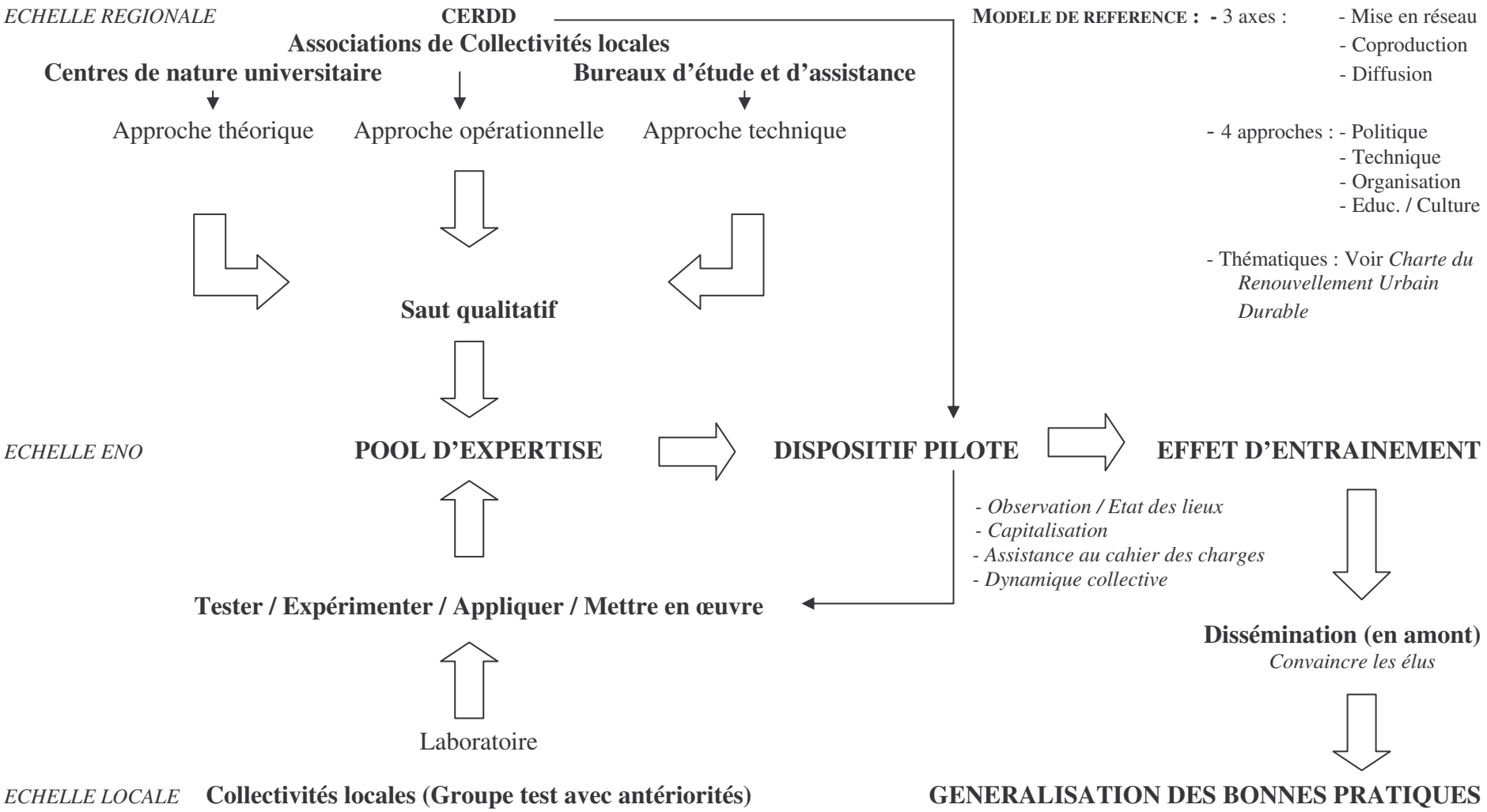Cadre stratégique