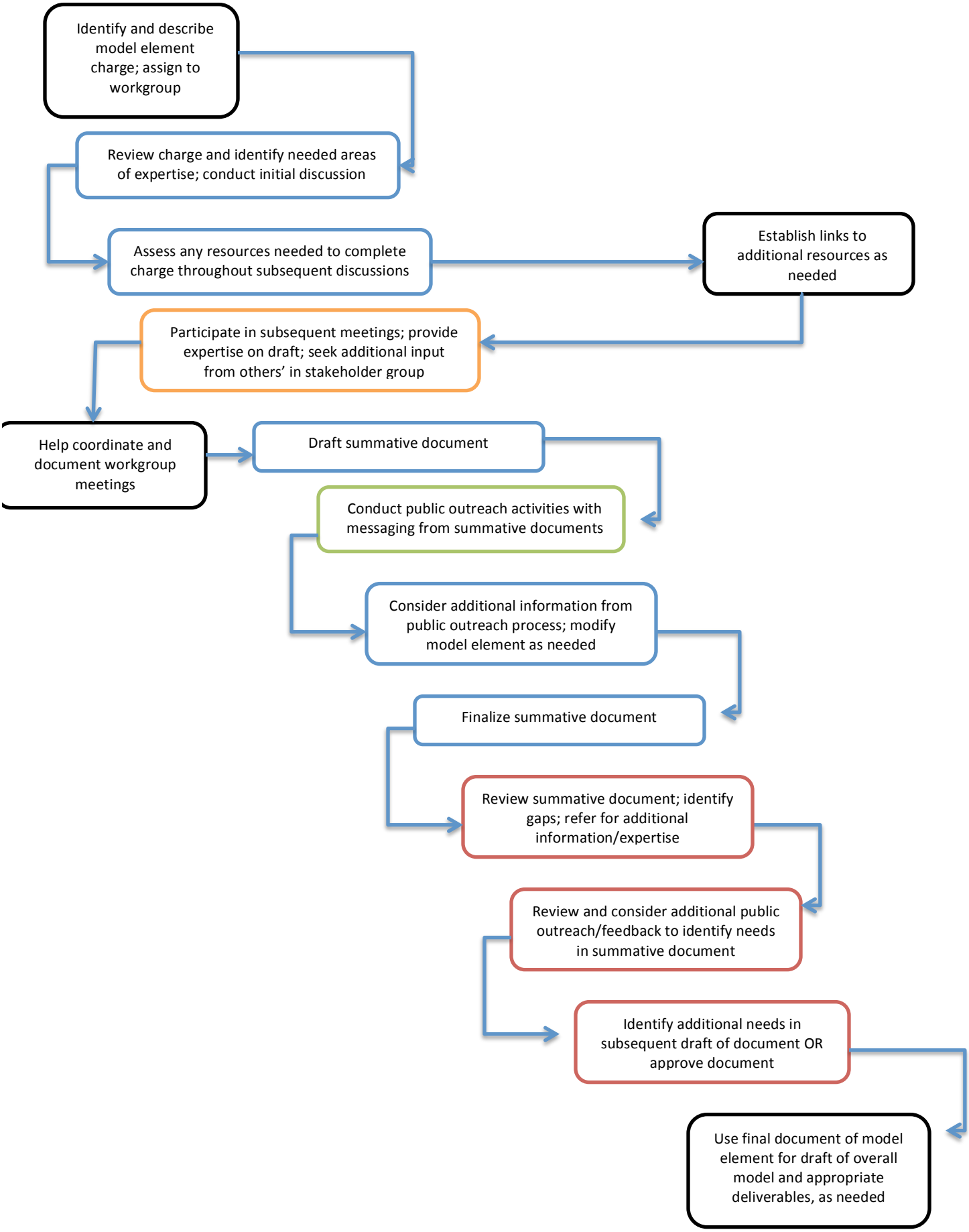SIM Stakeholder Engagement Process