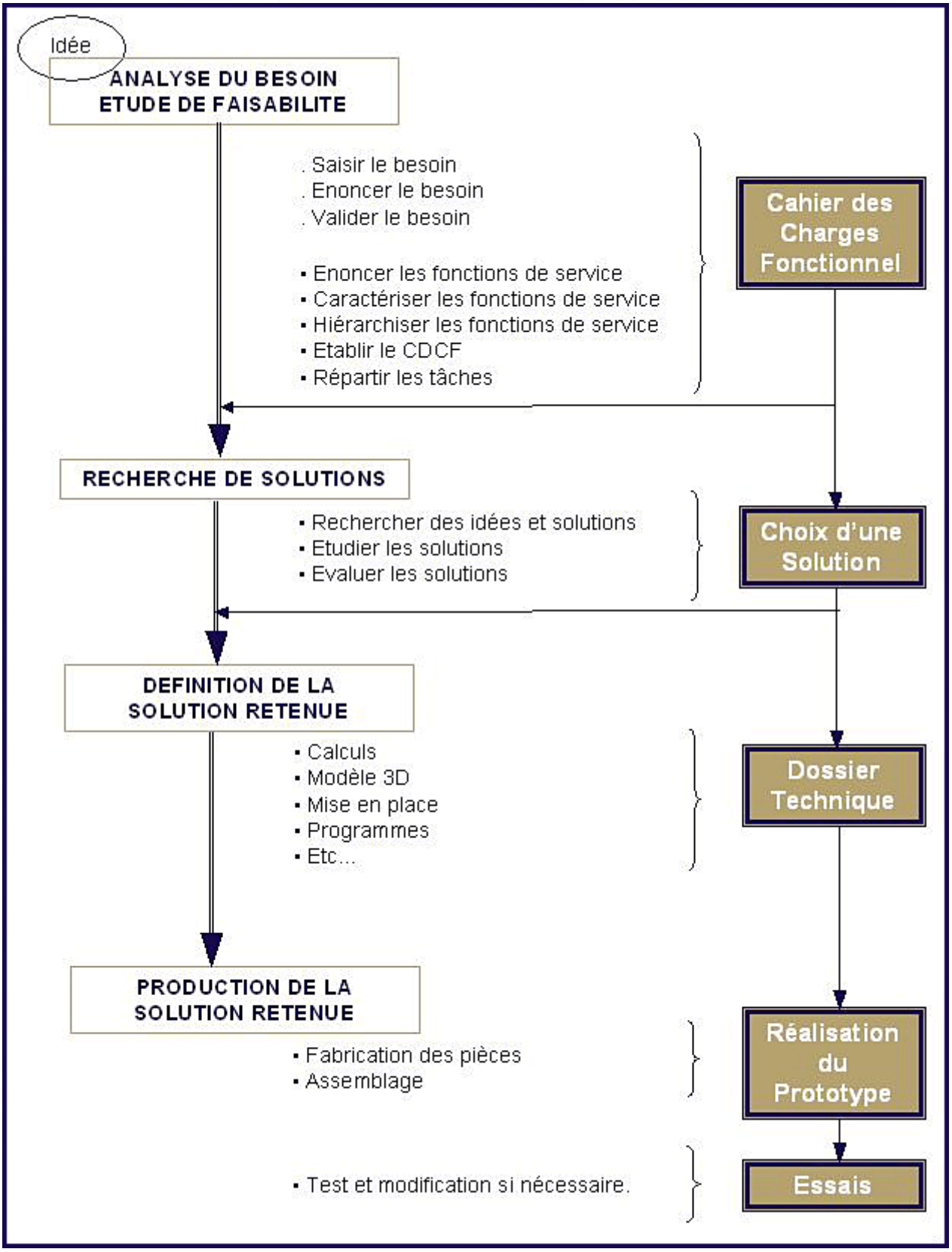LA DEMARCHE DE PROJET