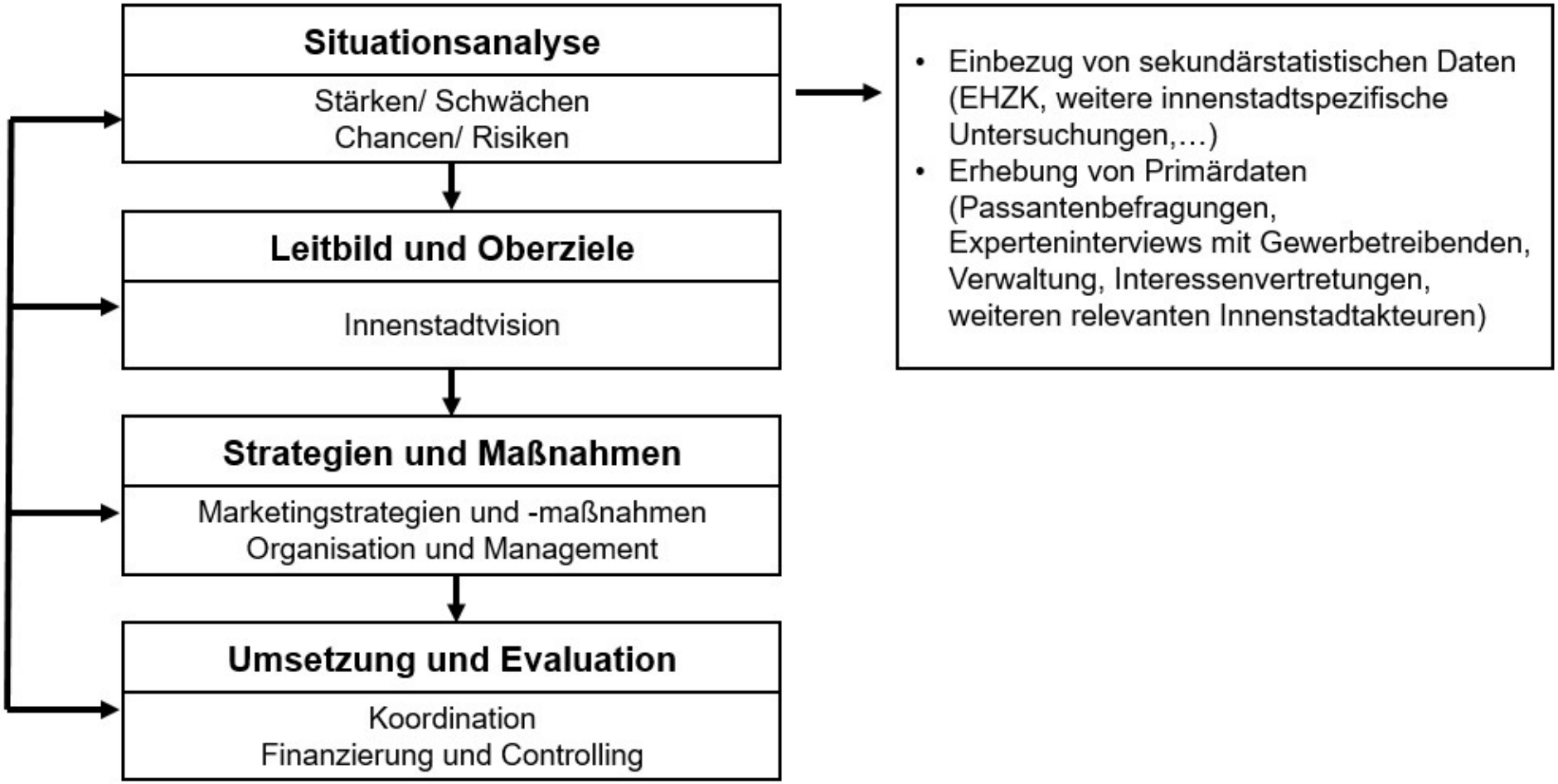1. Struktur des Leitbildprozesses