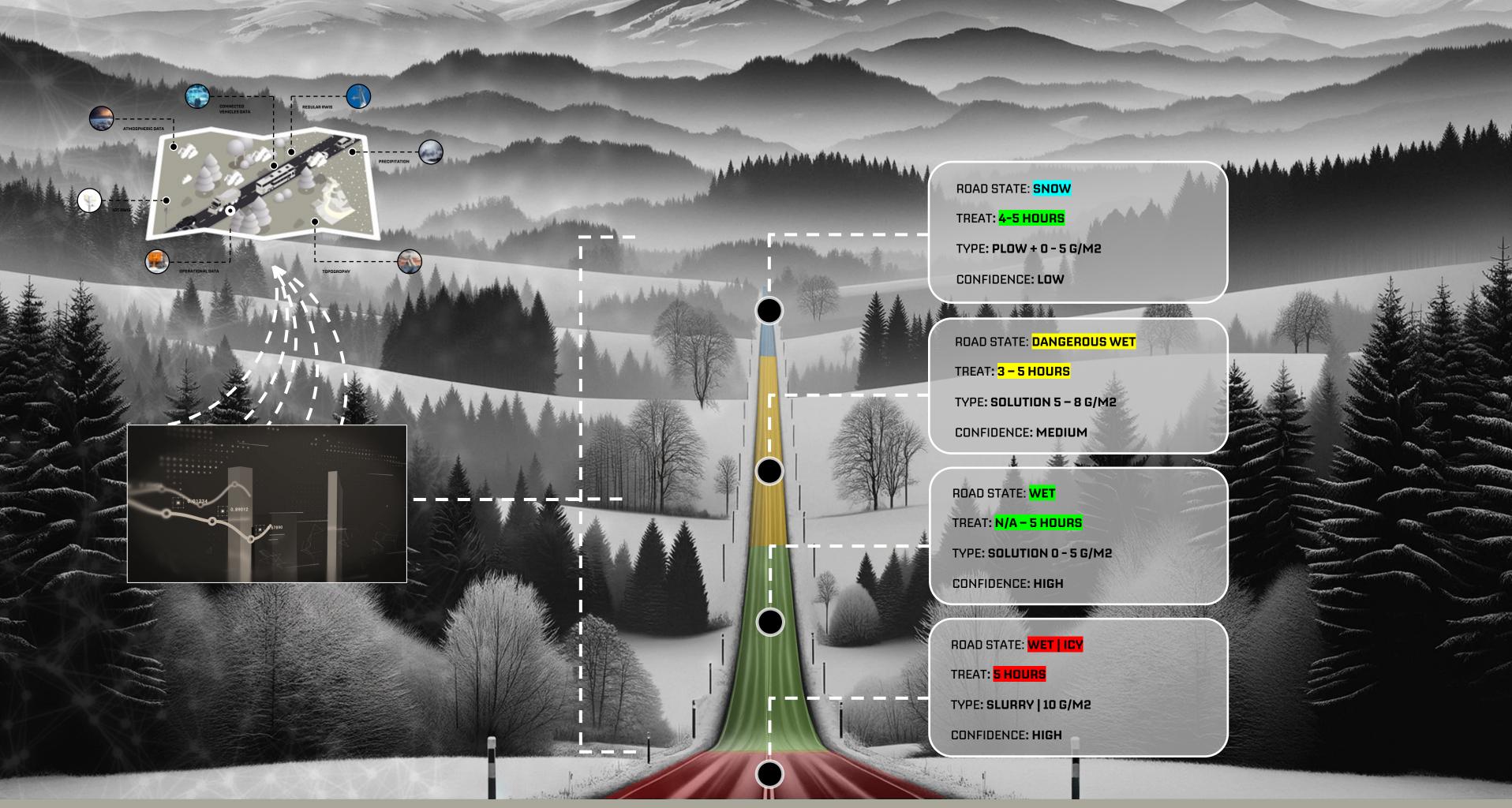


# **ROAD WEATHER INTELLIGENCE**

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### EVERYONE WANT'S TO BE INNOVATORS... IN THE BEGINNING...







# BUYERS

# SUPPLIERS

affected by oth

### COMFORT ZONE

feel safe and in control

> lack self-confidence







### THERE IS NO SIMPLE SOLUTION OF A COMPLEX CHALLENGE





### VÄXJÖ MUNICIPALITY CONCLUSIONS

- Agreement process
- Leaders!
- Focus!
- Payed respect for suboptimized discussions and different views - Different view was handled along the way with respect



