Email Your Friends

Dear Friend,

Crafts need an equal playing field. I write to ask that you consider signing an open letter that pressures Big Tech to change three standard fields which bury crafts in e-commerce search.

Seems small, but changing these fields is the biggest thing any of us could do to increase the sale of crafts. There is no possible way crafts can overcome these structural barriers without action from the Big Tech organizations that created these standards. Put simply, if customers can't find crafts online then they can't buy crafts globally.

Open letter: www.jaipurcraftsfestival.com

Crafts need a champion. Please join us.

Write an Organization That Should be an Early Supporter

Dear Friend,

Big Tech hurts crafts and handmades in e-commerce search. We're supporting an open letter that pressures Big Tech to make crafts and handmades more visible in e-commerce sales.

Around February 1st, 2023 we'll gather the names of supporters and submit those to Google, Facebook, Instagram, Amazon, Microsoft and Schema.org. Just after, we'll reach out to major national newspapers for every country that has a large handmade sector. If you have chosen to support us, we'll add your name to the press appeals and a page of this website.

Feel free to comment on the open letter at www.jaipurcraftsfestival.com Your comments will be incorporated to the final draft: info@jaipurcraftsfestival.com. Please consider adding your logo as an early endorser.

Crafts need an equal playing field. Sign the letter www.jaipurcraftsfestival.com. Follow progress at Instagram: @jaipurcraftsfestival

More Complete Explanation

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