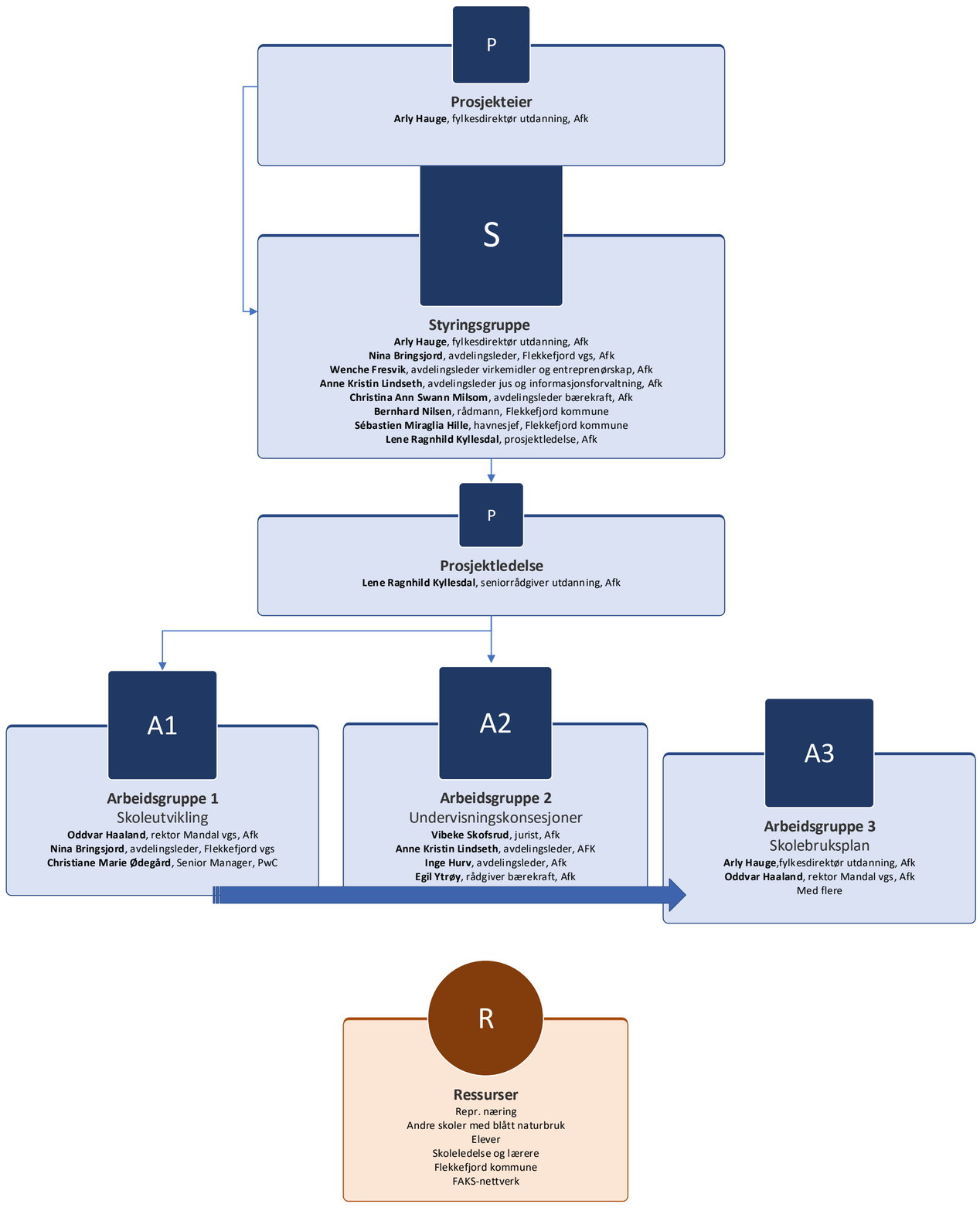Prosjektorganisering blått naturbruk