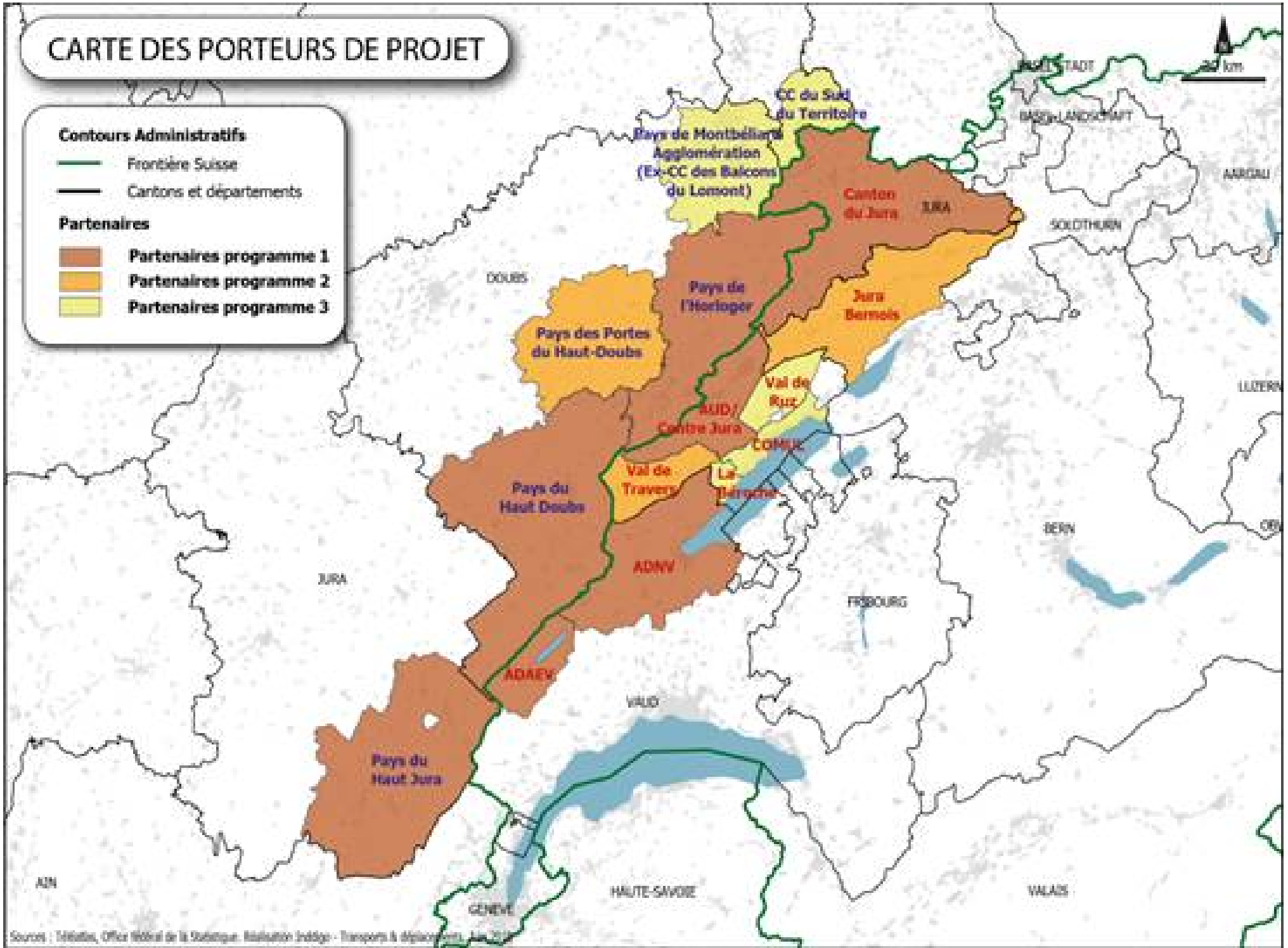projet de promotion du covoiturage sur l'arc jurassien