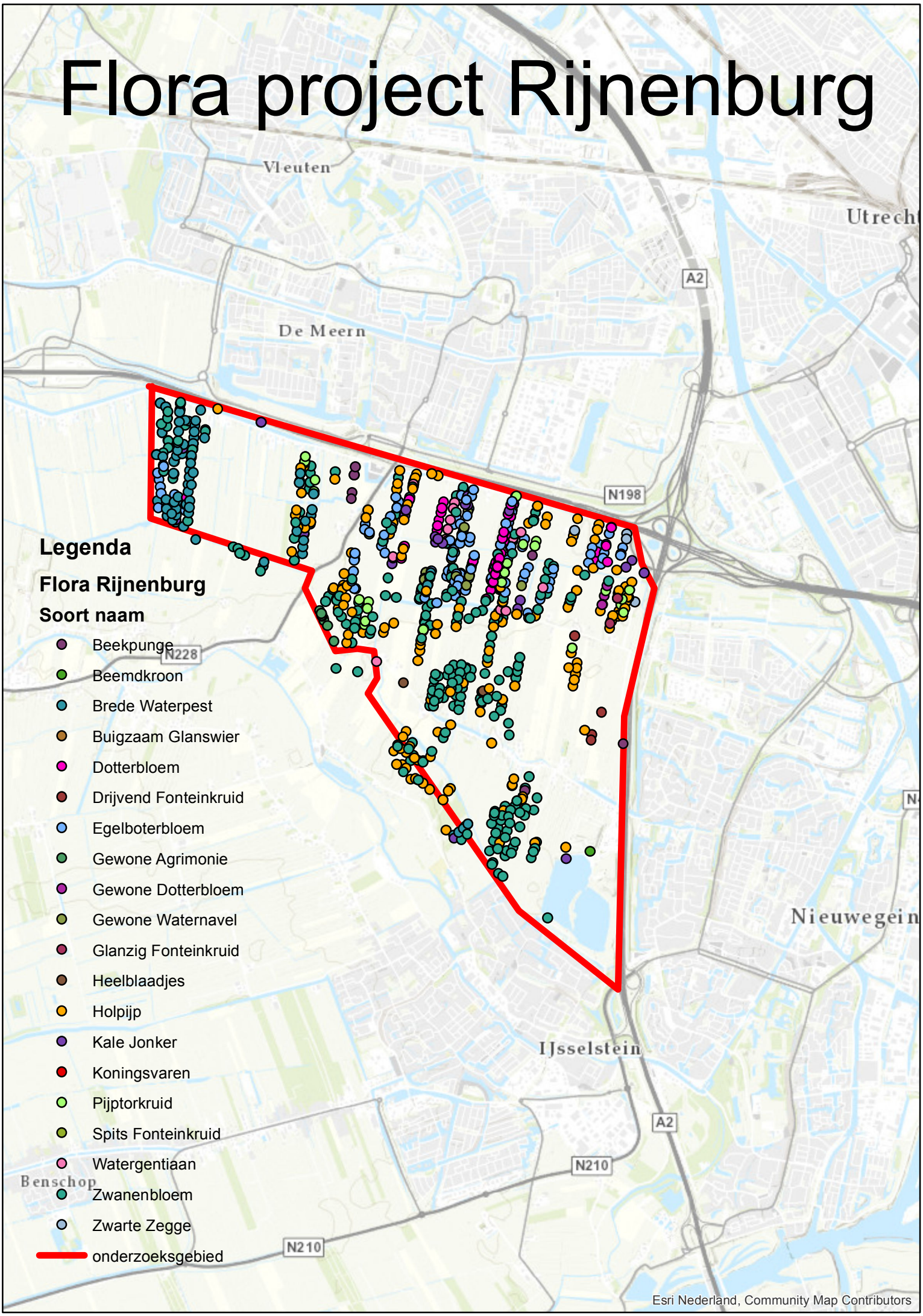Flora project Rijnenburg