

# Byte-mersion

## An ESG-oriented Inquiry

1878  
row houses were being constructed in large numbers



1921  
Harlem became associated with the New Negro movement, and then the artistic outpouring known as the Harlem Renaissance



1930s  
an enclosed street market underneath the Park Avenue railroad



2003  
Columbia University the campus plan encompasses 17 acres with publicly accessible open space, tree-lined sidewalks and innovative buildings whose transparency encourages shared knowledge and social engagement.



### Group 4

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1880s  
elevated railroads were extended to Harlem



1870-1910s  
the lack of development also preserved buildings from the 1870-1910 building boom



1990s  
Harlem began to see rapid gentrification



# 01

## On Background Analysis

Ethnic Concentration

Per Capita, Median Income/Net Worth

Household Income Distribution

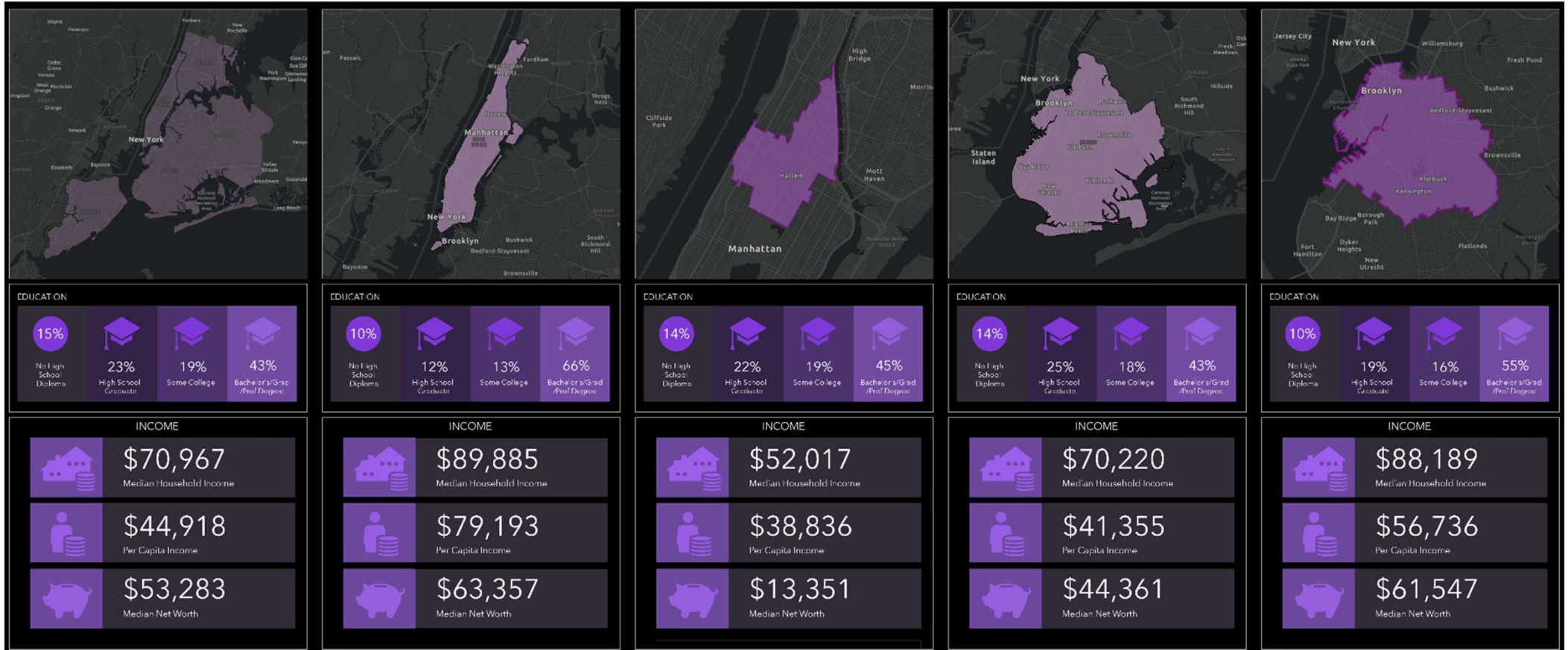
Level of Attained Education

Household Employment

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# African-Americans in the NYC

