

# Seeds of Safety: Empowering Beekeeping Communities Against Gender Violence in Rural Mexico

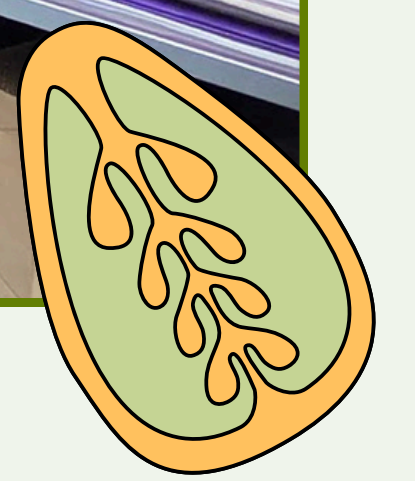
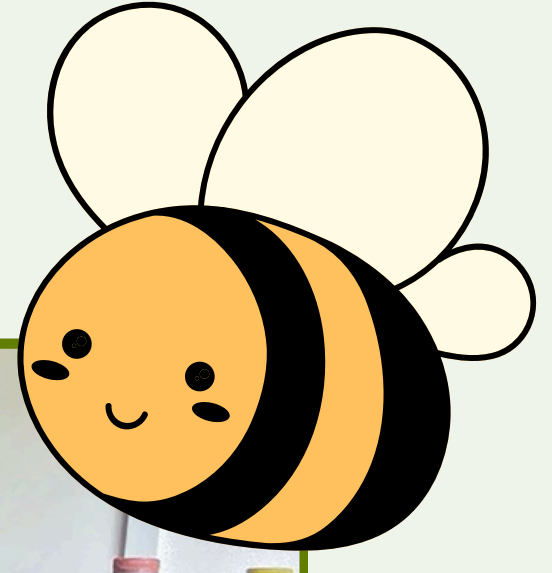
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“I have lived through violence since I was a little girl and now as an adult. There is no safe place for us. Not in the village, nor in the city.”

Nayeli López Reyes, 27-year-old artisan from the indigenous Triqui community of San Martín Itunyuso, Oaxaca, Mexico

“He vivido violencia desde niña y ahora como adulta. No hay un lugar seguro para nosotras: ni en el pueblo ni en la ciudad!”



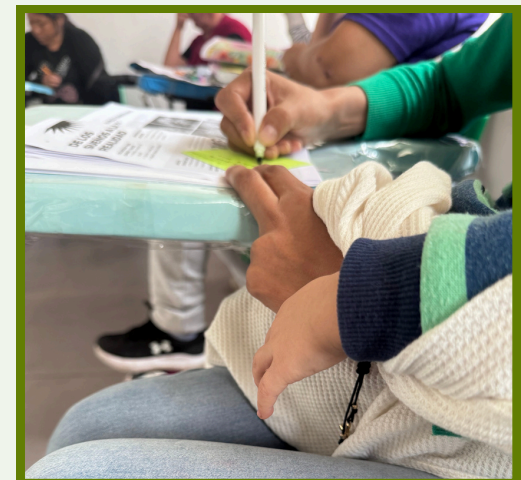
## THE PROBLEM

- Gender-based violence (GBV) remains pervasive in Mexico: Over 70% of women report experiencing some form of violence in their lives, with nearly 40% facing it at the hands of intimate partners.<sup>1</sup>
- Economic abuse affects nearly 1 in 4 women in Mexico, limiting their access to money, hiding income, or controlling spending.<sup>2</sup>

This project was developed in collaboration with Genera Territorios, a feminist collective that works alongside Indigenous women beekeepers in rural Mexico. These women are often survivors of domestic or gender-based violence (GBV) and live in communities where economic dependence, isolation, and cultural stigma make it difficult to break free from cycles of abuse.

## OBJECTIVE

To prevent women from re-entering abusive relationships by strengthening their financial autonomy, community solidarity, and long-term planning capacity.



## METHODOLOGY

### Strategy

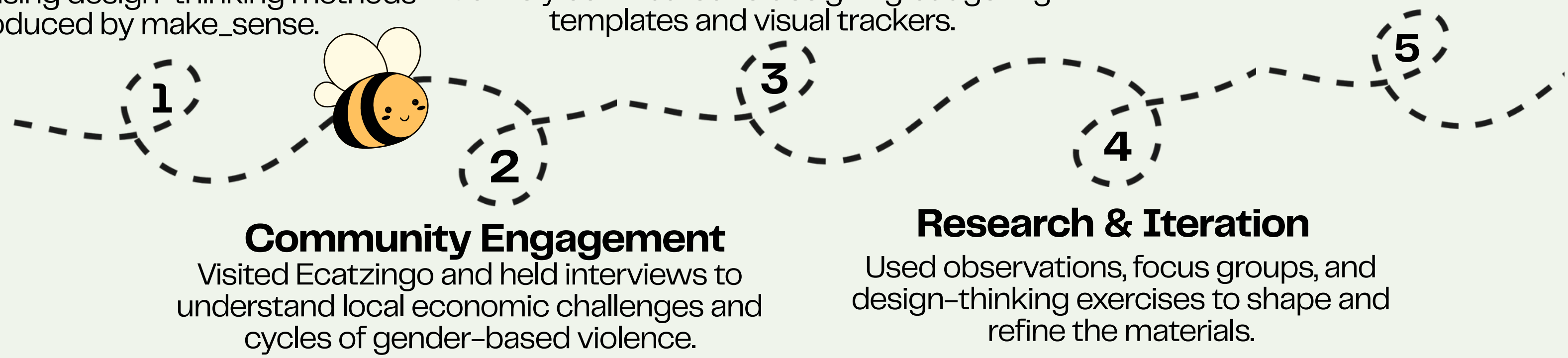
Adopted a human-centered, participatory approach, using design-thinking methods introduced by make\_sense.

