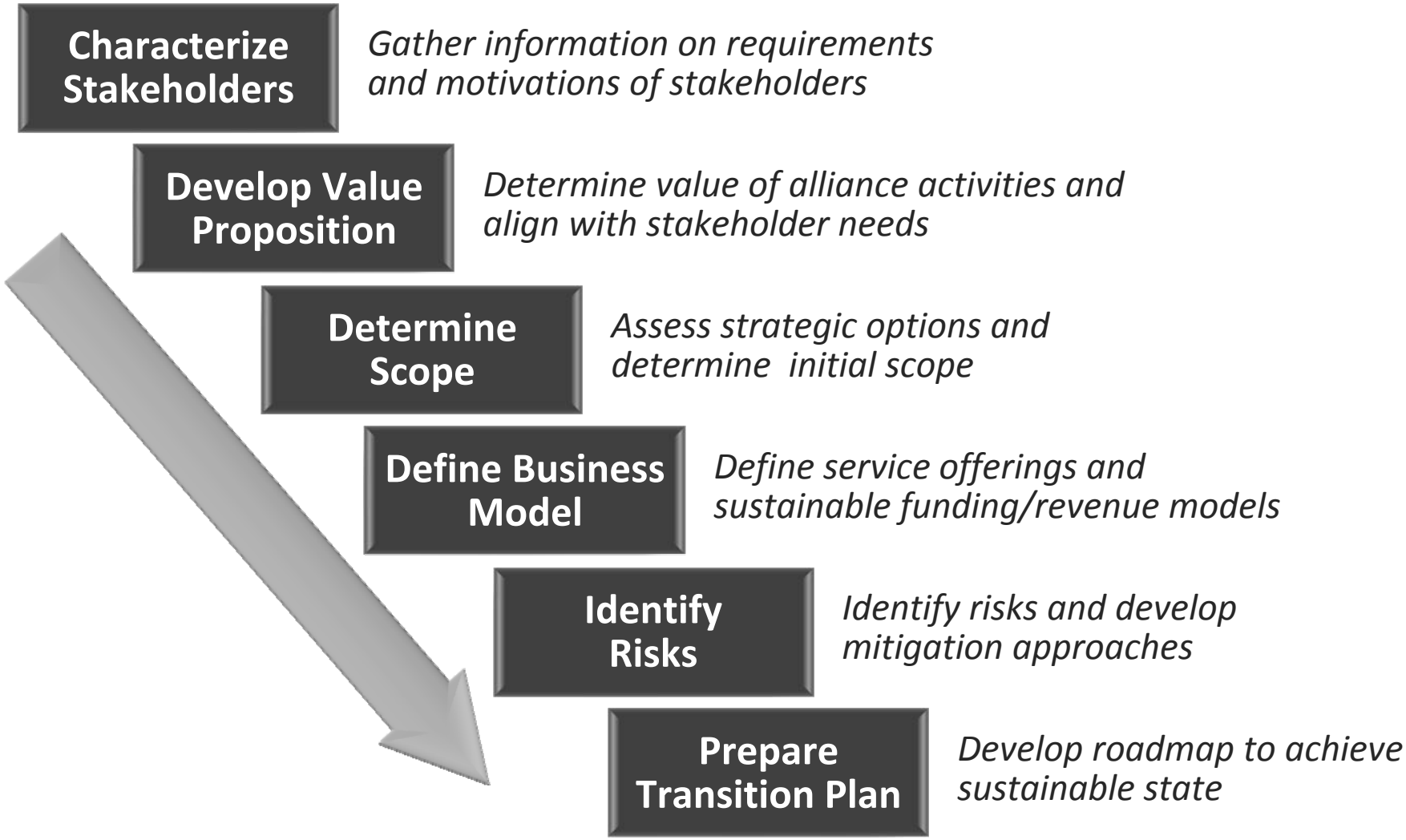Achieving sustainability