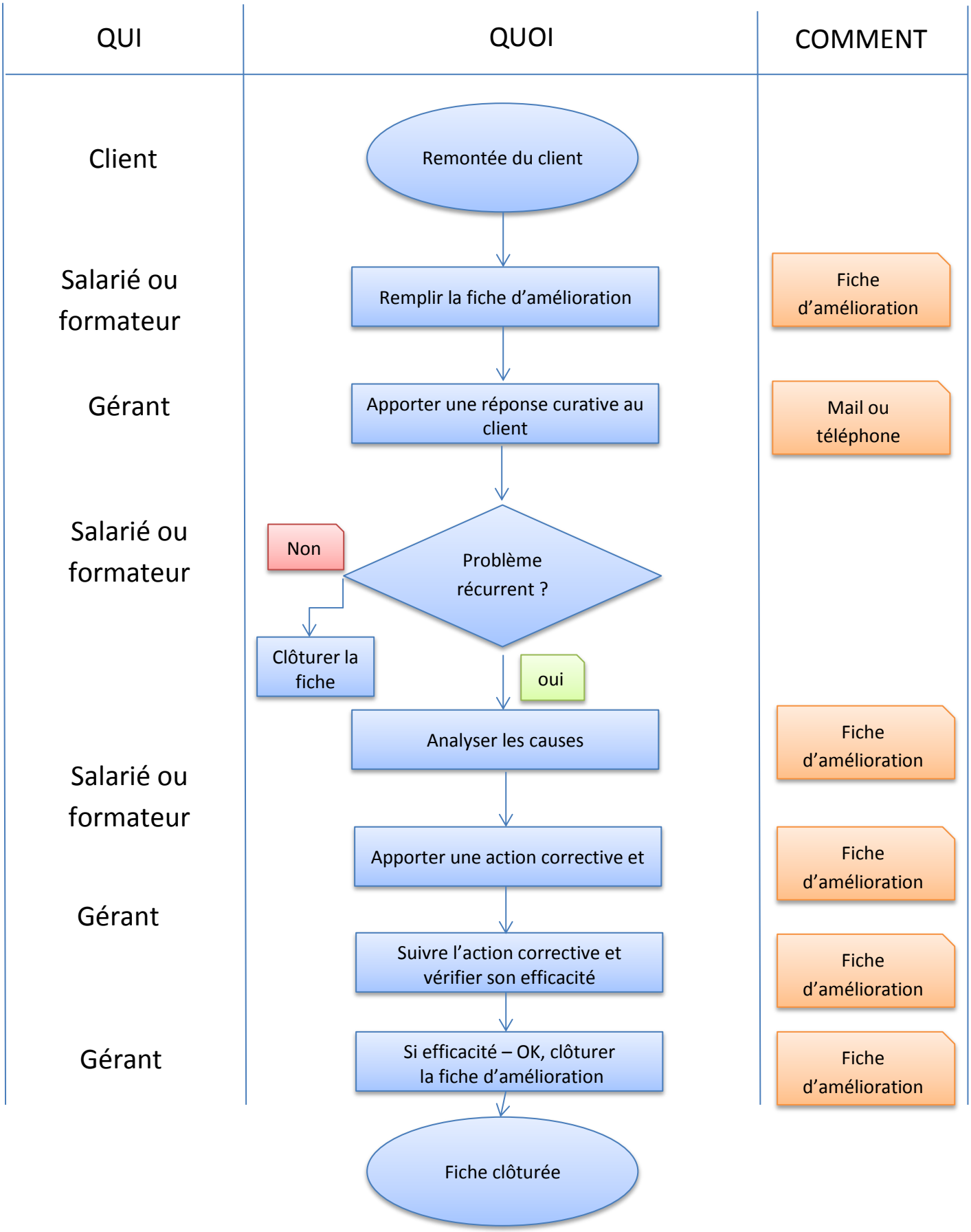Processus d'amélioration continue