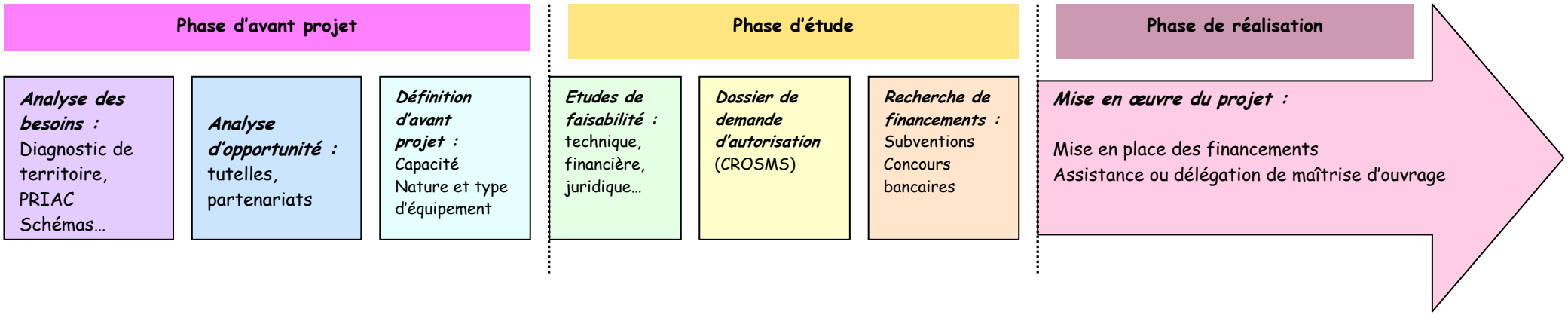La démarche d'accompagnement