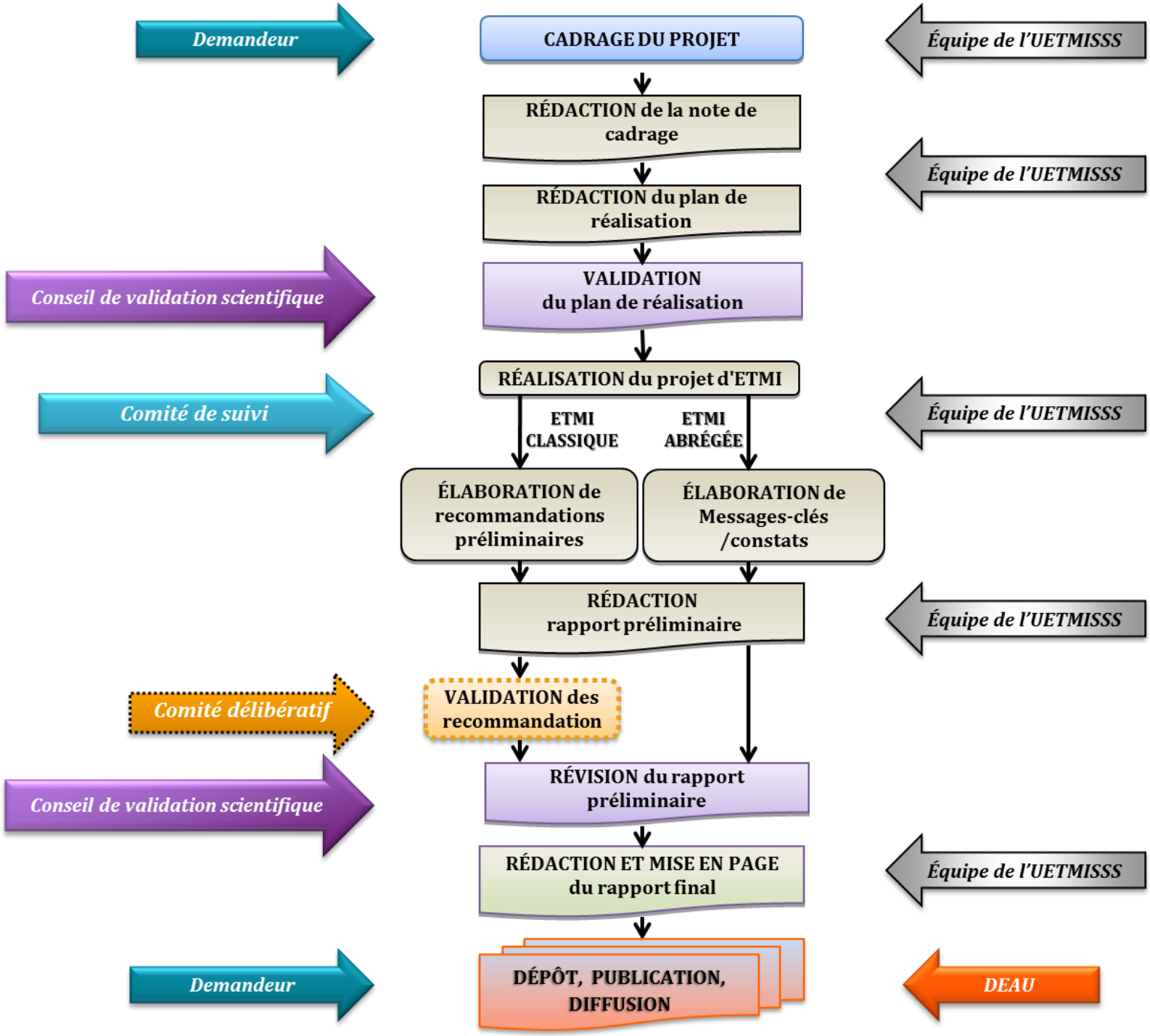Schéma démarche ETMI