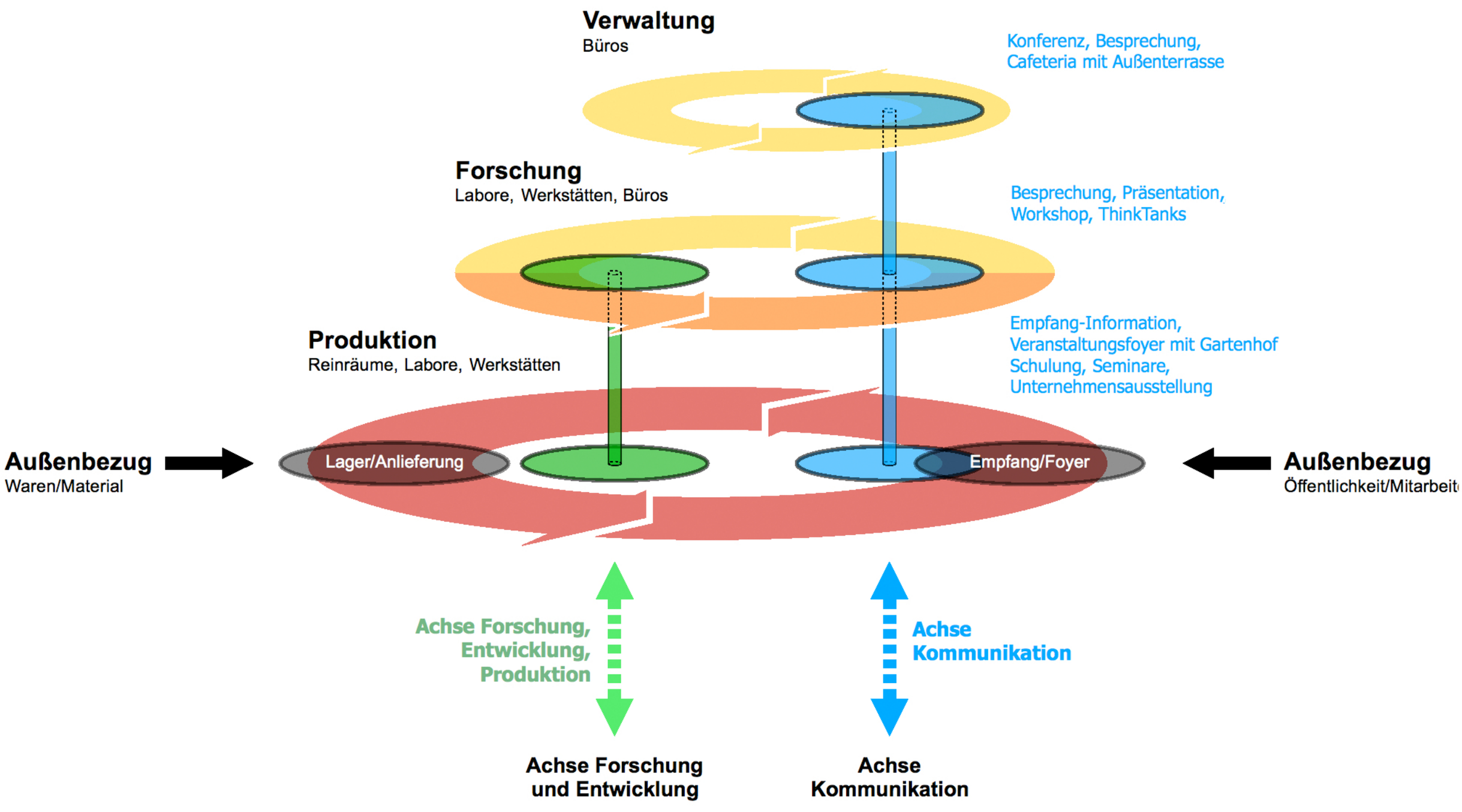Kommunikations- und ENTWURFSKONZEPT