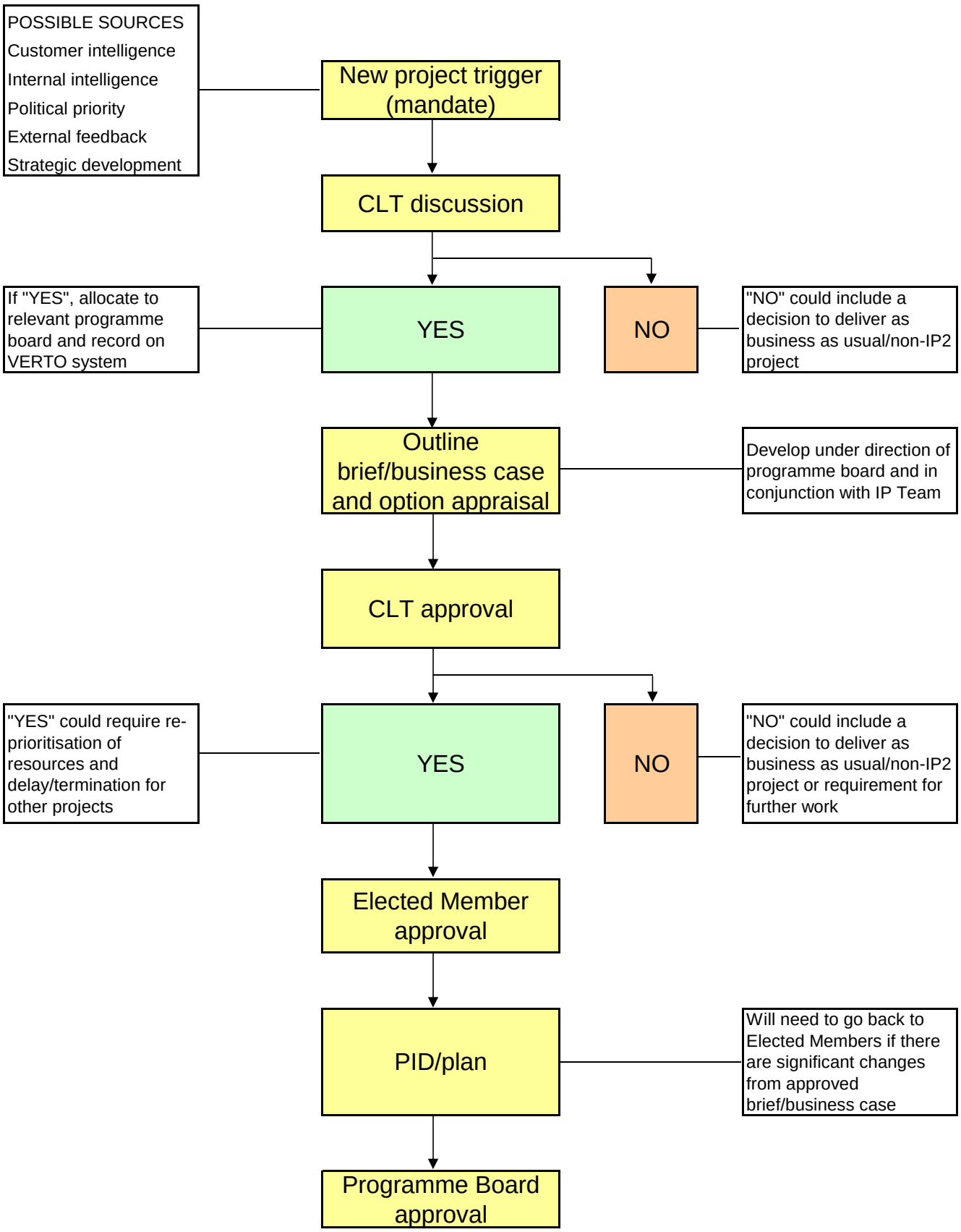Improvement Programme Phase II - project initiation process