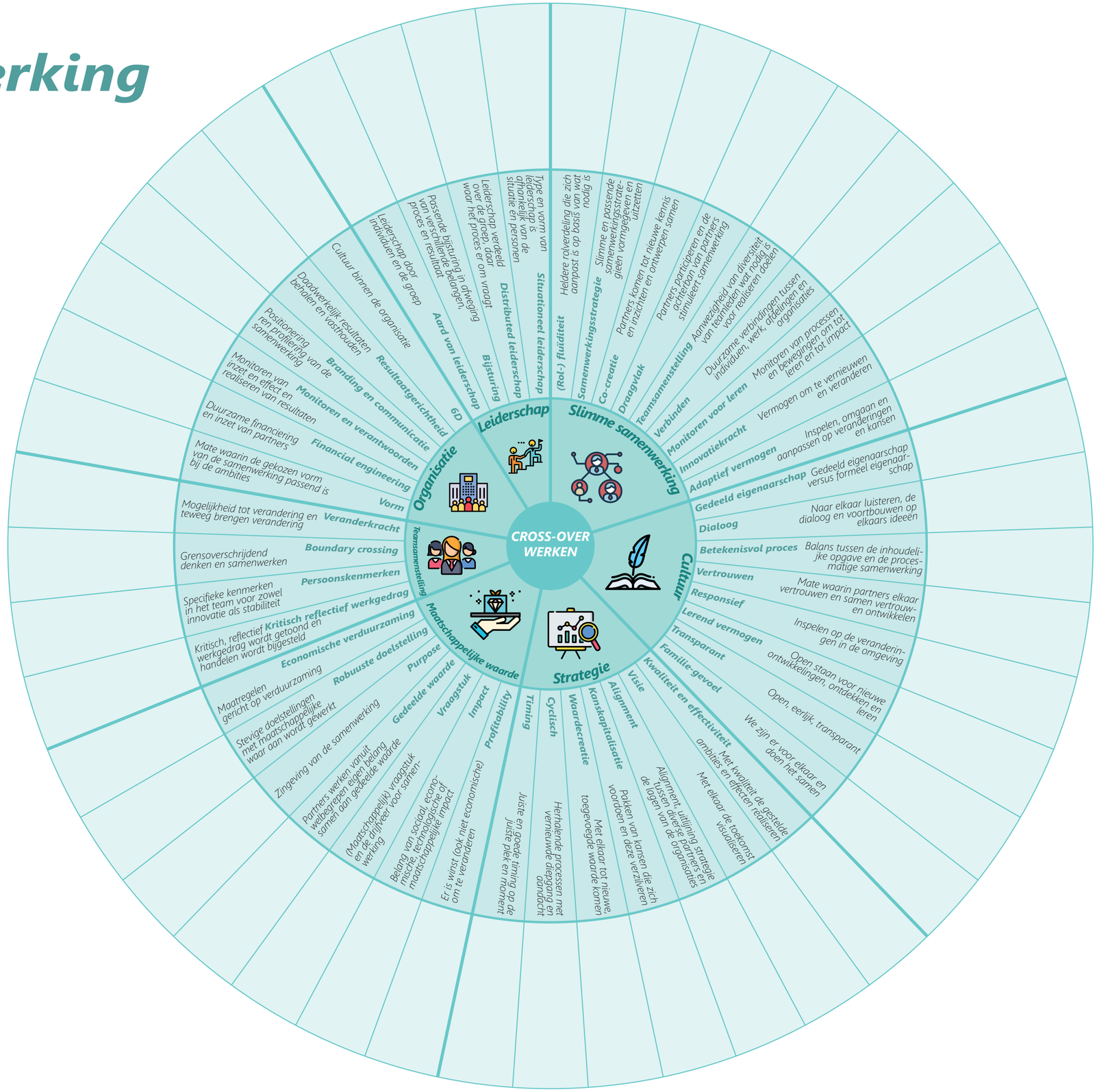Cross-over samenwerking