

Title

Final Major Project – “Let’s Gro” by James Seabright

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The Challenge

For James Seabright’s final major project, his challenge was to highlight and communicate the potential for permaculture and personal food growing as a means of building resilience and promoting sustainable food habits, at a time when a global pandemic has highlighted many issues with food insecurity.

The Response

LetsGro is a sustainable, community growing initiative with a strong belief that anyone and everyone can grow from all walks of life. The service consists of a promotional campaign, community growing app and an annual ‘Seed Swap’ event. LetsGro aims to encourage and empower newcomers and current growers alike to discover new and unusual plants, save seeds for the future and share surplus resources within the community.