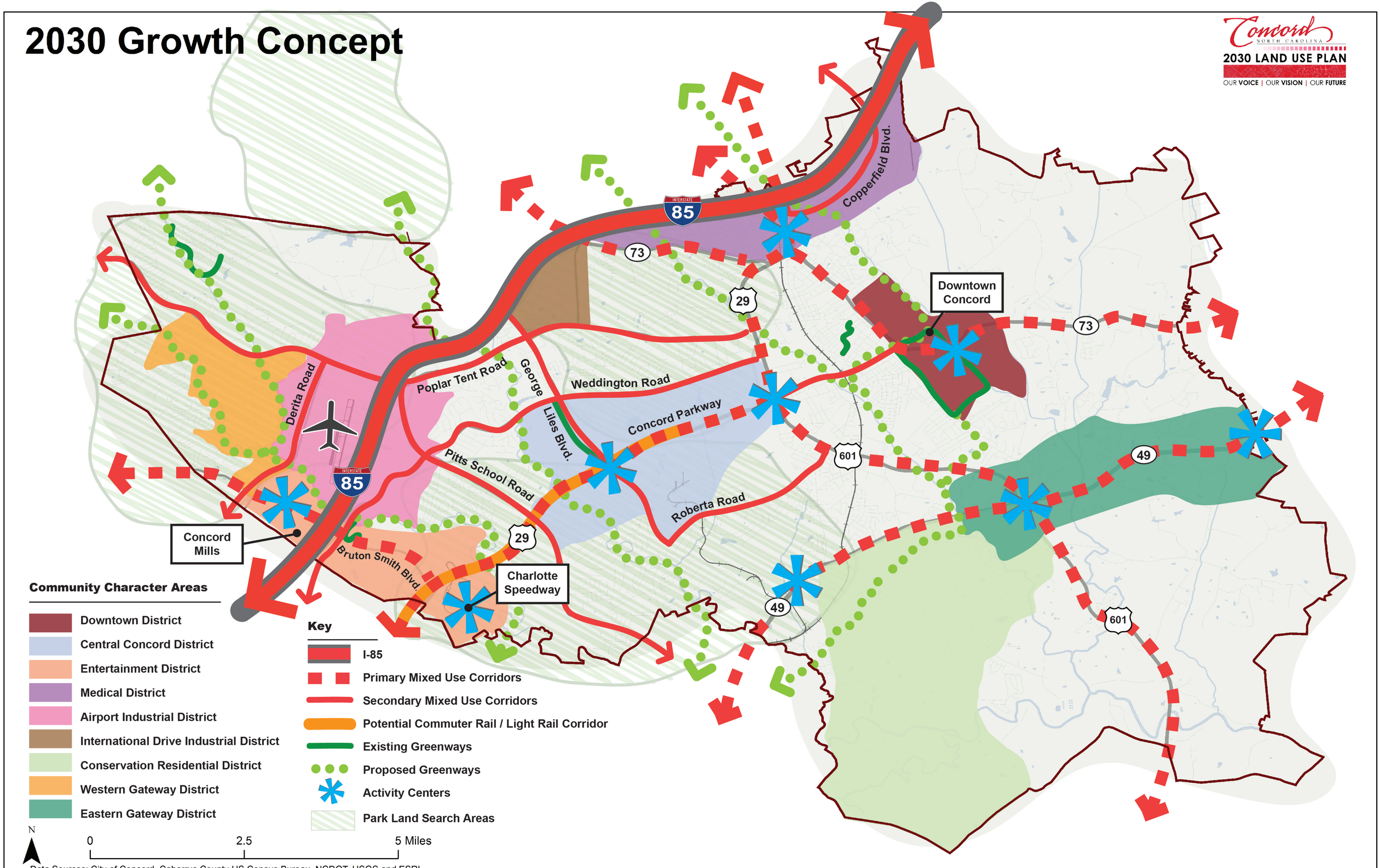2030 Growth Concept