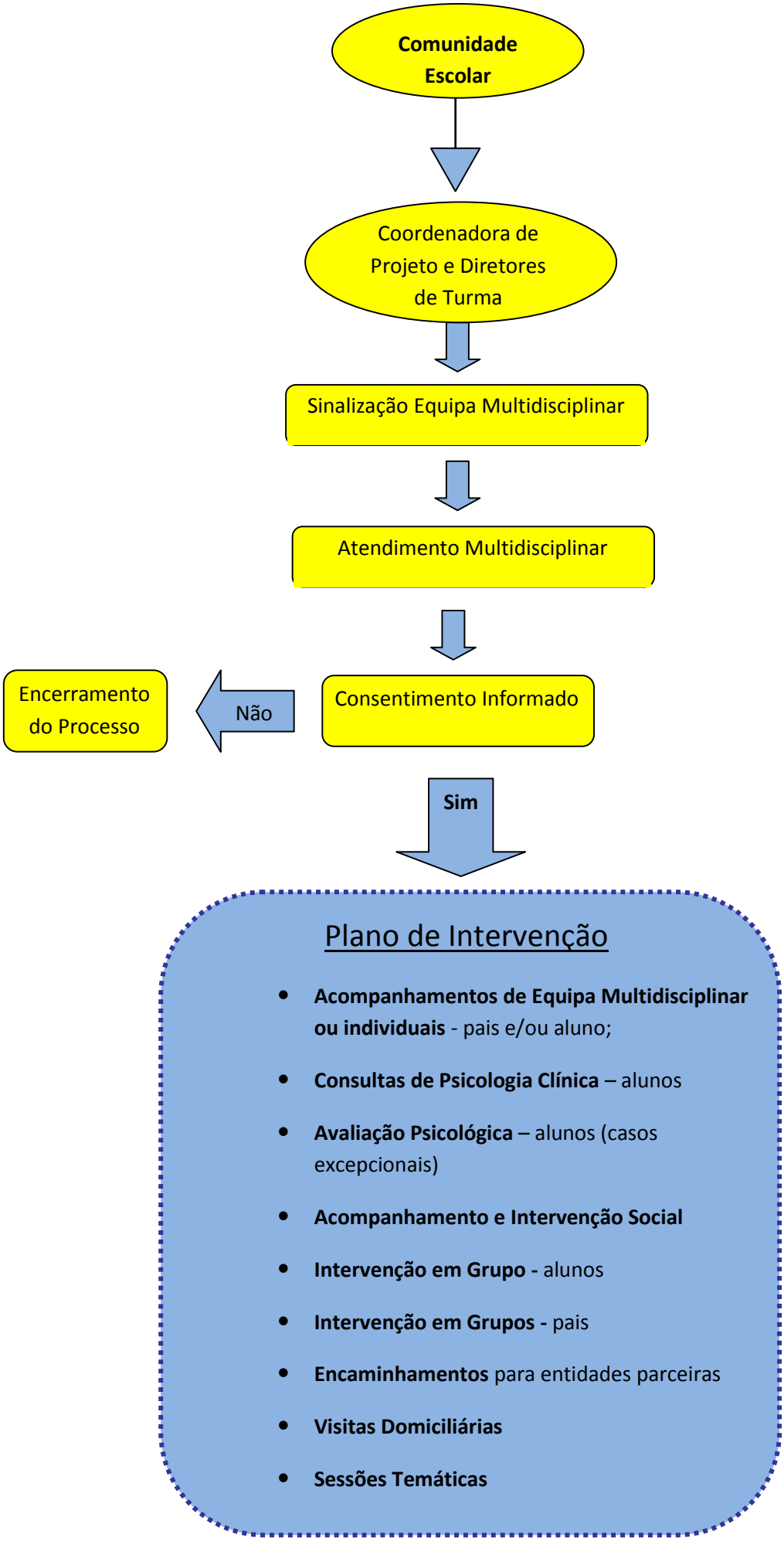Operacionalização Projecto Liga-te