In 2020, the measures taken to counteract the health effects on society affected the economy of this sector

There are twelve million people who are dedicated to artisanal production

70% are women who often learn the trade at a young age

Each of these women is the economic pillar of their families

Ensamble Artesano is a collaborative and social entrepreneurship platform for the economic reactivation of the artisan sector in Mexico which was affected by the effects of social distancing due to the COVID-19 pandemic.

This non-profit initiative is made up of Fundación Haciendas del Mundo Maya and Taller Maya, developed in partnership with México Territorio Creativo, Design Week Mexico, Caralarga and Estafeta. With the advice of Igeneris and the United Nations Development Program in Mexico (UNDP).

The main objective is to strengthen the work and artisan activity of women and men who were affected by the economic uncertainty after the sanitary emergency was decreed in Mexico.
Thanks to the generosity of foundations and organizations that joined the platform with donations to reactivate and promote artisanal production in Mexico, Ensamble Artesano, in collaboration with 36 allied organizations that work formally with artisan groups in 18 states of the country, was able to finance the production and artisan work of a limited edition collection and develop an online trading platform for its sale with the aim of having financial capital to continue strengthening the sector.
Based on this precedent, today more than ever we work under the belief that collaborative networks are the way to build better opportunities and based on the use of transformation tools such as design.
A NETWORK OF OPPORTUNITIES
Solidarity for the maintenance of the value chains
18 States of Mexico

36 Allied Organizations

+2700 Artisans

+700 Designs

+15000 Pieces

TEXILE - VARIOUS
HAMMOCK WARP
PEDAL LOOM
WAIST LOOM
EMBROIDERY
STONE AND LAPI DARY
POTTERY AND CERAMICS
SEEDS
PAPER
METALWORK
WOOD
LACQUERS
NATURAL FIBERS
CHAQIRARA
LAPI DARYA
OTHERS
Allied Organizations

+18 designers

Martin Salido-Orcillo y Antonio Bravo | Diego Hernández Beauroyre | Lilia Corona y Rodrigo Lobato | Jimena Beauroyre | Lilia Corona y Rodrigo Lobato | Jimena Valenzuela Solís | Alejandra Sarmiento | Mariangeles Raygadas y Mario García Torres | Vannesa Guckel | Raúl López de la Cerda | Mari Carmen Angoitia | Walther Santiago Alcalá | Carmen Rion | Andrea Velasco Verónica González | Natalia Tannenbaum Brenda Herrera y Ana Paola Sánchez | Melissa Ávila
Participation

States
- Chiapas
- Oaxaca
- Yucatán
- Puebla
- Jalisco
- Guerrero
- Campeche
- Nayarit
- Michoacán
- Hidalgo
- Estado de Mé.
- Querétaro
- Chihuahua
- Tabasco
- Guanajuato
- CDMX
- Quintana Roo
- Tlaxcala

Techniques
- Textile - Various
- Hammock Warp
- Pedal Loom
- Waist Loom
- Embroidery
- Stone and Lapidary
- Seeds
- Paper
- Others
- Metalwork
- Wood
- Lapidaria
- Lacquers
- Natural Fibers
- Chaquira
- Pottery and Ceramics
STRATEGIES AND SCOPE OF GOALS
Communication and sales
Communication

Digital channels

**Audience**

+18K followers

**Achieved goals**

Promotion and networking
Community
Positioning
Conversion

Instagram
Facebook
WhatsApp
E-mail marketing
Online store launch: October 9th

+44,000 users
+42,000 new users
+ 7,000 user returns

Average session
3: 53 min.

International positioning

<table>
<thead>
<tr>
<th>United States</th>
<th>Argentina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>Colombia</td>
</tr>
<tr>
<td>Chile</td>
<td>France</td>
</tr>
<tr>
<td>Peru</td>
<td>Canada</td>
</tr>
</tbody>
</table>
Press and Media
Digital and print coverage
Commercial platforms
Online store

Limited Edition Collection
798 sku
+13 K pieces

Categories
489 Home
192 Fashion
16 Kids
101 Collectible pieces

Delivery logistics
4 collects from production

September
October
November
February 2021

5835 Pieces sold in 12 months
Trading platforms
Showroom y Commissions

Showroom CDMX  Kaluz Museum Shop  Showroom Santa Ana
LIMITED EDITION COLLECTION
+13 thousand artisanal pieces
Design and local production that impacted in more than 2,700 families in Mexico
AN INITIATIVE OF

THANKS TO THE DONATIONS OF

WITH THE ADVICE OF
Ensamble Artesano

www.ensambleartesano.org