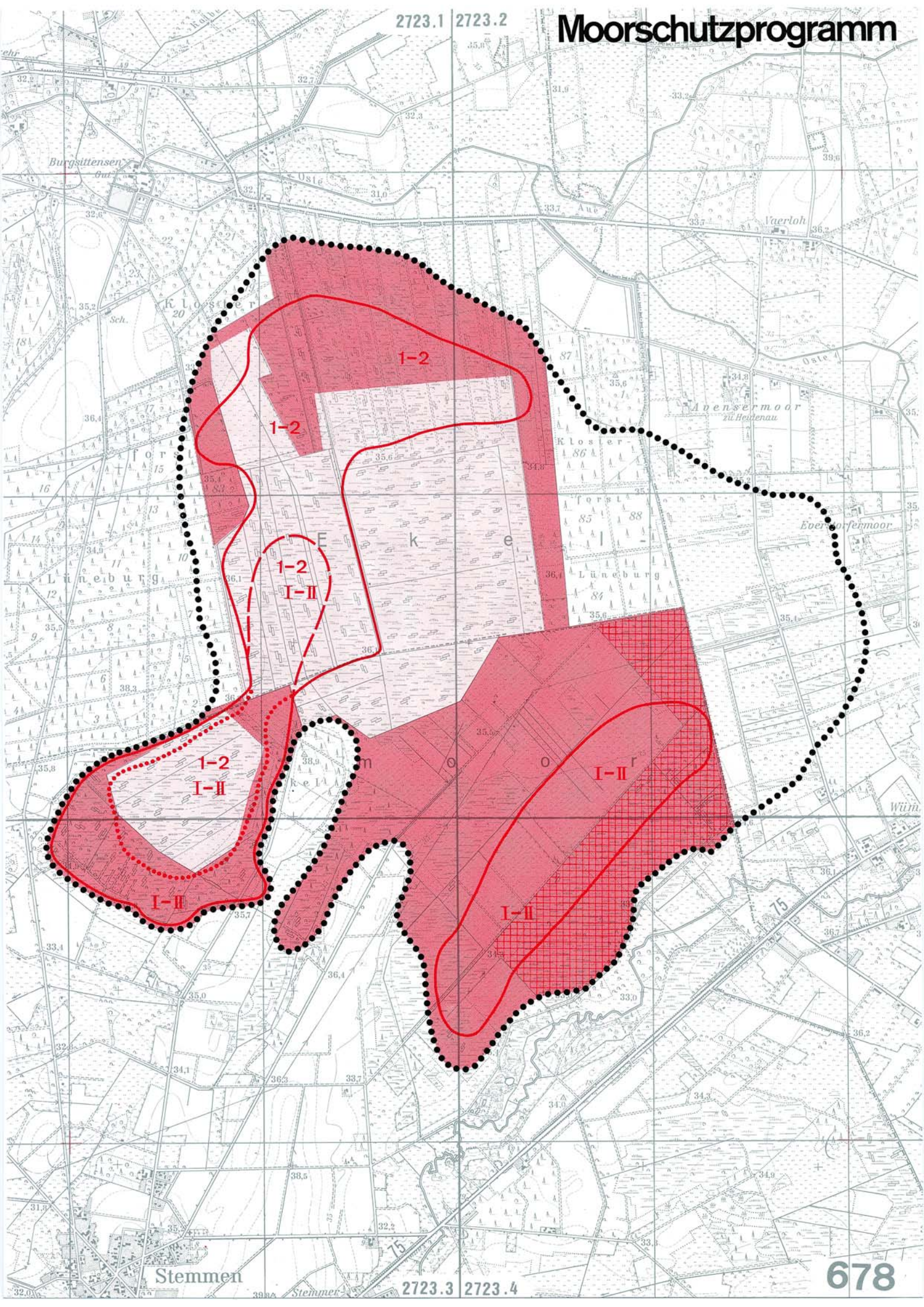Moorschutzprogramm