

Ensamble Artesano

Impact Report 2020



MÉXICO
TERRITORIO
CREATIVO

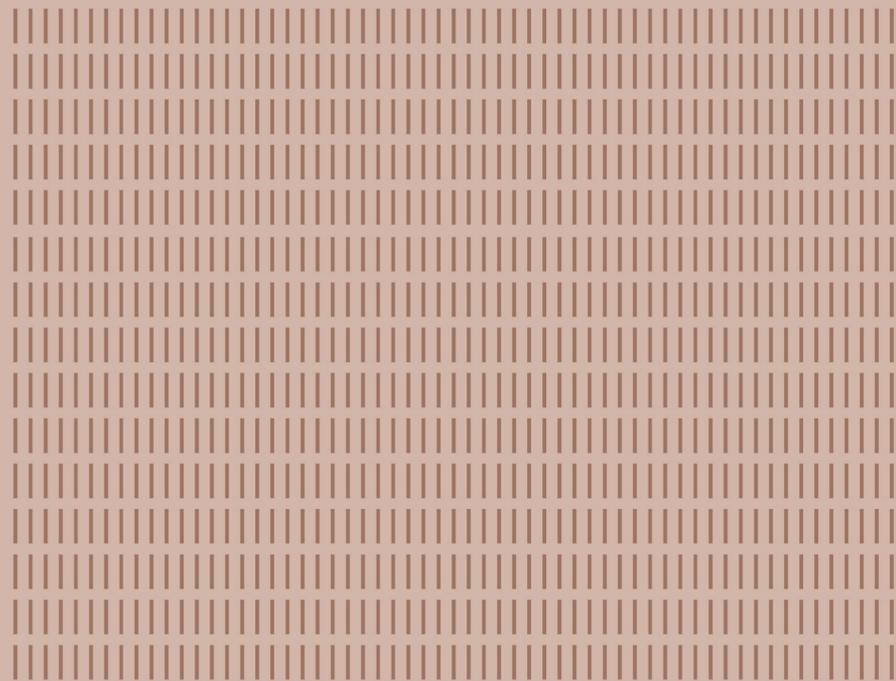
Design
Week
Mexico



estafeta[®]

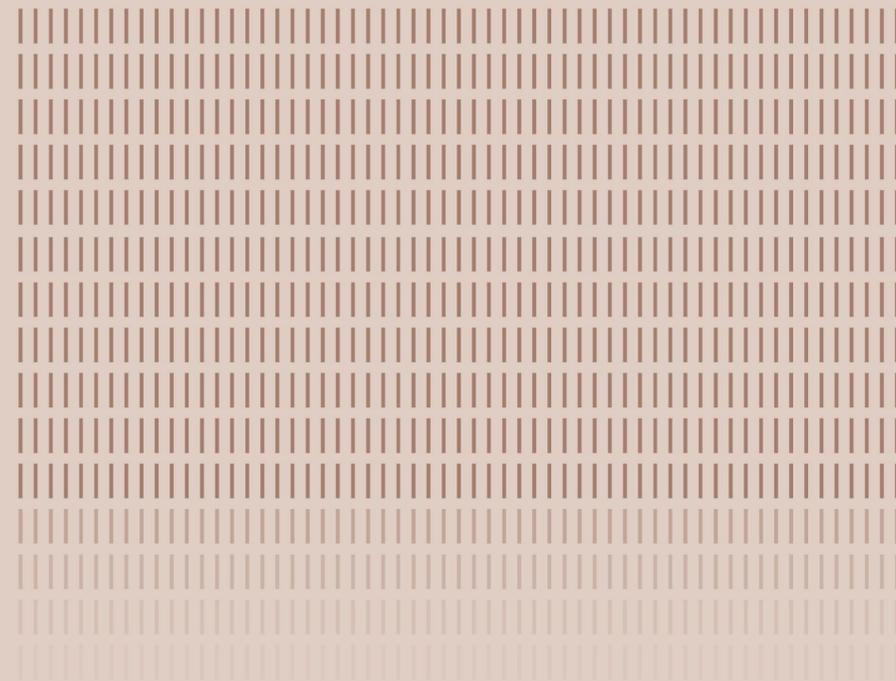


IN MEXICO



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

Fondo Nacional para el Fomento de las Artesanías (2017). Las artesanías en la Encuesta Nacional de Consumo Cultural de México (ENCCUM).

