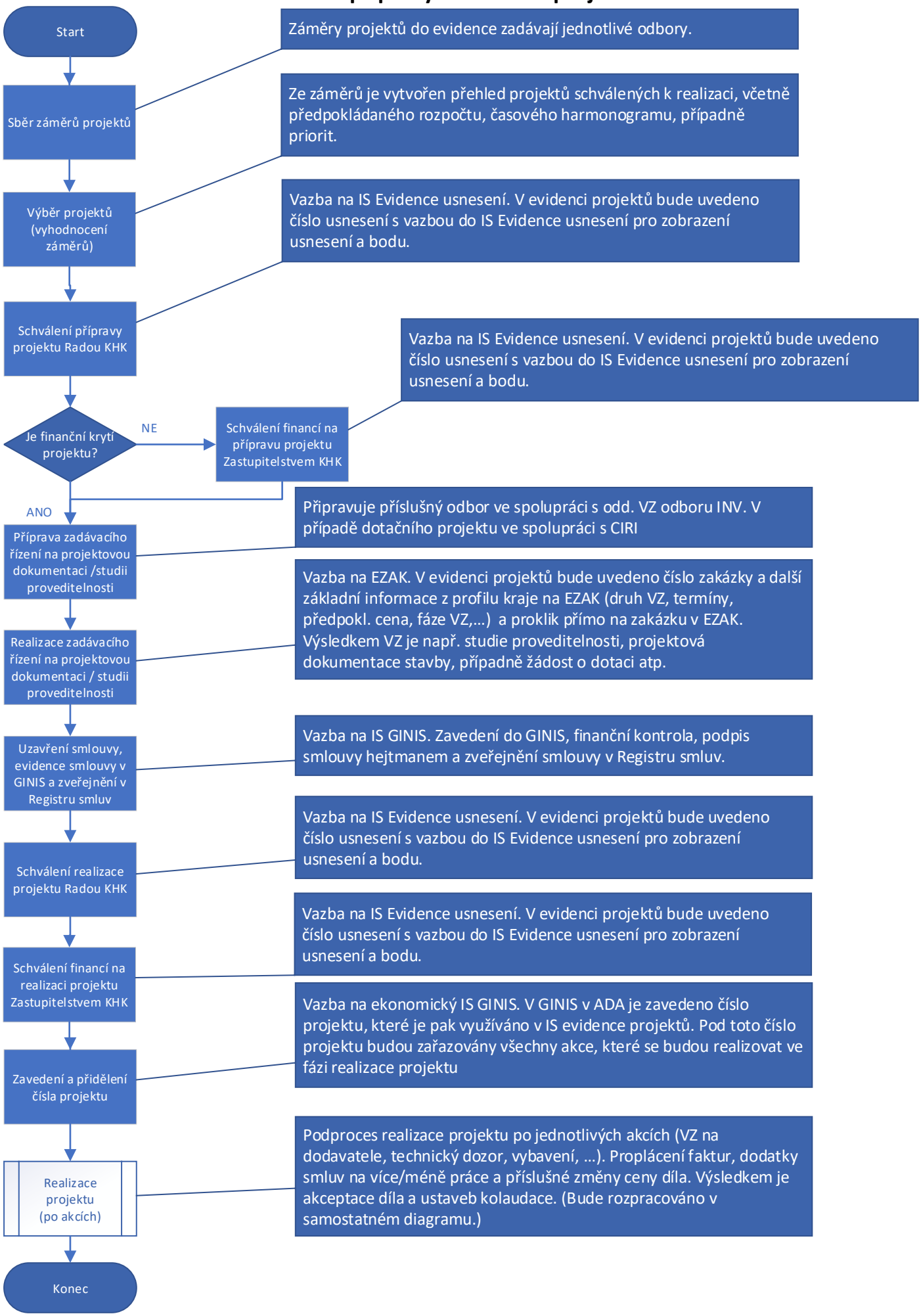Proces přípravy a realizace projektu