### Co-Creation

Facilitated workshops where women actively contributed to designing budgeting templates and visual trackers.

### Implementation

Developed manuals and tools, tested with participants, and adapted for cultural relevance and everyday use.

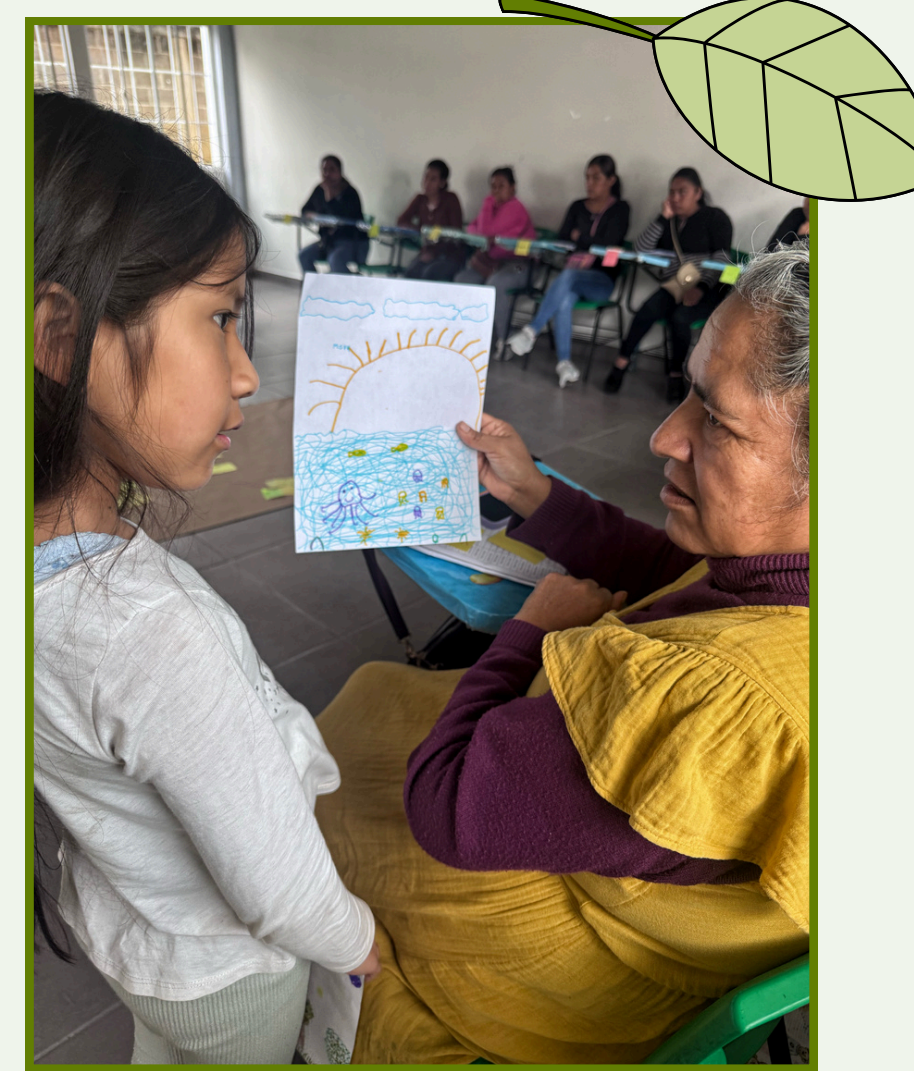


### Community Engagement

Visited Ecatzingo and held interviews to understand local economic challenges and cycles of gender-based violence.

### Research & Iteration

Used observations, focus groups, and design-thinking exercises to shape and refine the materials.



## OUR IMPACT



Metric	Result Achieved
Number of manuals created	4 40-page manuals
Women and family members trained across rural workshops	120+
Facilitators equipped with reusable manuals	15
Sustained savings groups formed	8
Average monthly personal savings increase	20%
Reported confidence in managing money	Rose from 21% to 75%
Women reporting economic decision-making control	Rose from 28% to 64%



## Acknowledgements

Mil gracias to the women of Ecatzingo, our volunteers, the Genera Territorios team, the make\_sense team, our Laidlaw cohort, and all the dogs who guided us along the way!



## Citations

1. INEGI. Encuesta Nacional sobre la Dinámica de las Relaciones en los Hogares (ENDIREH) 2021, Instituto Nacional de Estadística y Geografía (INEGI), 2021. Web.
2. Red Nacional de Refugios, Informe sobre violencia de pareja. La violencia machista en México obliga a 24,000 mujeres y sus hijos a vivir en refugios, El País, 30 Aug. 2024. Web.



## FURTHER STEPS

By equipping women with simple financial skills and emotional confidence, we help communities build safety and autonomy. Our next steps include:

scaling the program to neighboring regions

training community leaders as facilitators

introducing mobile-based financial education for remote areas in Indigenous languages