

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

Ron Finley Project.

The gangsta
gardener.



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Promoter(s).

Ron Finley

Funder(s).

**Newman's Own
Organics**

**Once Upon a Farm
Community
GoFundMe**



RON FINLEY PROJECT

Context.

The access to healthy food options is extremely limited or nonexistent in South Central Los Angeles, where Ron Finley lives. There are currently 23 million people living in food deserts in the US. And cities with high African American and Latin American populations, regularly top the list of those hit hardest by food scarcity.

The project.

The Ron Finley Project is teaching communities how to transform food deserts into food sanctuaries, and teaching individuals how to regenerate their lands into creative business models. They believe “gardening is gangsta”, a revolutionary act that everyone should be a part of.



The process.

After giving a TED talk about guerrilla gardening and how the police wanted to arrest him for it, the gardening training facility was created. The training evolved into various talks around the world and even an online Masterclass, the most popular of 2020 according to the website.



Governance and Policy Making



guerrilla gardening

community protest

In 2010, Ron Finley decided to dig up a strip of land between his house and the street and started planting fruits and vegetables. The police wanted to arrest him since it was illegal and he refused to take the garden down, but with the help of his community and big food corporations, he got the city of Los Angeles to change the law.

Activism and Civic Participation



volunteering

group participation

Since he gained a lot of notoriety from his guerrilla garden, the community who helped him change the law wanted to be a part of the project. By assembling a group of people, they started to plant fruit and vegetables around town and in private home gardens for people who couldn't afford to do it themselves.

Social Interactions and Relations



local students

direct interaction

By opening his house garden to the public, Ron Finley teaches students from local schools and universities about how they can grow their own food, allowing them to interact directly with the seeds and the soil.

City and Environmental Planning



improving air quality
increasing biodiversity

The small garden in front of his house evolved and grew to be the size of the entire block. It's been proven that gardens increase biodiversity and improve air quality by filtering pollution.

Production, Distribution and Consumption



provide food

give knowledge

Ron's first goal when starting the project was to transform food deserts into food sanctuaries. By creating this project, he's able to provide food directly to his community and give knowledge about how to grow their own food.

Skill Training and Design Education

RON FINLEY
TEACHES GARDENING

gardening training

online class



MASTERCLASS



Other than the training he gives when people visit his garden, Ron Finley filmed a Masterclass about gardening with tools people already have. This class was released in 2020 and was considered the most popular of the year.

Storytelling and Visualisation



lectures

Right before starting the project, Ron Finley gave a TedTalk about his guerrilla gardening experience. The story become so popular that he continued to get hired to give lectures about gardening all over the world.

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<https://ronfinley.com/>



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