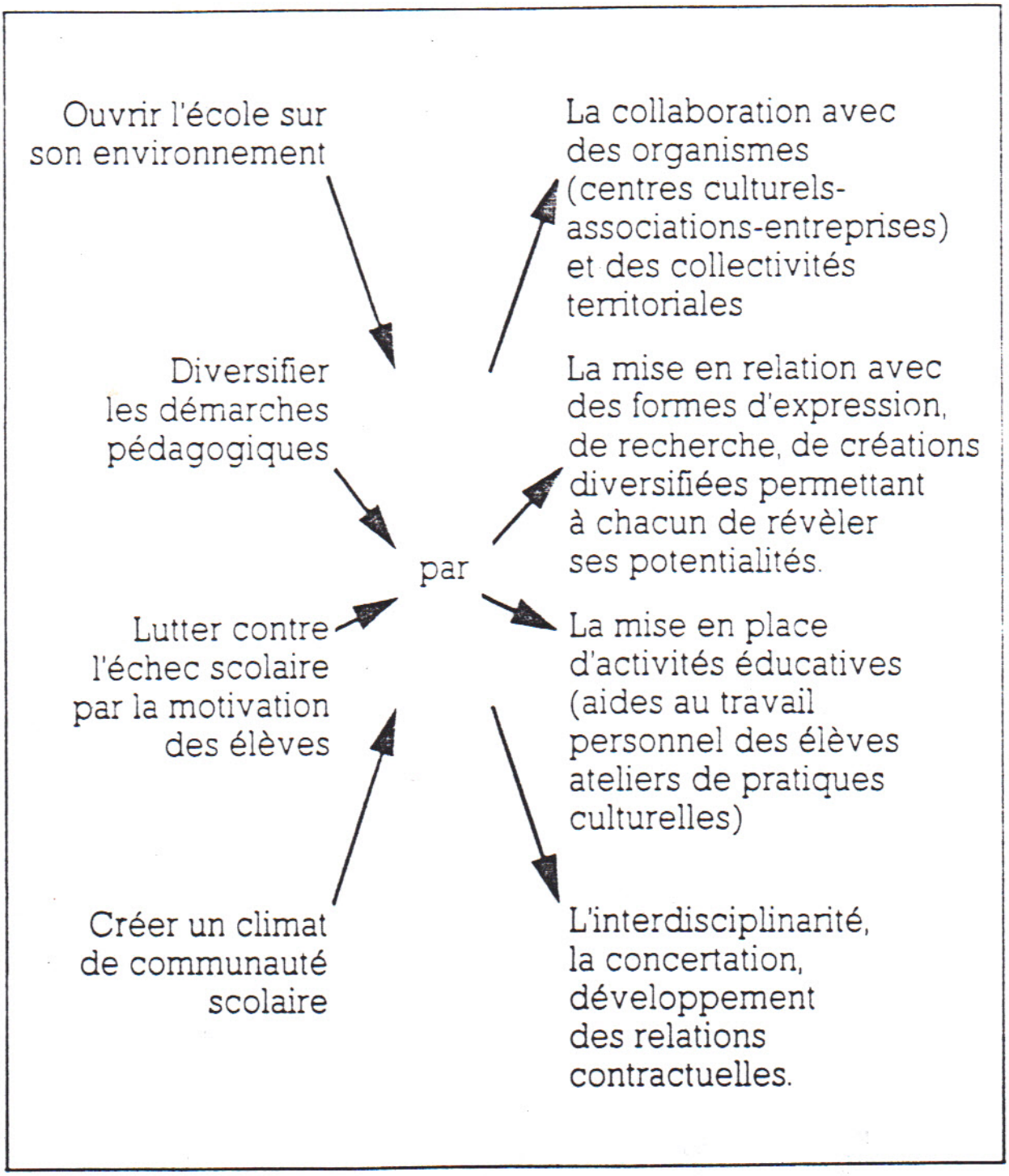OBJECTIFS DEMARCHES