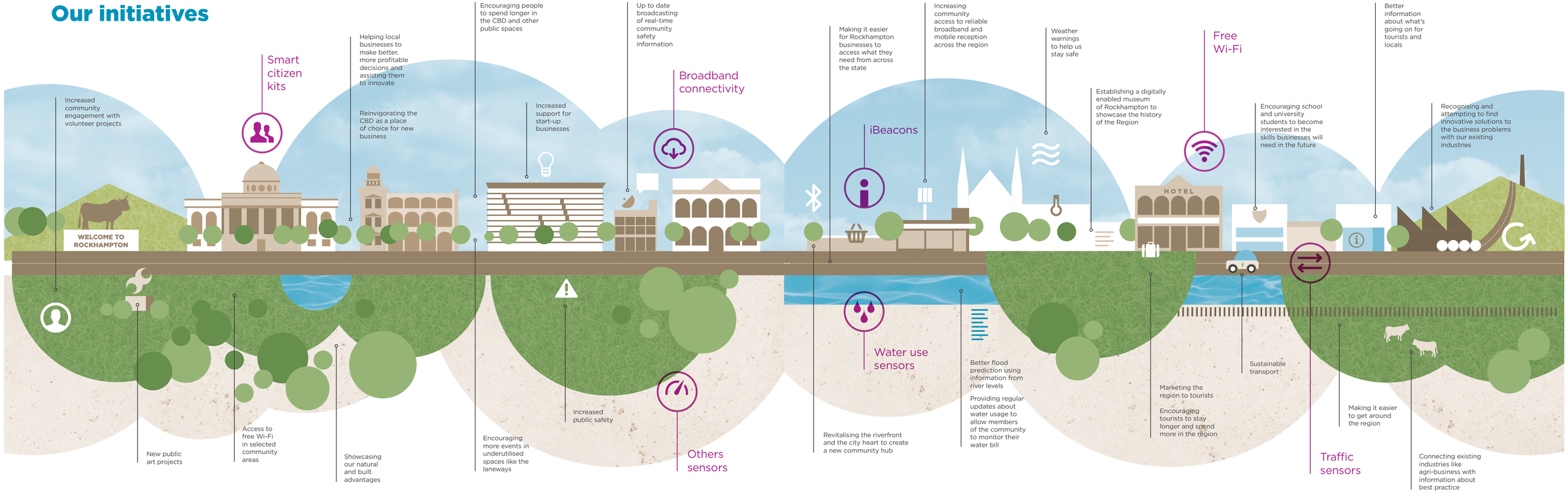Our initiatives