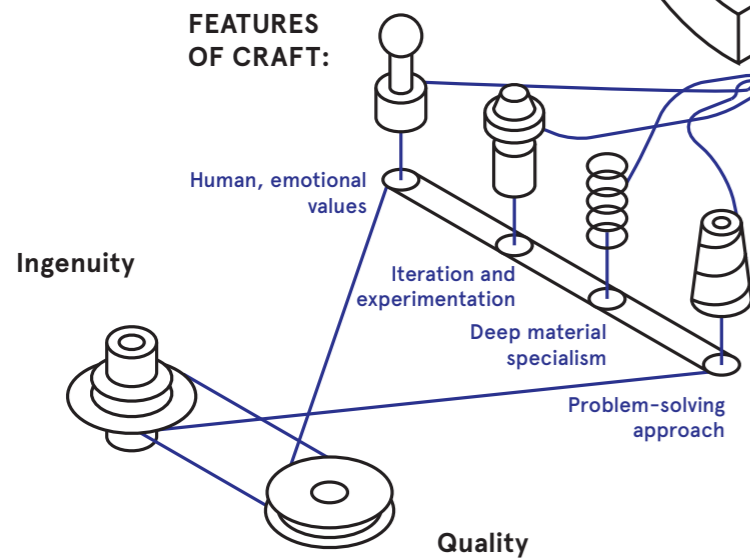


# INNOVATION THROUGH CRAFT: ROUTES TO GROWTH

## UK CRAFT

Offers unique potential due to inherent characteristics

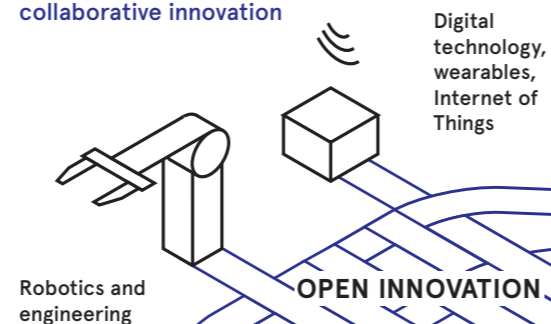


## FUSION

Through collaboration craft skills drive innovation and value creation

## SECTORS

Key technology-based sectors are ripe for collaborative innovation



## BARRIERS

Identified barriers – lack of opportunity, awareness, and training – define areas for investment

## OPPORTUNITIES

Investment will unlock greater quantity and quality of innovation

## FUTURE

CREATION OF NEW MARKETS

ACCESS TO NEW MARKETS

IMPROVED PRODUCTS AND SERVICES

OPEN INNOVATION

COLLABORATION

INVEST IN:

Creating opportunities for collaboration

Raising awareness

Training and education

**DYNAMIC GROWTH OF CRAFT INNOVATION IN THE UK**

Current state

If we invest

When it is deeply rooted in education and industry

HAPPY ACCIDENTS

STRATEGIC DEVELOPMENT

INNOVATION CULTURE

