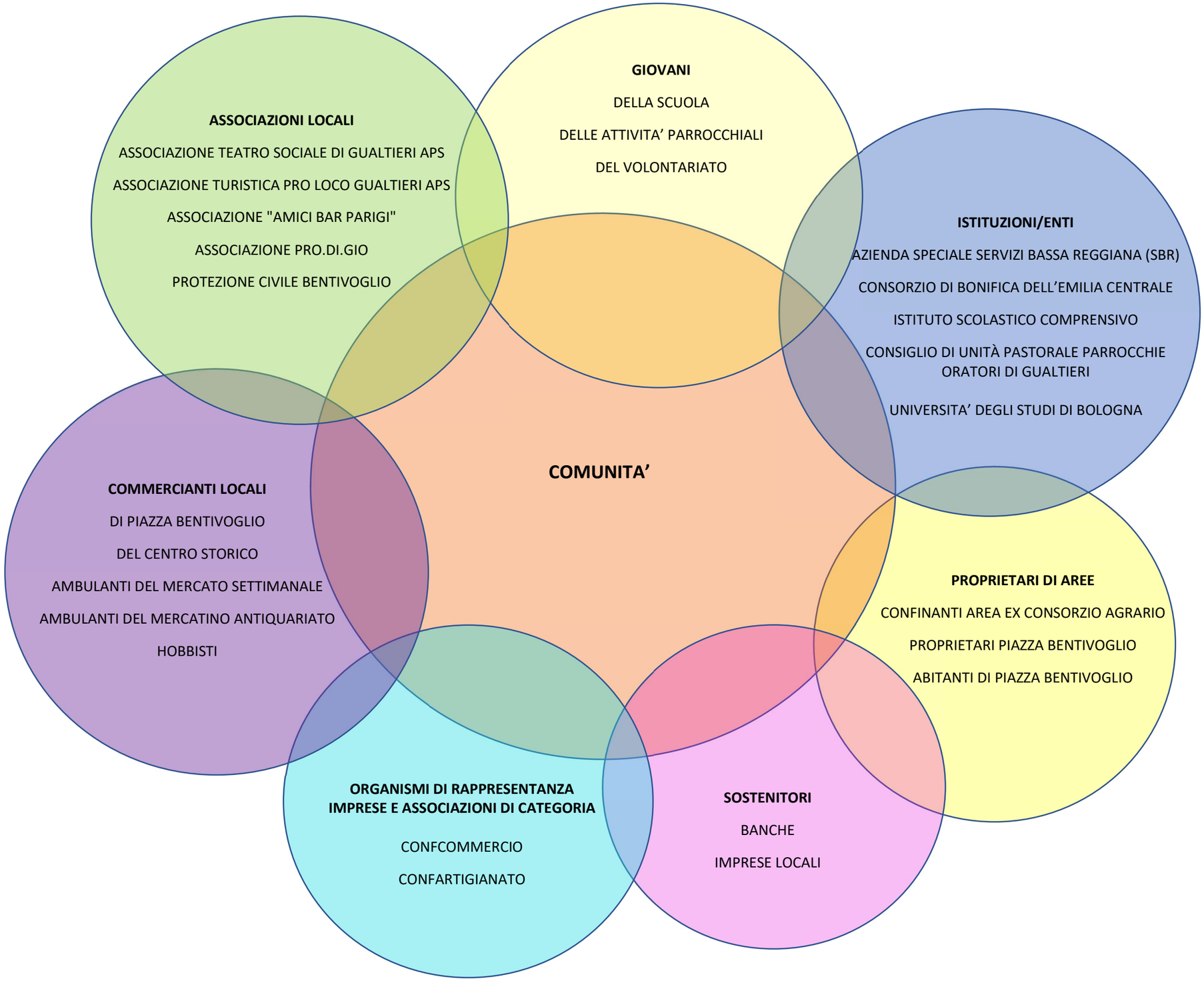MAPPA STAKEHOLDER