

Innovative approach to health and safety reducing deaths and injuries around the world.

**Oxfordshire business
enabling communities
to protect themselves
from avoidable harm.**



Every year more than 5 million people die from injuries worldwide. Nine out of ten deaths are in low or middle income countries. It is a tragic death toll, made worse because so many of them are preventable. An Oxford-based business, Safetyknot, is committed to acting to reduce the toll with their innovative approach to the problem. They are nurturing a greater culture of safety amongst the people most affected in countries where little attention is paid to prevention and safety at home and work.

Knowledge is power

The enterprise is the brainchild of founder Katherine Weatherburn. She has developed the business to provide practical safety training and safety support to people at risk of harm, with a aim to prevent injuries in the first place.

"We are driven by the knowledge that people living in poverty are most at risk. We want to empower individuals and communities with the safety knowledge they need to make their daily lives safer and free from preventable injury. So, we package support in ways that are most effective in each country and culture, with information, safety packs, online and face-to-face support. And we work with organisations seeking to help families and workers at risk from injury."



European Union
European Regional
Development Fund



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Support from OxLEP for innovations

To develop the business and its service innovations, Safetyknot took part in the OxLEP Business Innovation Support for Business (ISfB) programme. Katherine Weatherburn was able to get greater insight into what was needed to implement a much more robust business plan.

“It was so helpful” Katherine explained. “ISfB gave me access to a group of knowledgeable and friendly experts that are dedicated to helping my business grow and succeed. The programme helped us to refine our vision and bridge the gap between ideas and execution.”

They were awarded a Go Create Grant by the programme to support a simplified or streamlined version of a mobile phone app which is designed to give practical safety advice for primary caregivers and community construction workers in low- and middle-income countries in Asia.

Safetyknot were able to refine their business approach by selecting the most relevant support available to them including a one-to-one support session to develop their pitch deck and three workshops provided by the ISfB Programme on marketing, finance, and the challenges of business growth.

Looking to the future

The company knows it is a big challenge to address health and safety globally, but they are confident their initiatives are going to make a difference to a neglected area of health in some of the world's poorest countries and communities.

“We aim to empower people through our services and increase their ability to live safely, so that together we can reduce preventable injuries and deaths.”

For more information about Safetyknot Ltd, visit safetyknot.org

Find out how OxLEP Business & Innovation Support for Business (ISfB) programme can help you and your business.

- Go-create grants
- 1:1 support – delivered digitally
- Workshops, seminars & master classes
- Access to expertise, equipment & resources

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