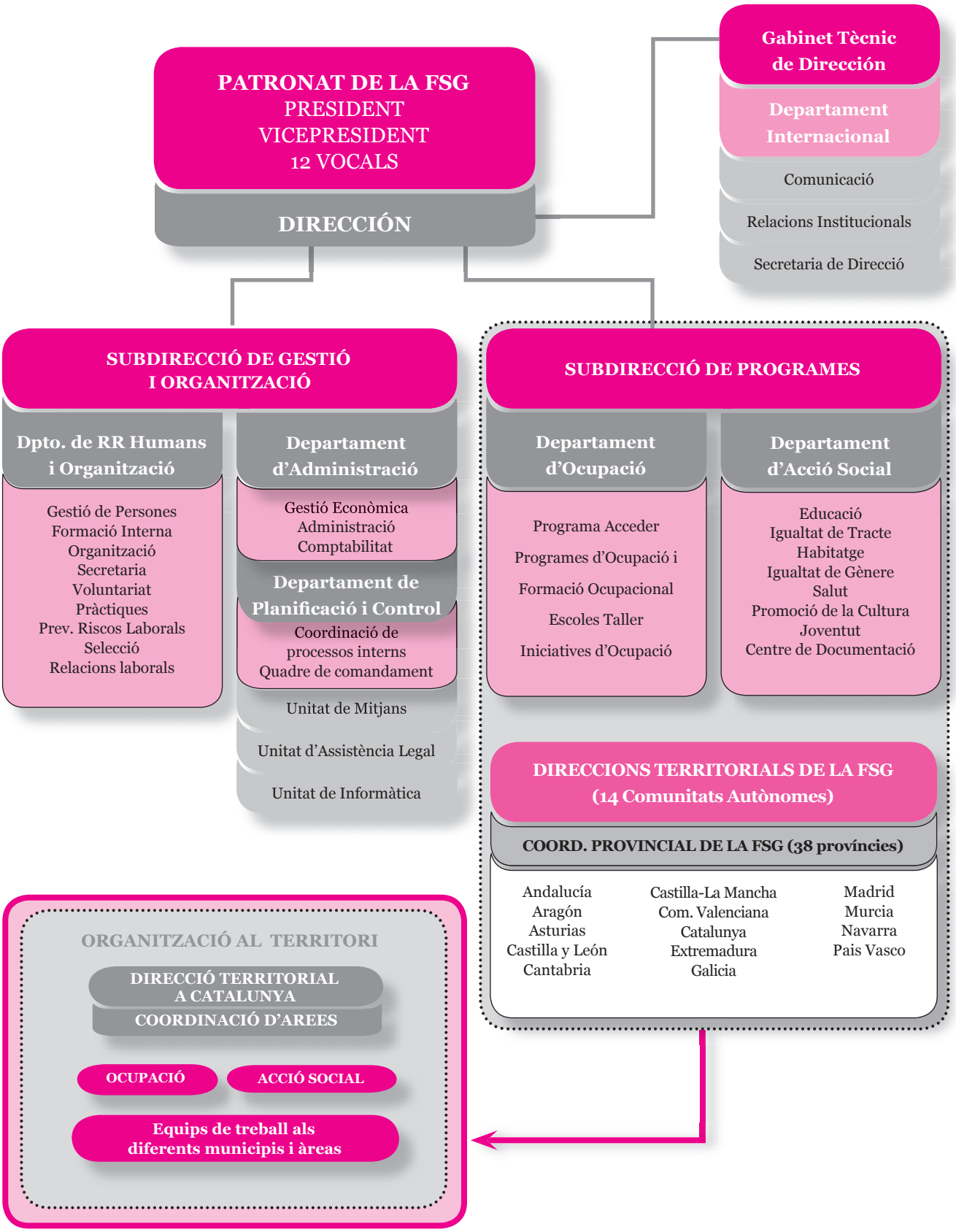Estructura organitzativa