## Education and Income Data



New York City

New York County

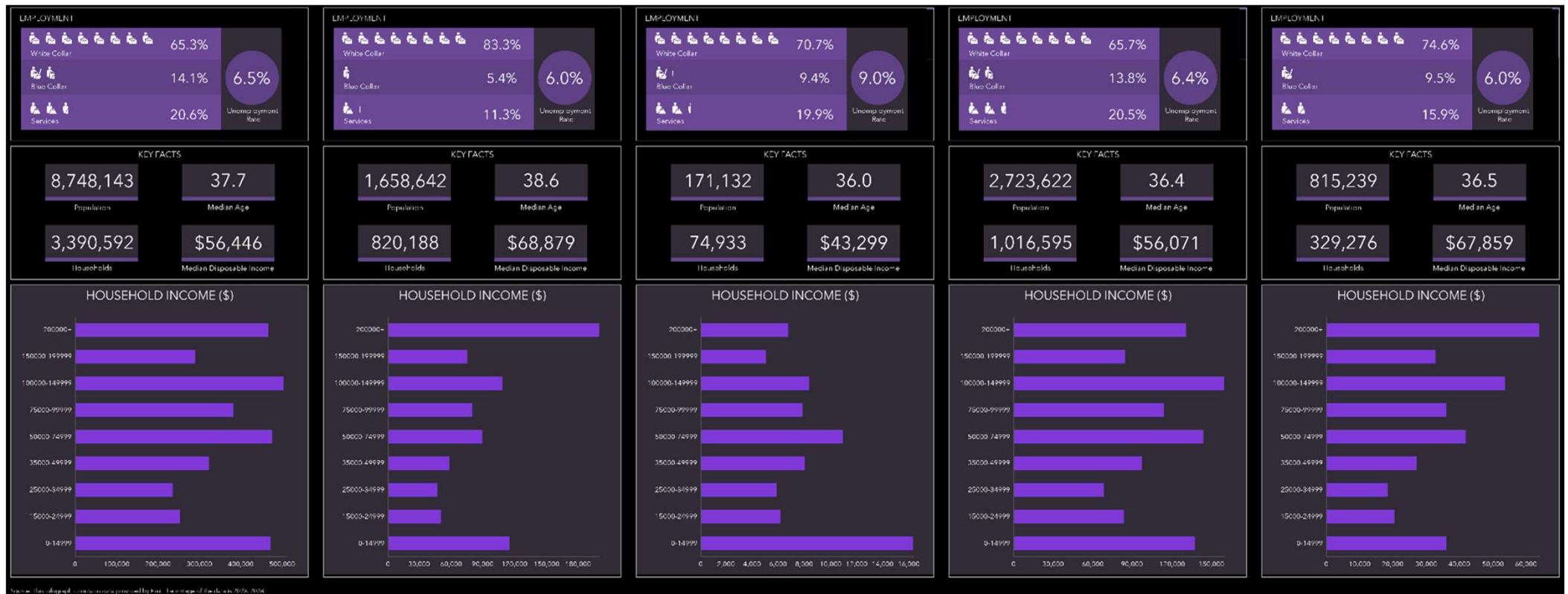
Harlem

Kings County

Downtown Brooklyn

# African-Americans in the NYC

## Employment and Household Income Data



New York City