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



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.

How are we doing it?

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.

Stage 1



Donations

To pay artisans for their work

Stage 2



Design and production

Limited Edition Craft Collection Design

Stage 3



General public sale

Access to the collection through the online store and other channels

Stage 4



Strengthening the artisan sector

Reinvestment of sales generated in training and financial health of artisan groups

What we want

ONE

Strengthen the economy of artisanal groups and their communities

TWO

Promote fair remuneration and collaborative links

THREE

Reinforce the knowledge of techniques transmitted by generations

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



- TEXTILE - VARIOUS
- HAMMOCK WARP
- PEDAL LOOM
- WAIST LOOM
- EMBROIDERY
- STONE AND LAPIDARY
- POTTERY AND CERAMICS
- SEEDS
- PAPER
- METALWORK
- WOOD
- LACQUERS
- NATURAL FIBERS
- CHAQUIRA
- LAPIDARIA
- OTHERS



18 States
of Mexico

36 Allied
Organizations

+2700
Artisans

+700
Designs

+15000
Pieces

Allied Organizations

+18 designers

Martin Salido-Orcillo y Antonio Bravo | Diego Hernández 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



AYRES
MÉXICO



câtemma
ARTISANAL HOME

Aid to Artisans
México



FUNDACIÓN
LegorretaHernández



GRNO
JSTR

Hiato



La Cosita Chula



Mano Madre

MUSGO®
DISEÑO ARTESANAL



Omorka



ONORA



FUNDACIÓN
origen



RITUALES | MX



TALLER DE OBSIDIANA



Txt.ure

STRATEGIES AND SCOPE OF GOALS

Communication and sales

Communication

Digital channels

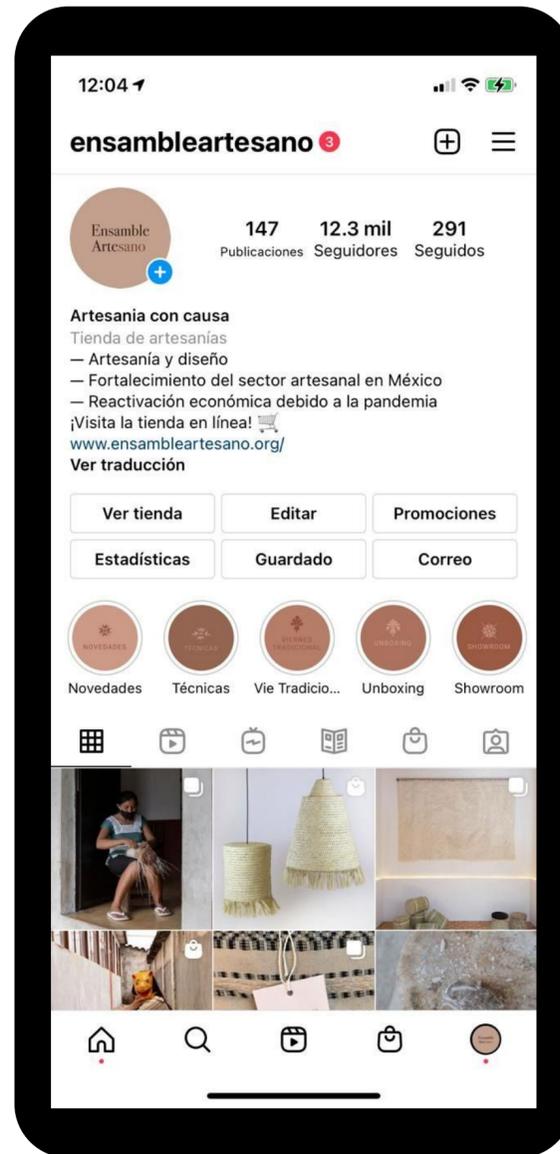


Audience

+18K followers

Achieved goals

Promotion
and networking
Community
Positioning
Conversion



Instagram



Facebook



WhatsApp



E-mail marketing

Online store

E Commerce



Online store launch: October 9th

+44,000 users

+42,000 new users

+ 7,000 user returns

Average session

3: 53 min.

