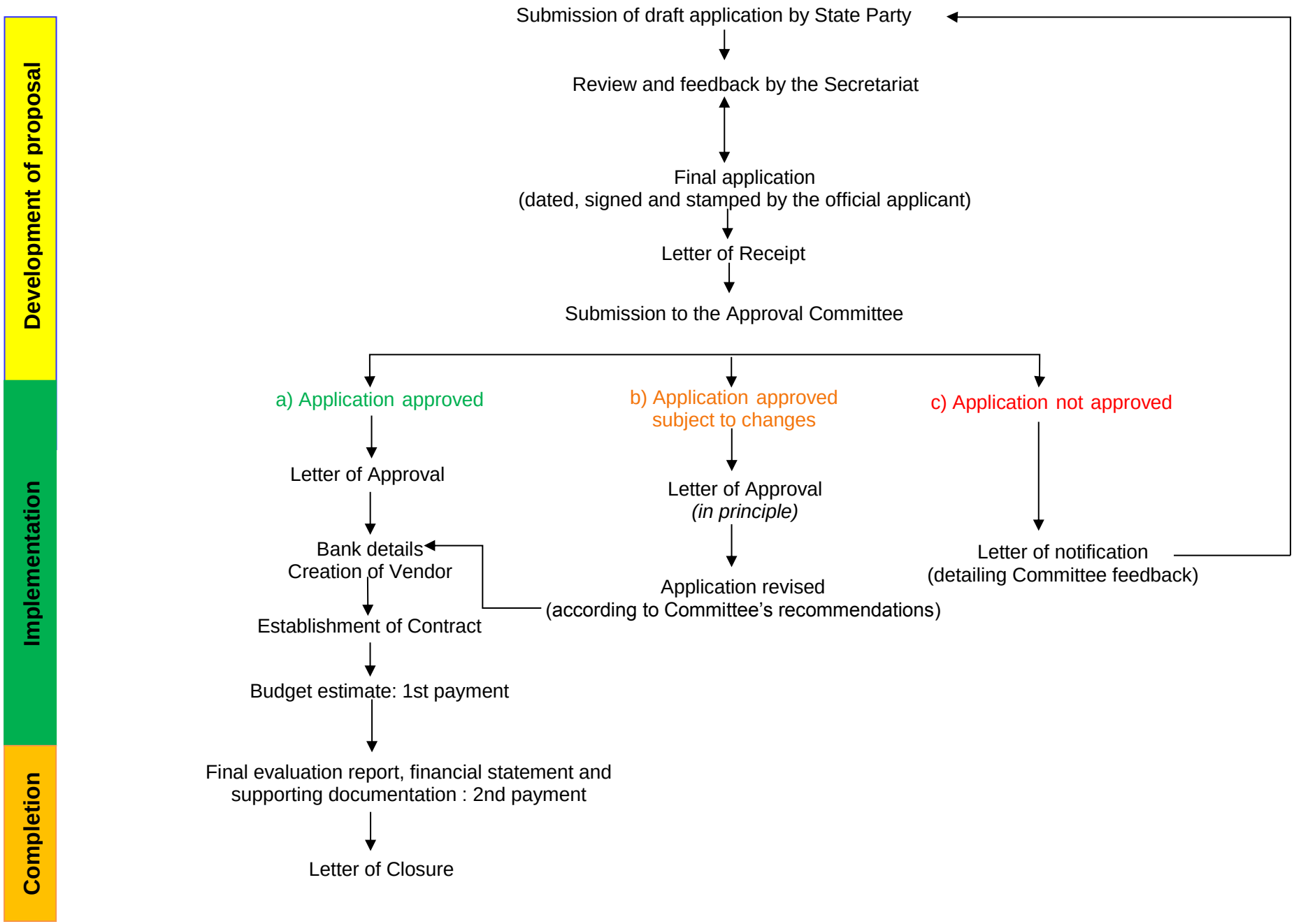UNESCO's Fund for the Elimination of Doping in Sport – Project cycle