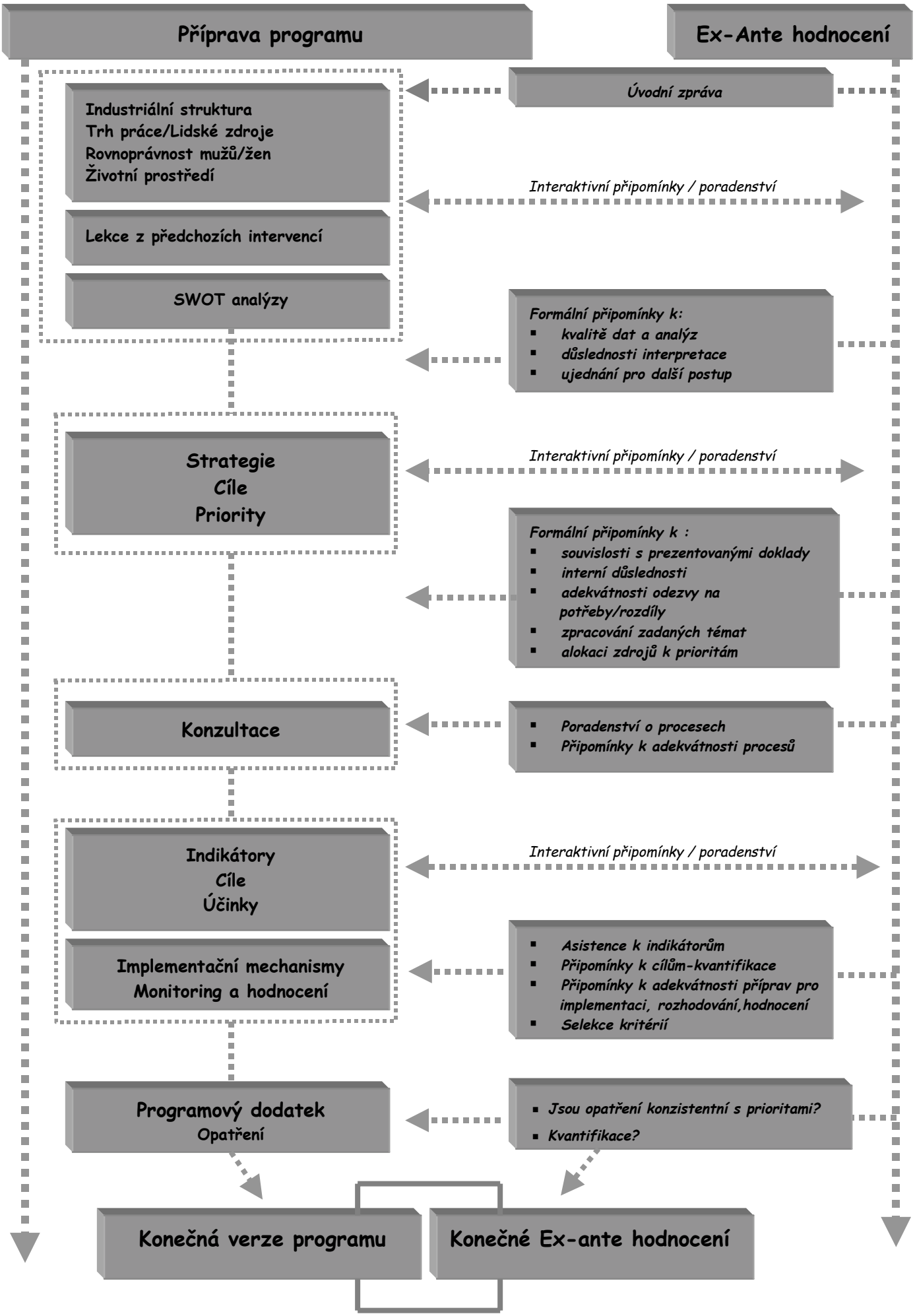Příprava programu a proces Ex-Ante hodnocení