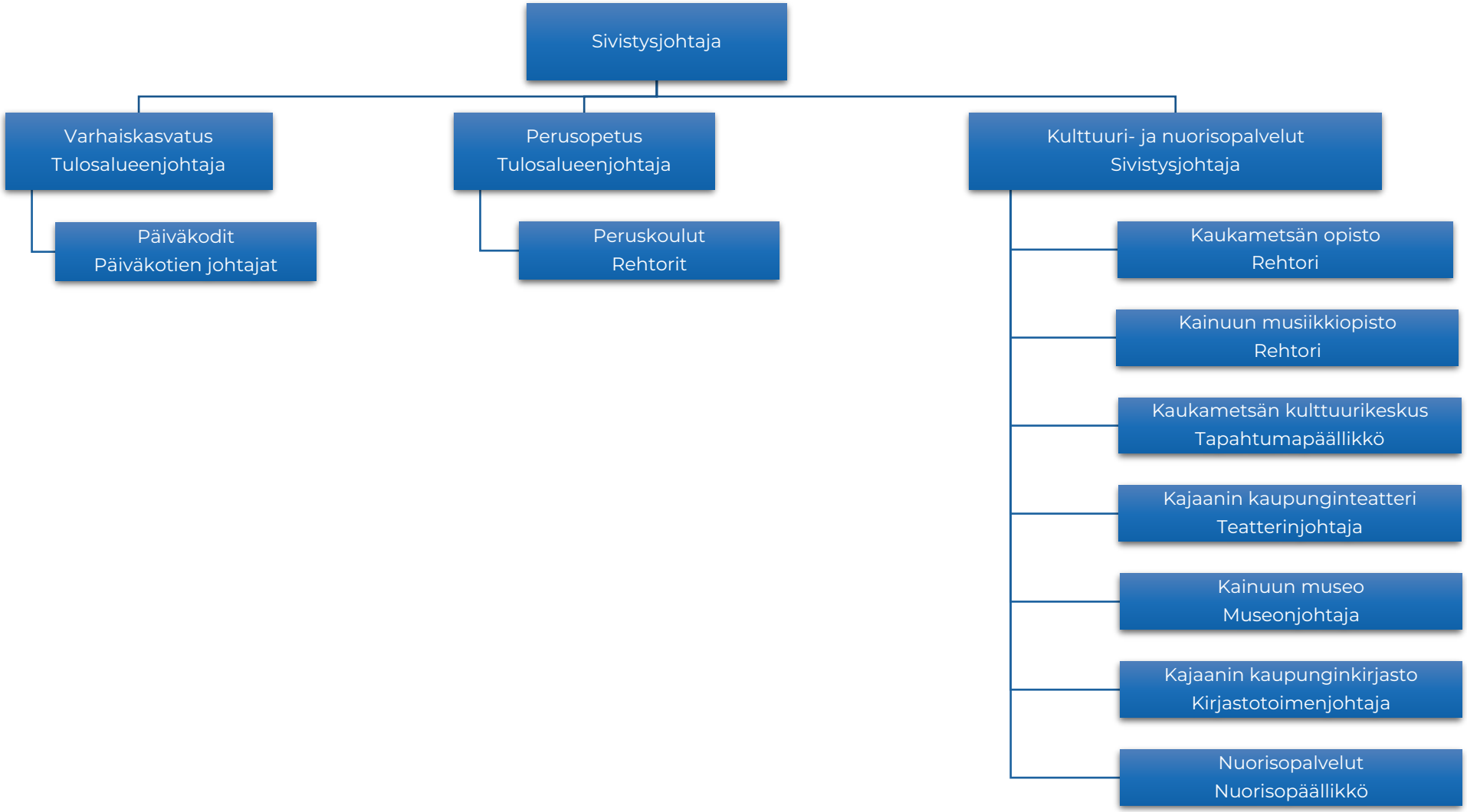Sivistystoimiala