International positioning

United States

Spain

Chile

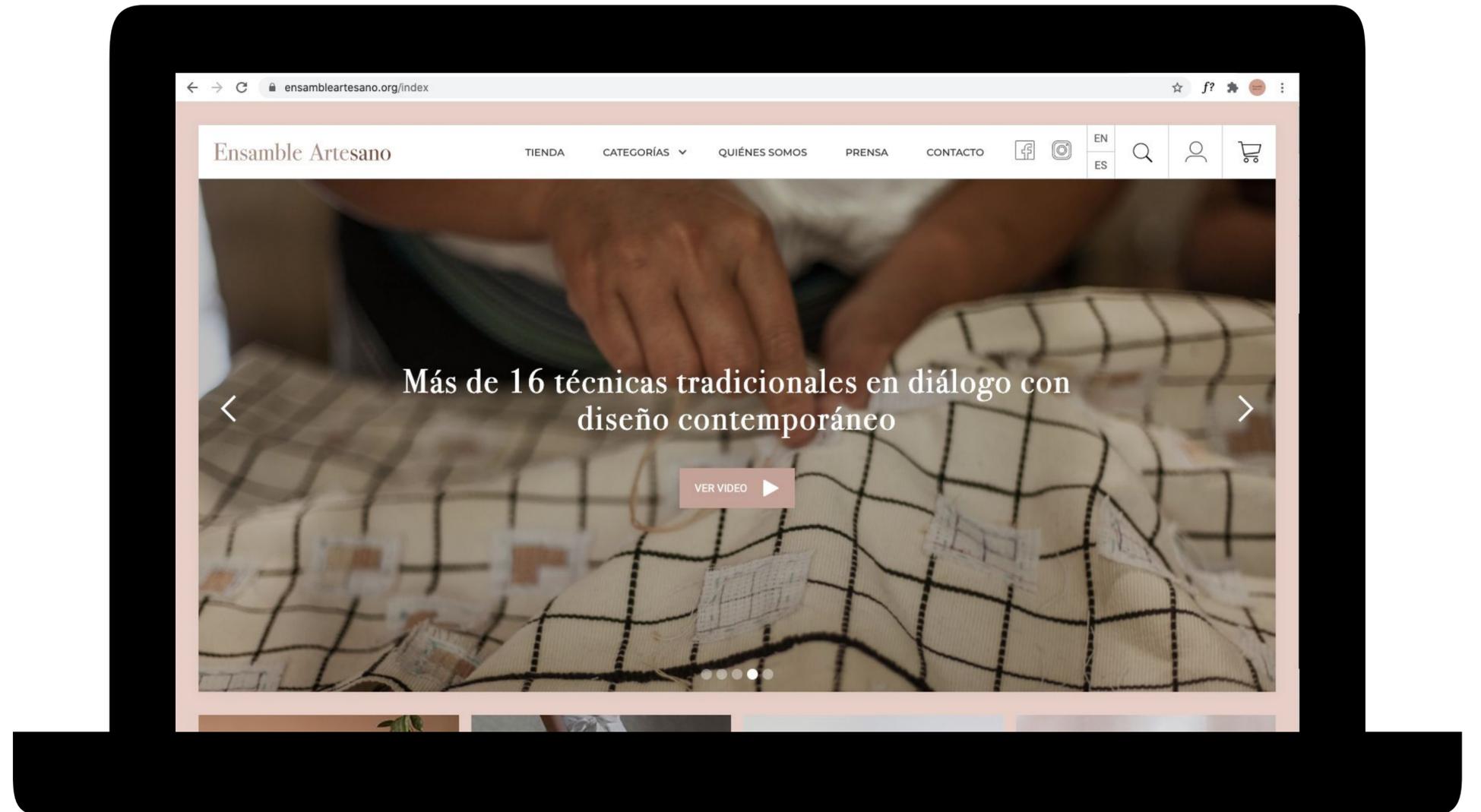
Peru

Argentina

Colombia

France

Canada



