Category	Sectors
Know it — Learning, research and innovation	Research, Education, Training, Specialist Expertise, Analysis, Development, Innovation, Consultancy, Market Research, Intelligence
Build it — Construction and building	Architecture, Design, Surveying, Building Operations, Construction Management, Estates, Facilities Management, Planning, Maintenance, Health & Safety, Civil Engineering, Structural Engineering
Develop it — Science and pharmaceuticals	Bio & Life Sciences, Nutrition, Pharmaceuticals, Chemical Processing, Technology, Science, Robotics, Genetics, Product Development
Make it — Engineering and manufacturing	Engineering – Electrical, Mechanical, Process, Chemical, Maintenance, Manufacturing, Repairing, Production, Materials, Textiles, Food, Drink
Move it — Transport and logistics	Warehousing, Distribution, Logistics, Supply Chain Management, Shipping, Rail, Air, Road, Passenger Transport, Borders, Customs & Excise
Connect it — Digital, technology and communications	Software & Digital Development, IT, Communication Technology, Broadcasting, Web Design & Development, Systems Analysts, Cyber Security, Gaming, Data Management, Media, Language Interpretation
Sell it — Retail and consumer services	Marketing, Sales, Advertising, PR, Retail, Buying, Customer Services, Merchandising, On-Line Selling, Design, Fashion, Beauty
Count it — Financial and professional services	Accountancy, Financial Services, Management, Investment, Economy, Pensions, Legal Services, Insurance, Tax, Debt, Banking, Audit
Visit it — Tourism, leisure, arts and culture	Arts, Tourism, Entertainment, Sport, Travel, Culture, Photography, Events, Accommodation, Lifestyle, Heritage, Leisure, Hospitality
Care for it — Health, social care and public services	Nursing, Medicine, Healthcare, Social Care, Social Work, Therapy, Fitness, Emergency Services, Animal Welfare, Public Services
Give it — Charitable and voluntary services	Charities, Volunteering, Social Action, Poverty, Youth, Elderly, Environment, Community Cohesion, Faith, Fundraising, International Aid
Sustain it — Energy, environment and agriculture	Energy, Utilities, Renewables, Farming, Forestry, Mining, Environmental, Agriculture, Fishing, Animals, Ecology, Conservation