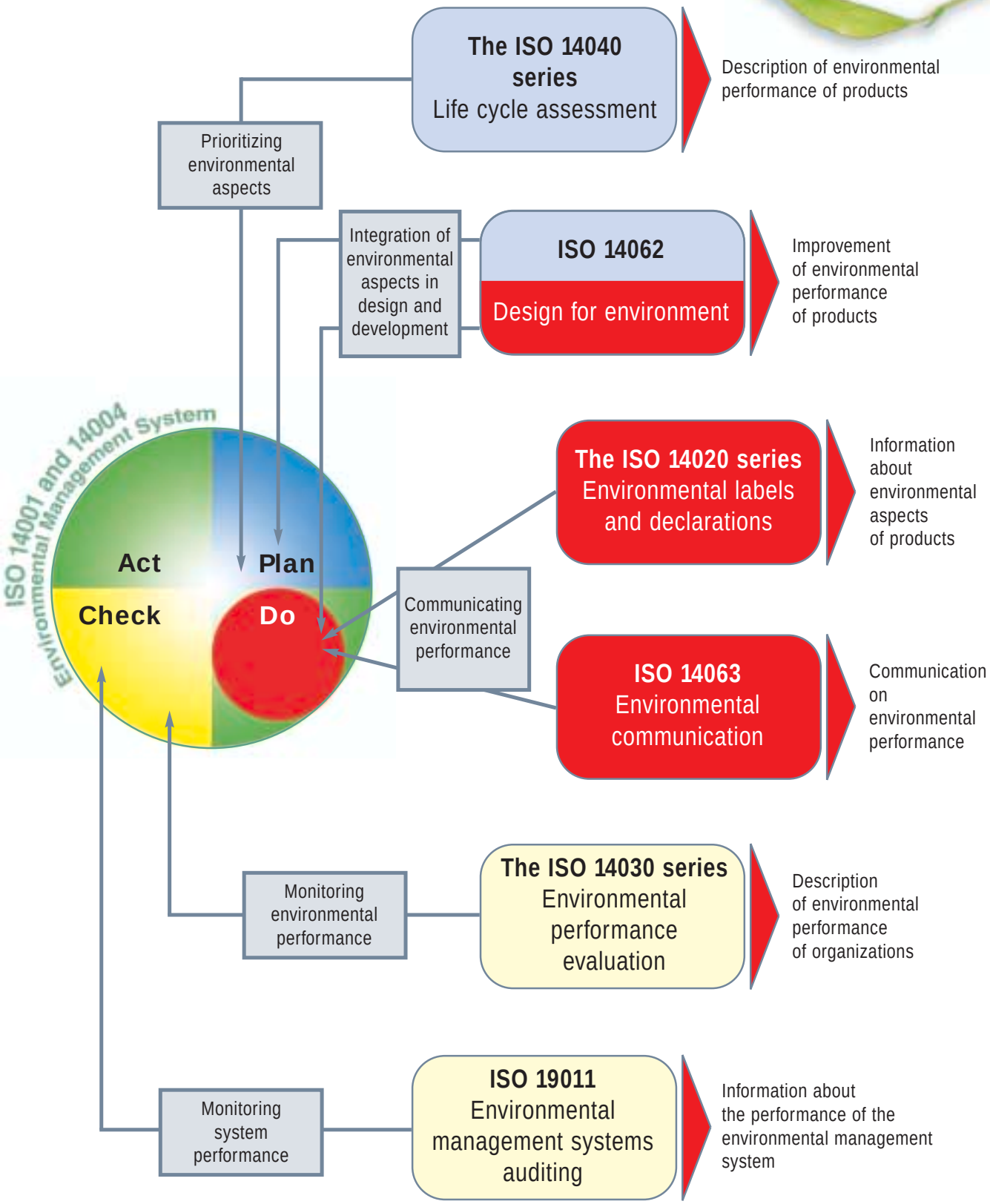The ISO 14000 model