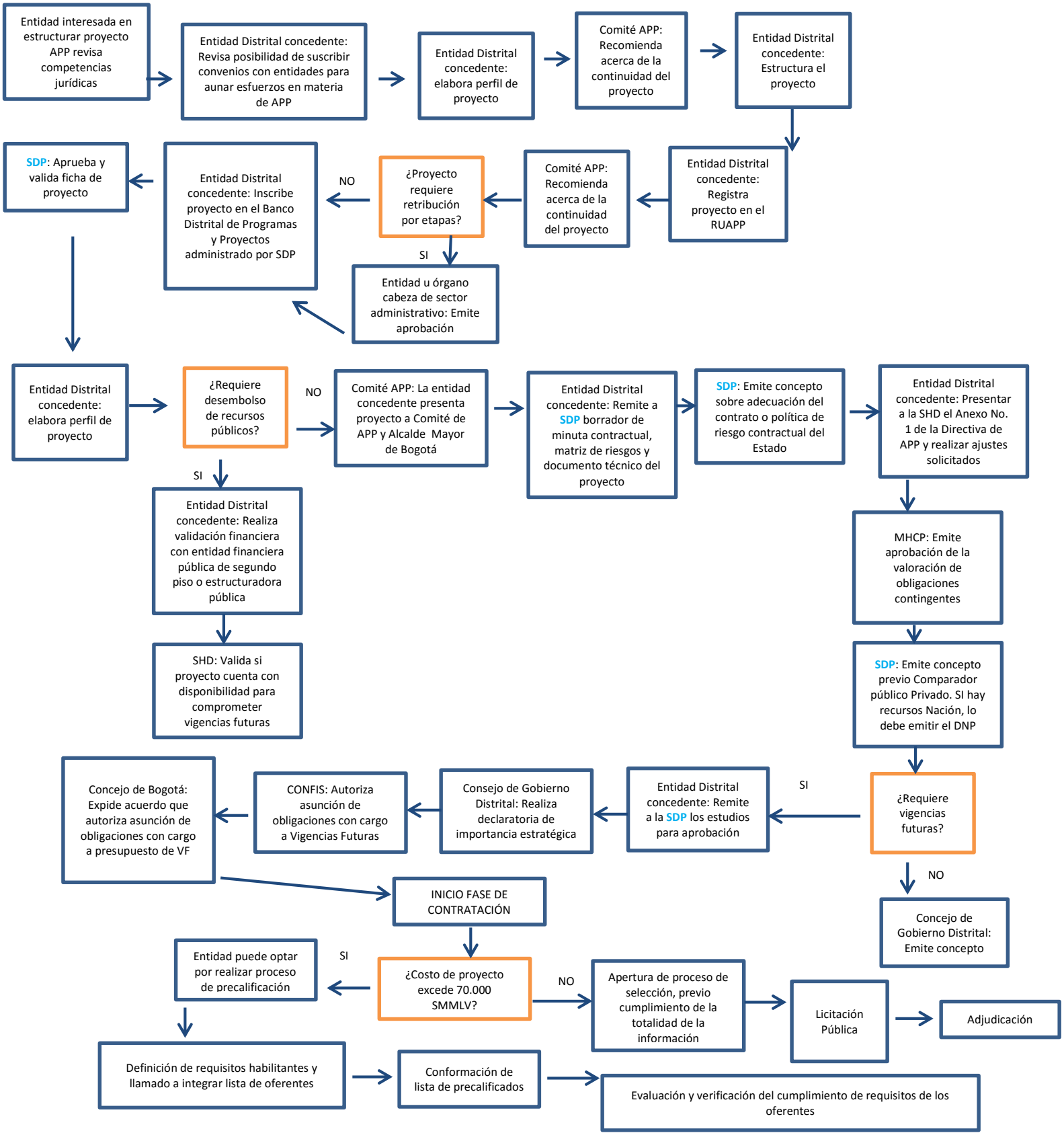PASO A PASO INCIATIVA PÚBLICA