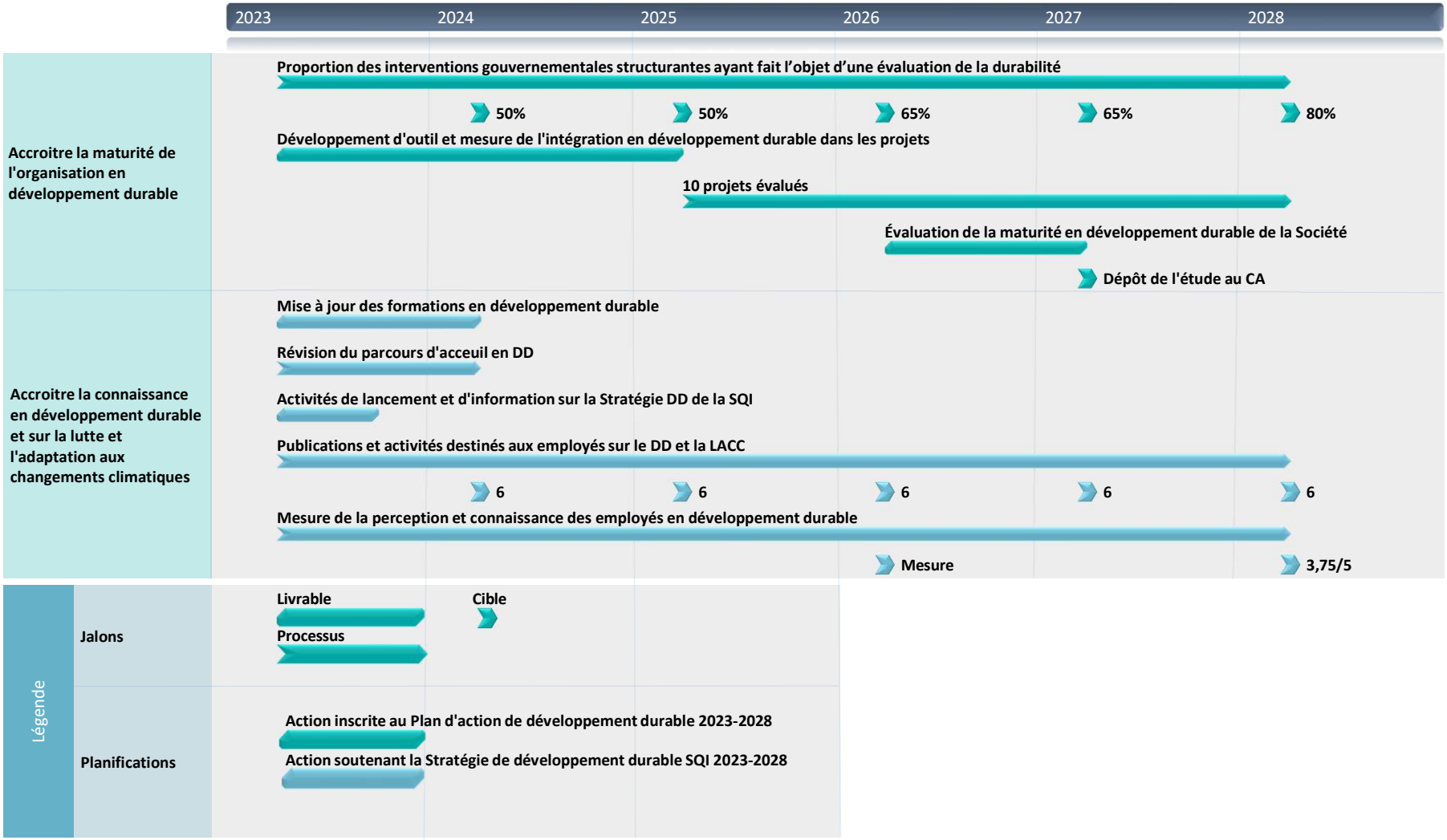Maturité et culture du développement durable