Press and Media

Digital and print coverage



Commercial platforms

Online store



Limited Edition Collection

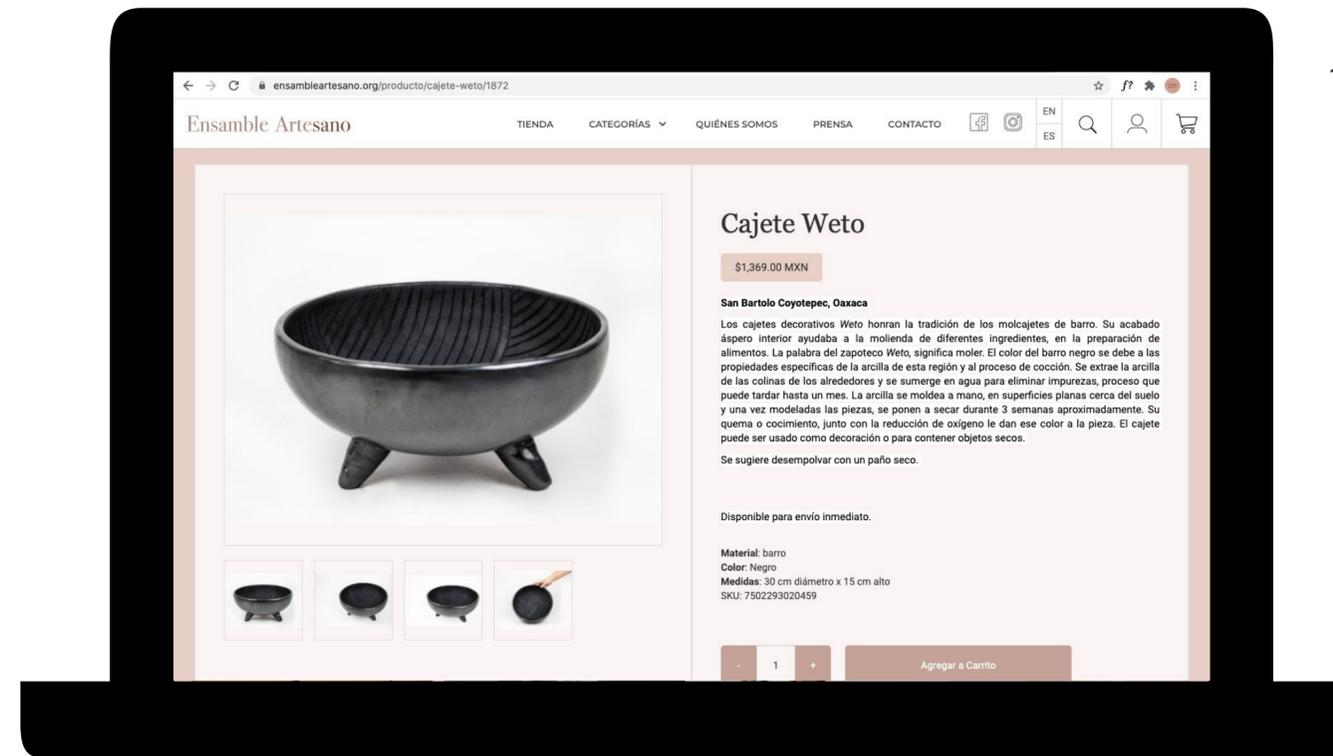
