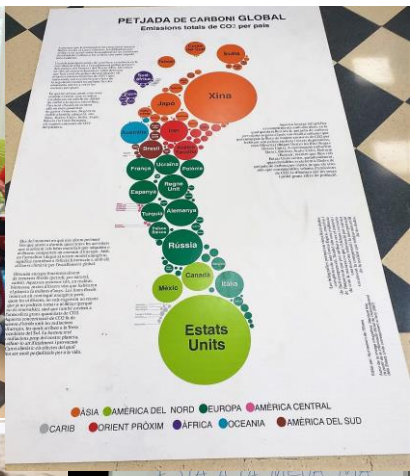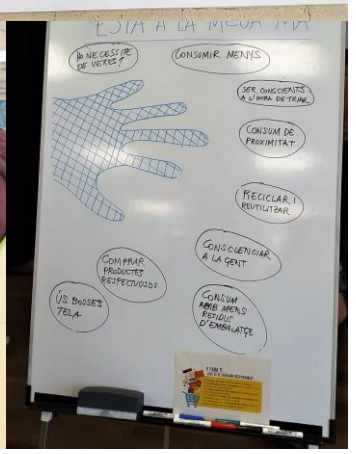12 PRODUCCIÓN Y CONSUMO RESPONSABLES