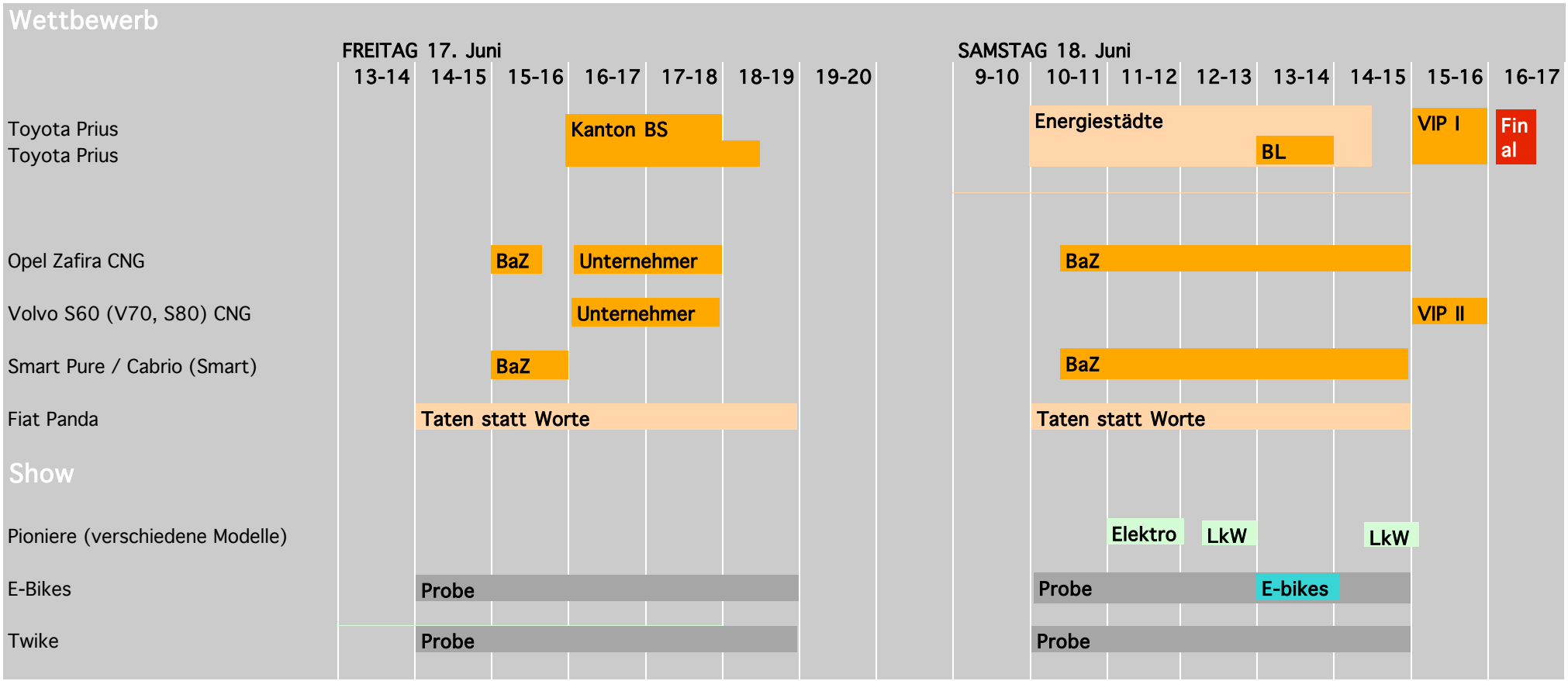Effizienzmeisterschaft: Kategorien und Ablauf