798 sku
+13 K pieces

Categories

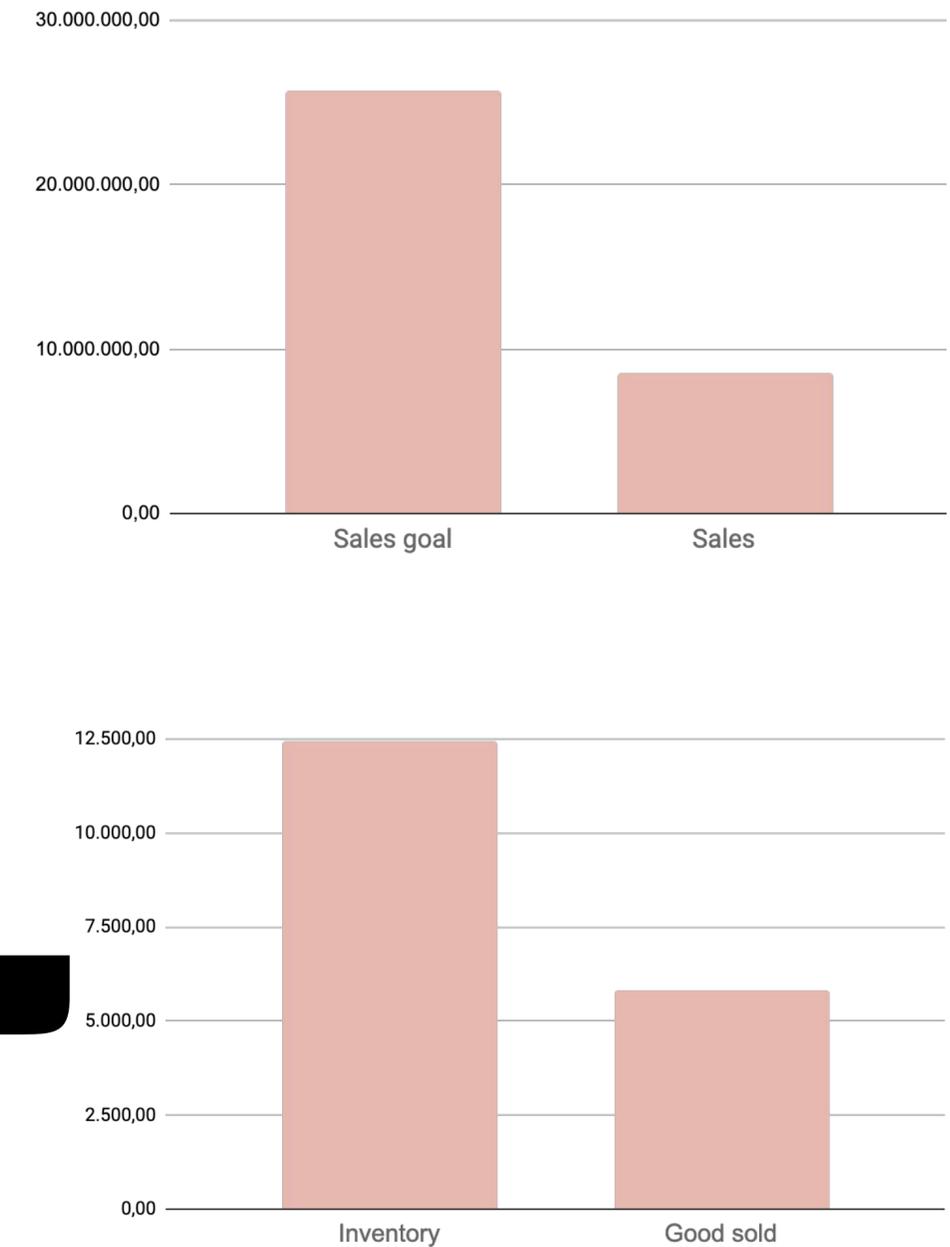
- 489 Home
- 192 Fashion
- 16 Kids
- 101 Collectible pieces

