



R&D

- the demand side



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Research and Development - the demand side

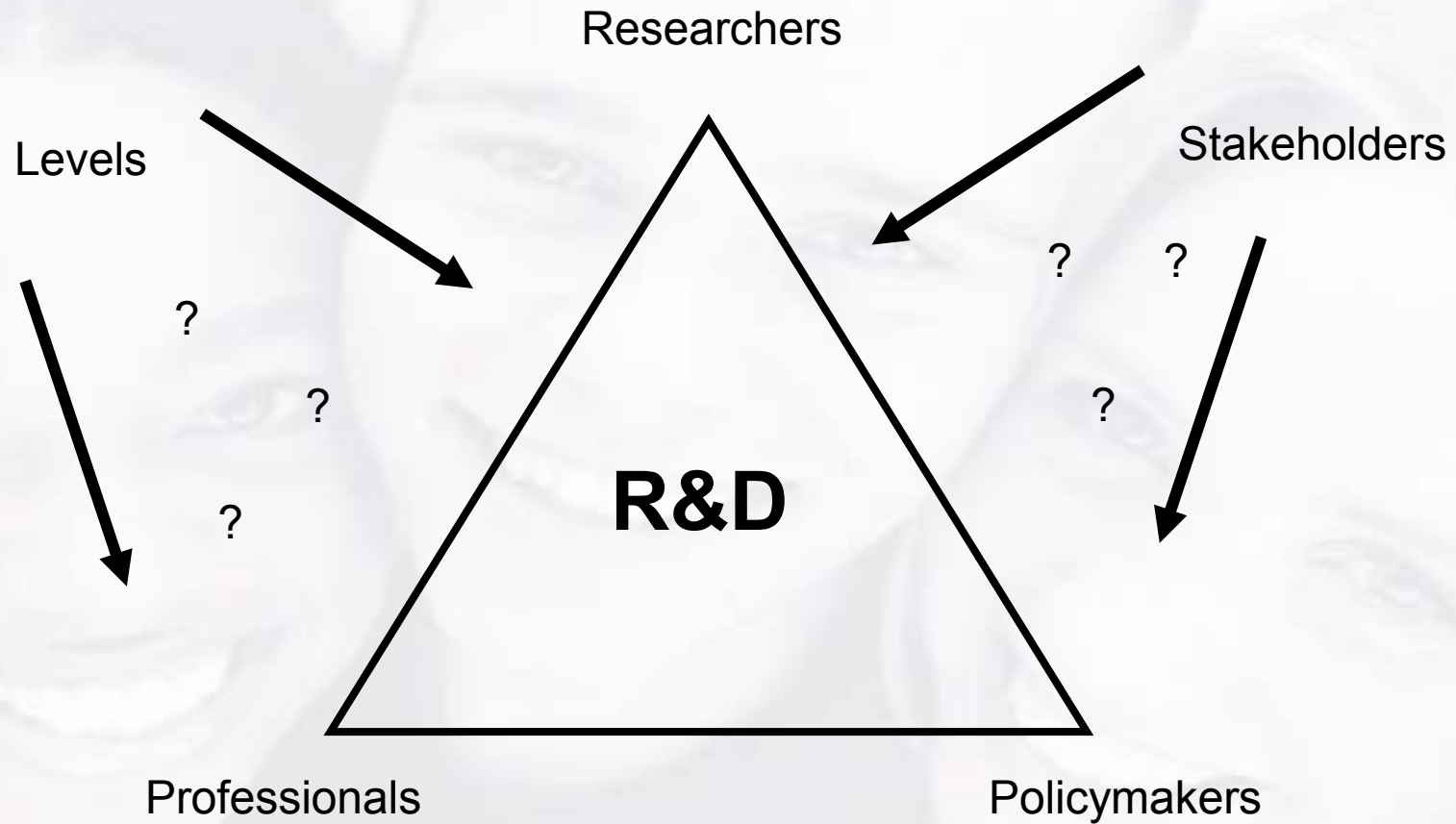


**Tacking Stock
Bern, 2 October 2007**



R&D
- the demand side

The Golden Triangle

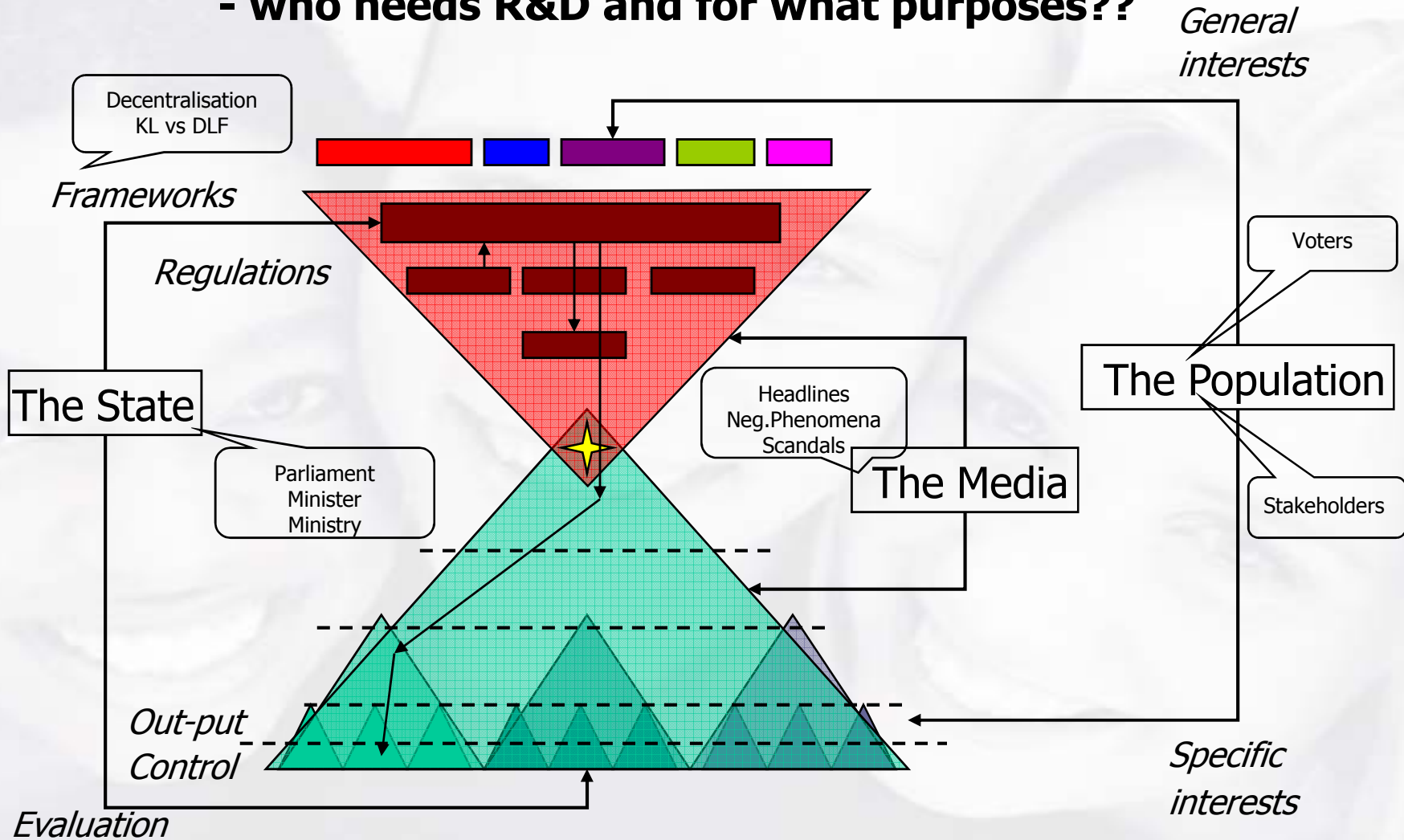




R&D

- the demand side

The Social Context of Change in Denmark - who needs R&D and for what purposes??





R&D

- the demand side



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Improving the Discourse

- **Where are we?**

Developing indicators
Measuring
Describing
Comparing

- **Where do we want go?**

*Who are we?
What are our roles?
Who is doing what and
when?*

- **How do we get there?**

Valuate
What works
Longitudinal studies
Benchmarking