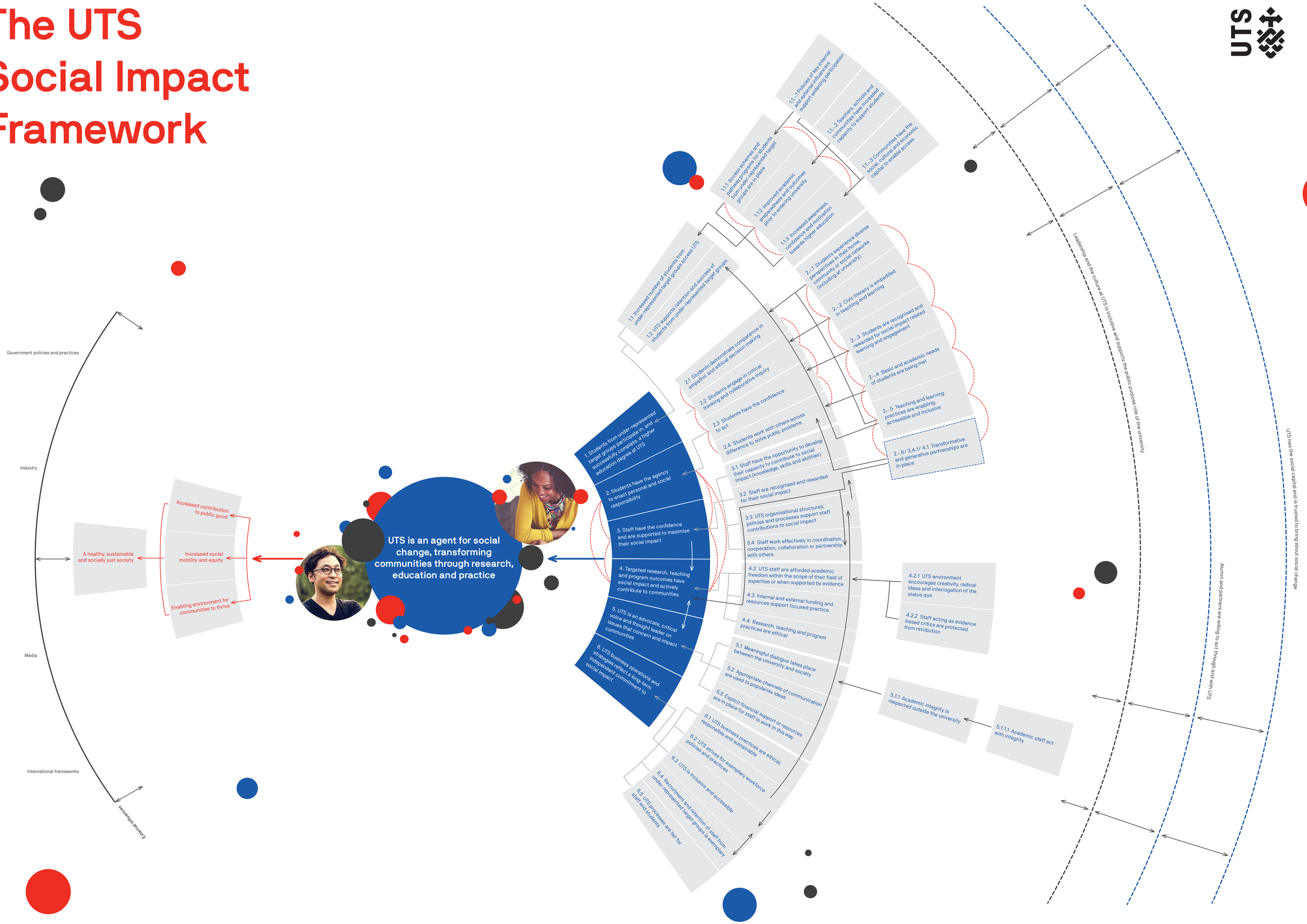The UTS Social Impact Framework