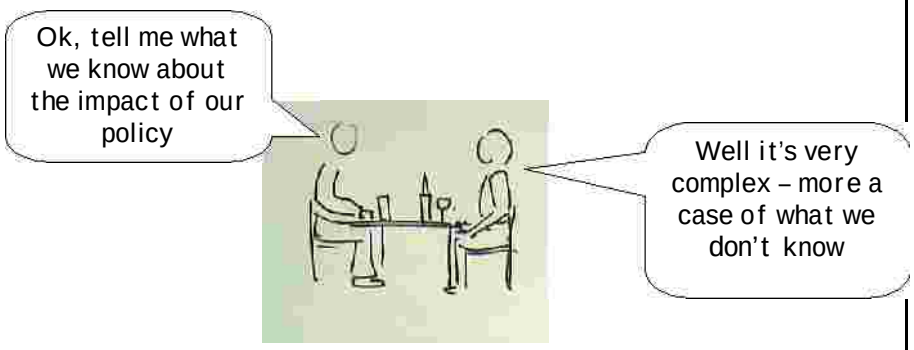
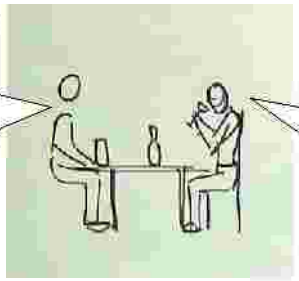
When do known unknowns become unknown knowns?

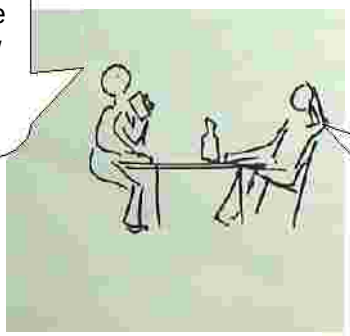


Ok, so tell me what we don't know about the impact of our policy

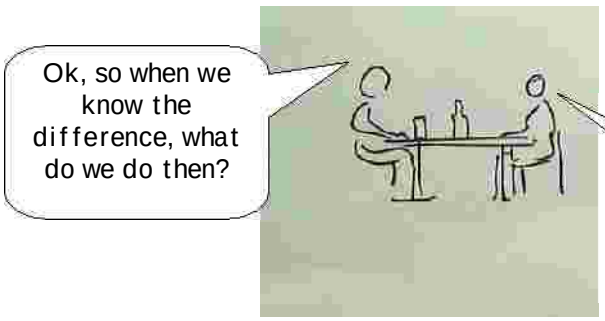


Well actually we can't really say yet what we don't know – that's why we need more research

Ok, so your research will tell me what we don't know about the impact of our policy



Well, at least it might help to see the difference between what we know and what we don't know


Ok, so when we know the difference, what do we do then?
We'll send you the stage 1 invoice