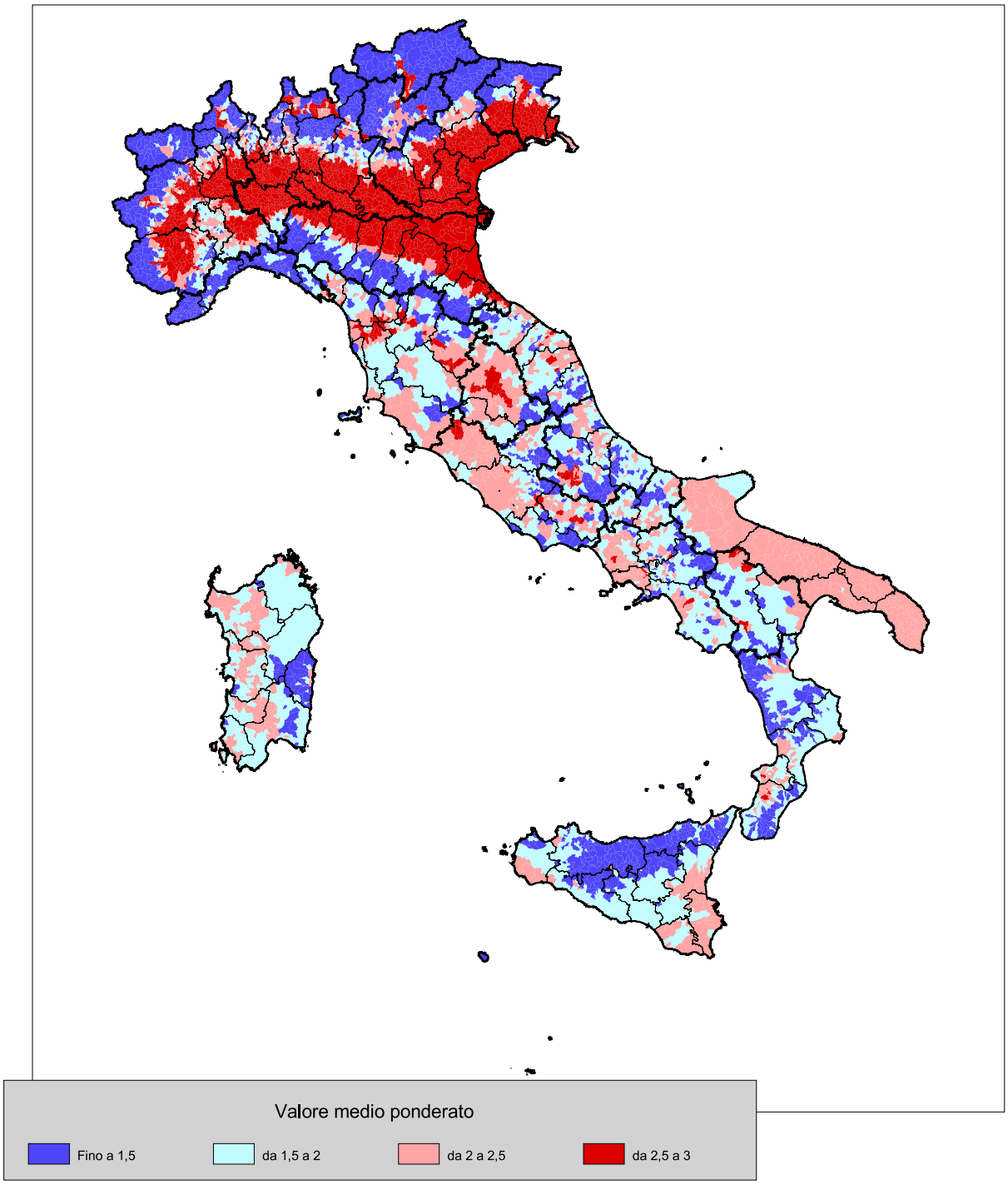ATTITUDINE PRODUTTIVA DELL'AMBIENTE