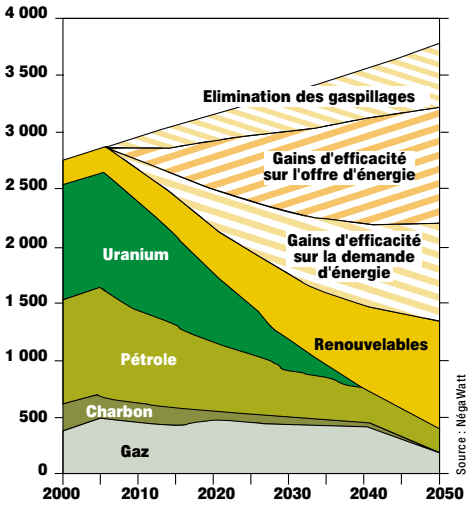Le scénario NégaWatt de consommation