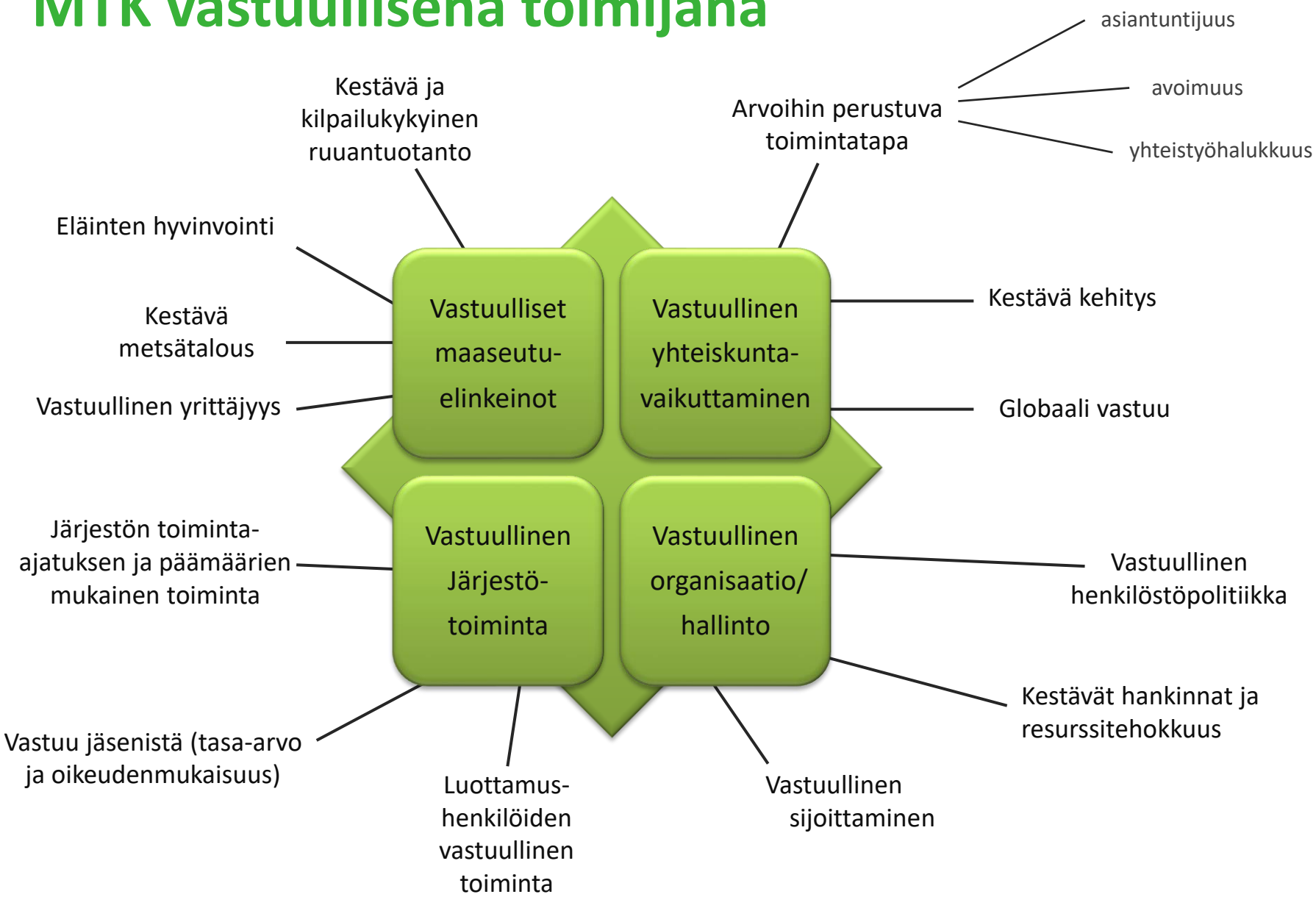MTK vastuullisena toimijana