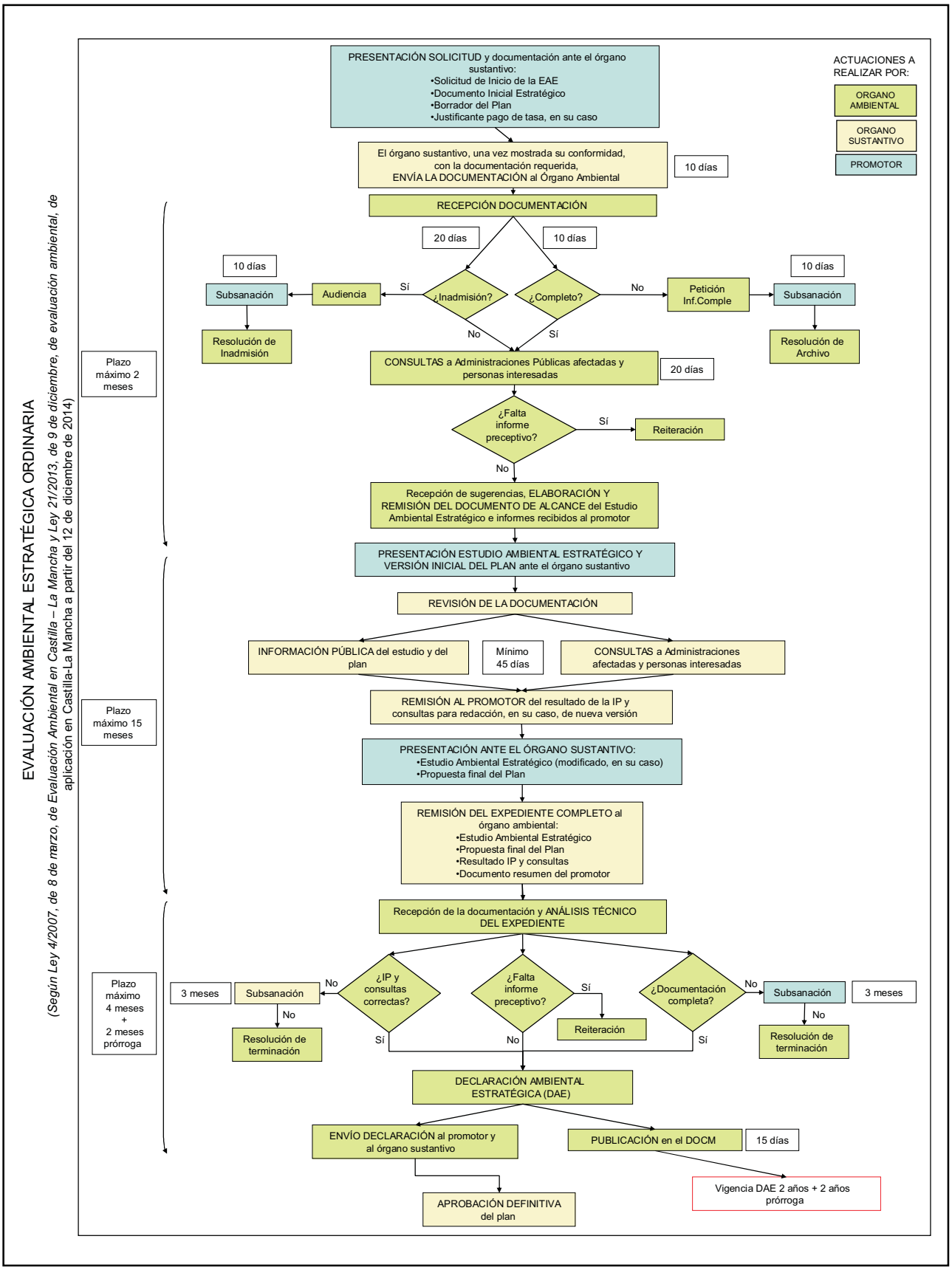EVALUACIÓN AMBIENTAL ESTRATÉGICA ORDINARIA