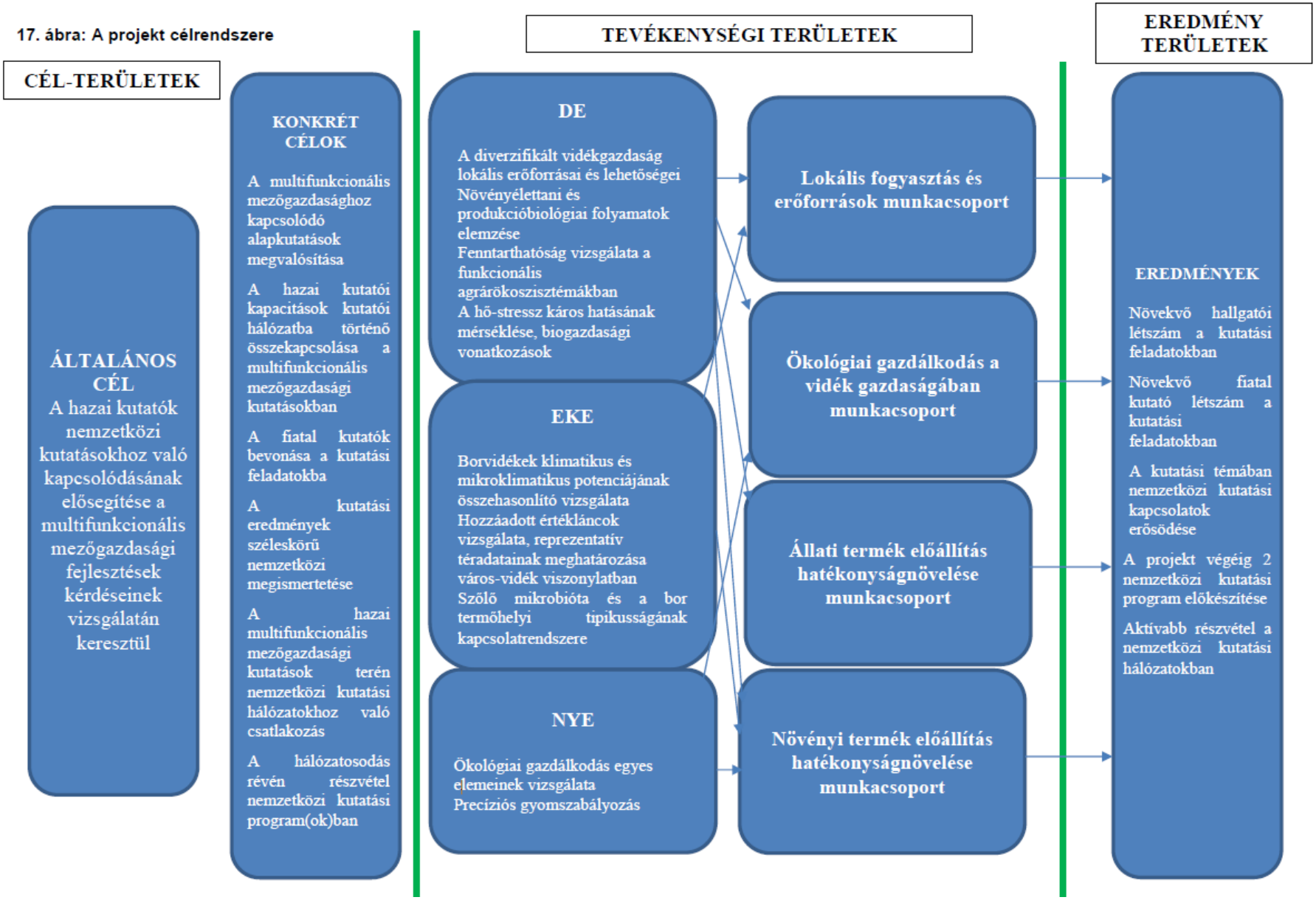17. ábra: A projekt célrendszere