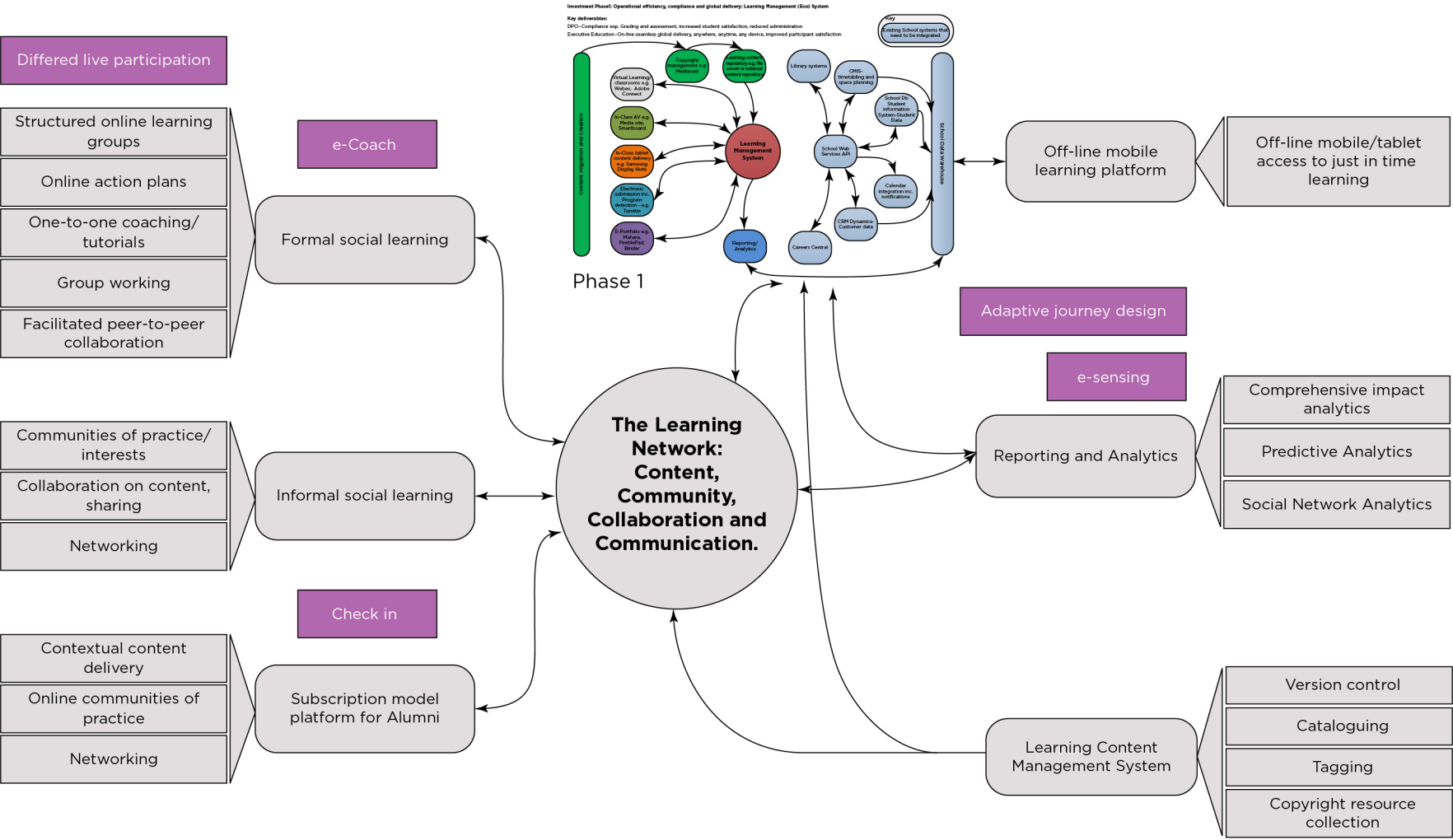Investment Phase 3: Enabling Behaviour Change