Delivery logistics
4 collects from production

September
October
November
February 2021



5835 Pieces sold in 12 months



Trading platforms

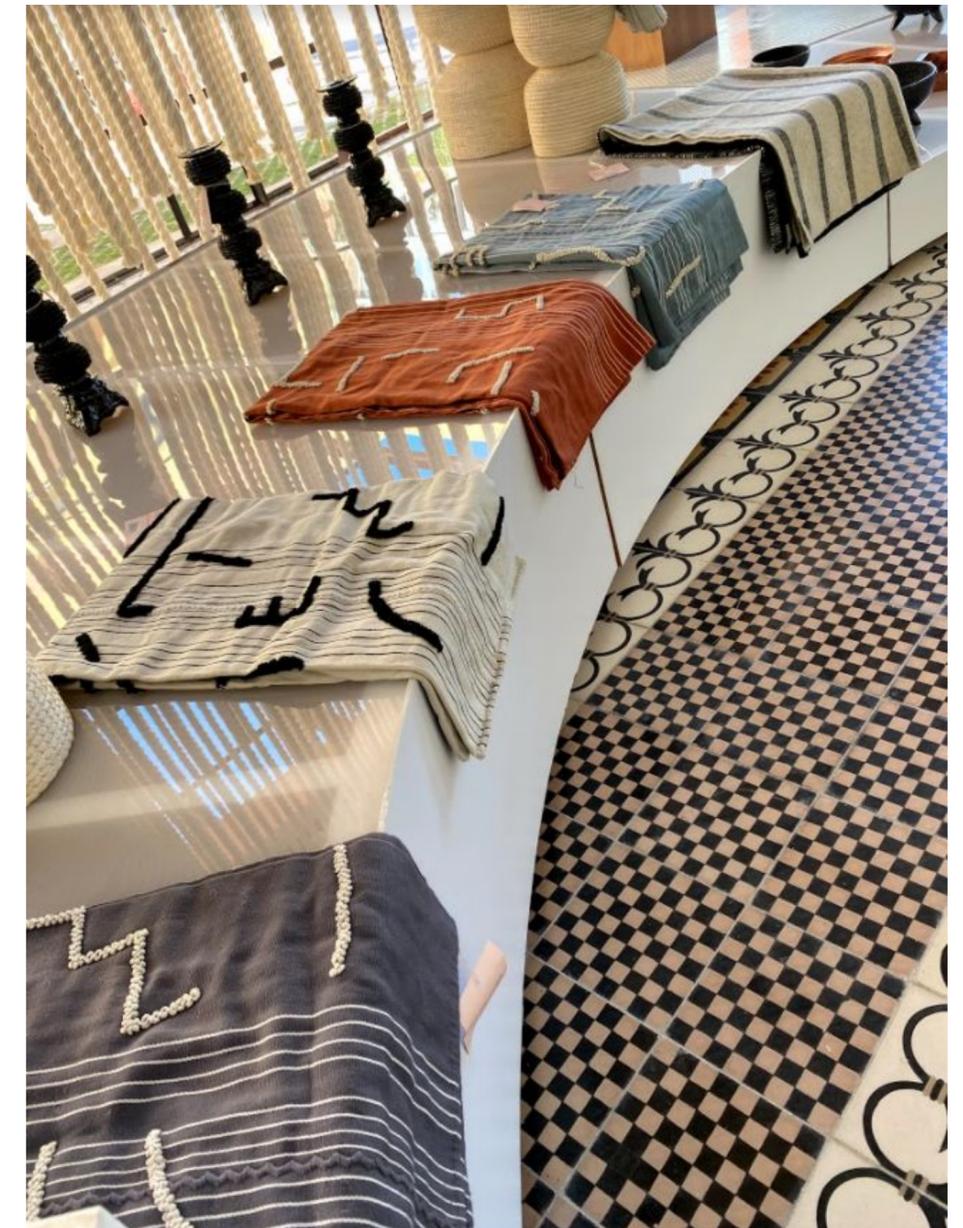
Showroom y Commissions



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.ensambleartesanoo.org

