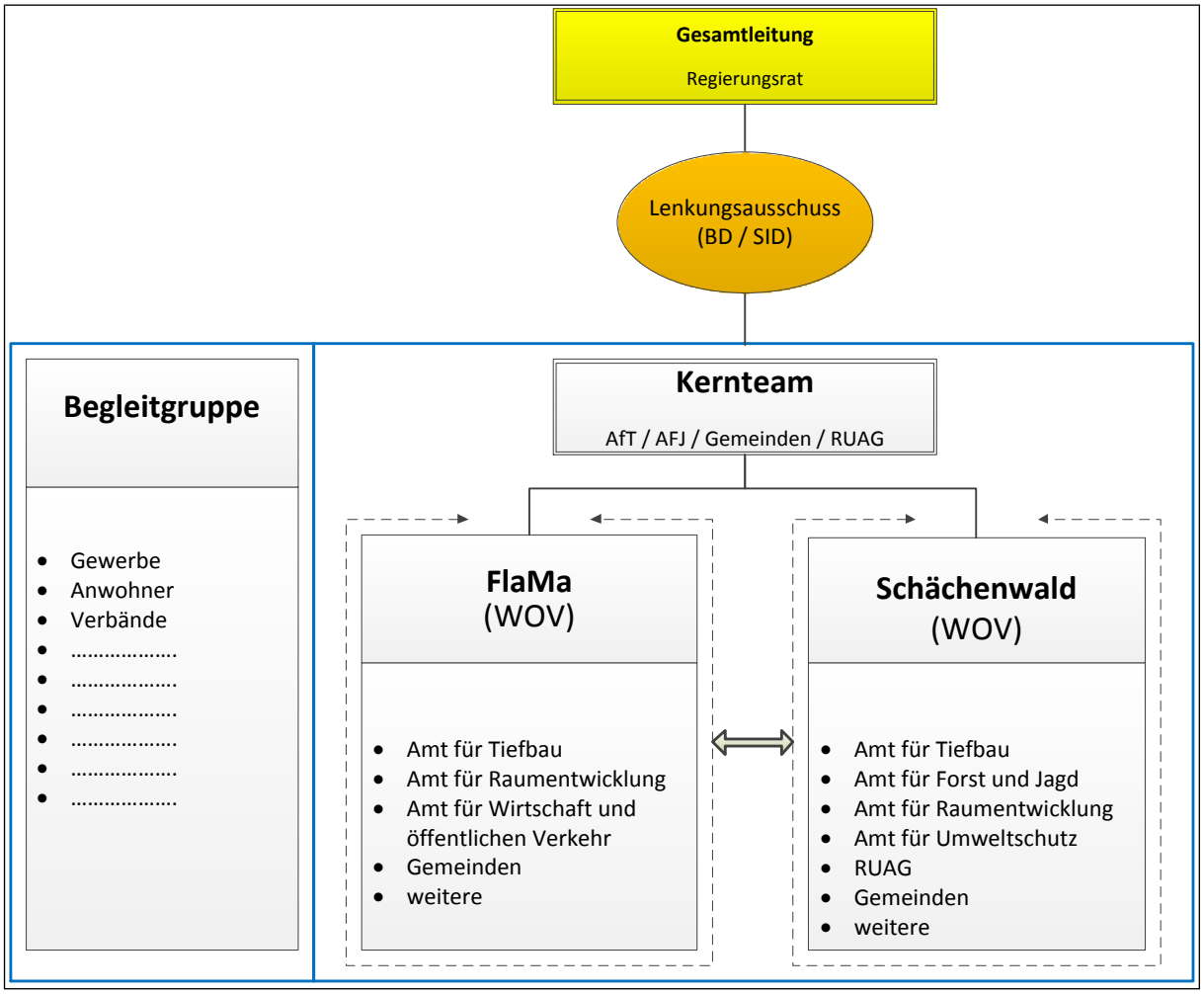Projektorganisation (Entwurf)