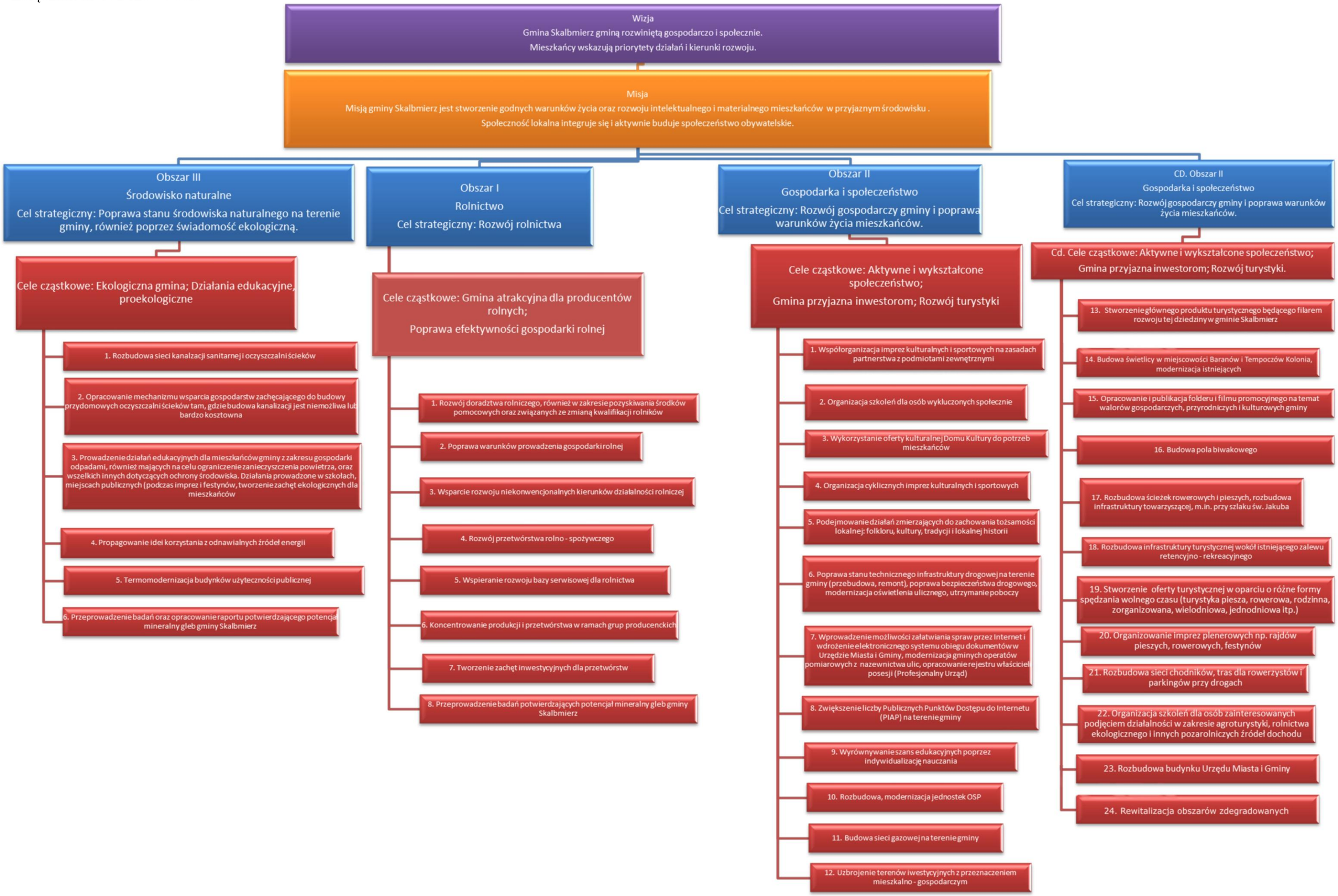Załącznik nr 1: Drzewo celów