New York County

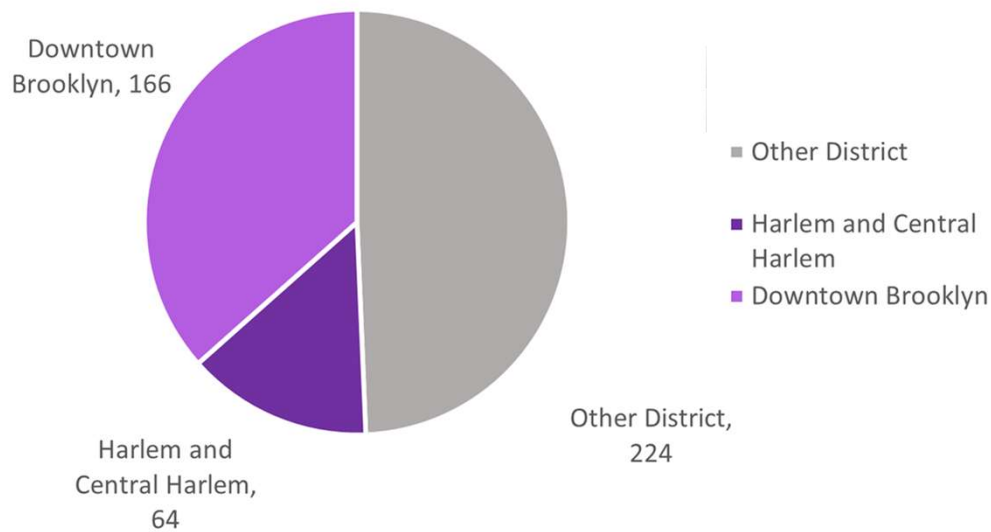
Harlem

Kings County

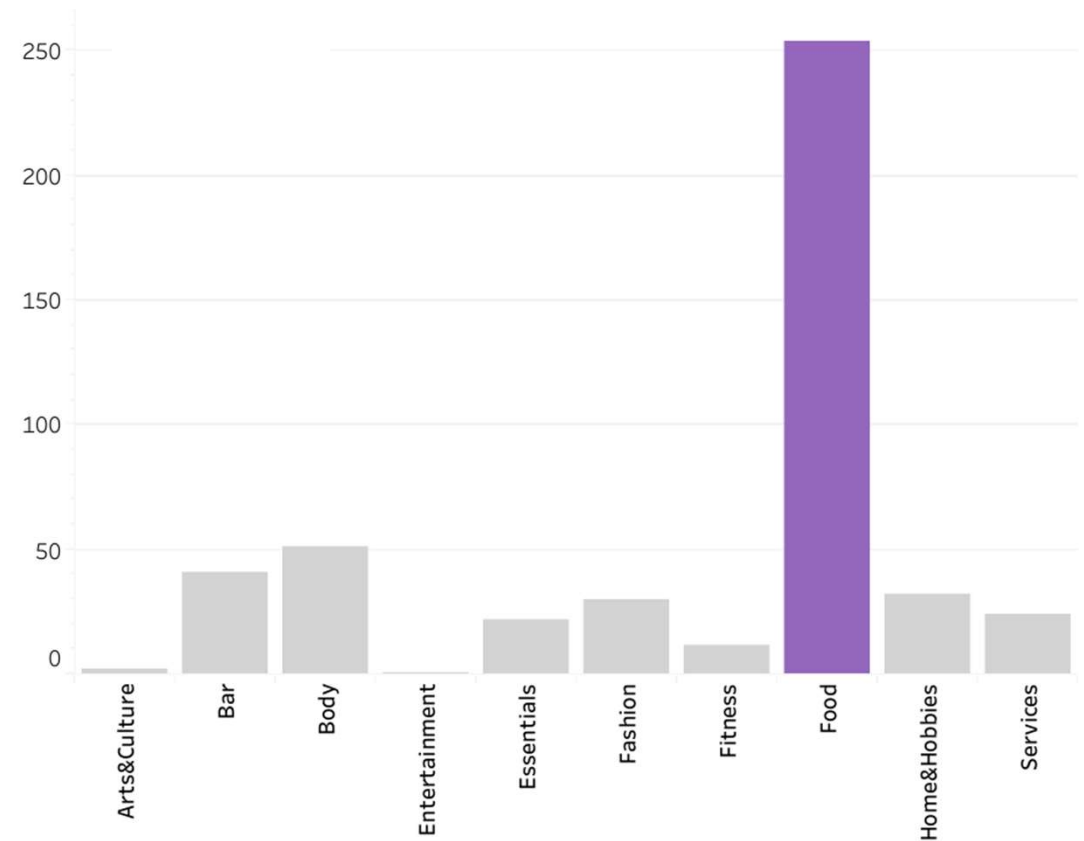
Downtown Brooklyn

# African-Americans in the NYC Business and Industry Data

## African American-owned Business Location



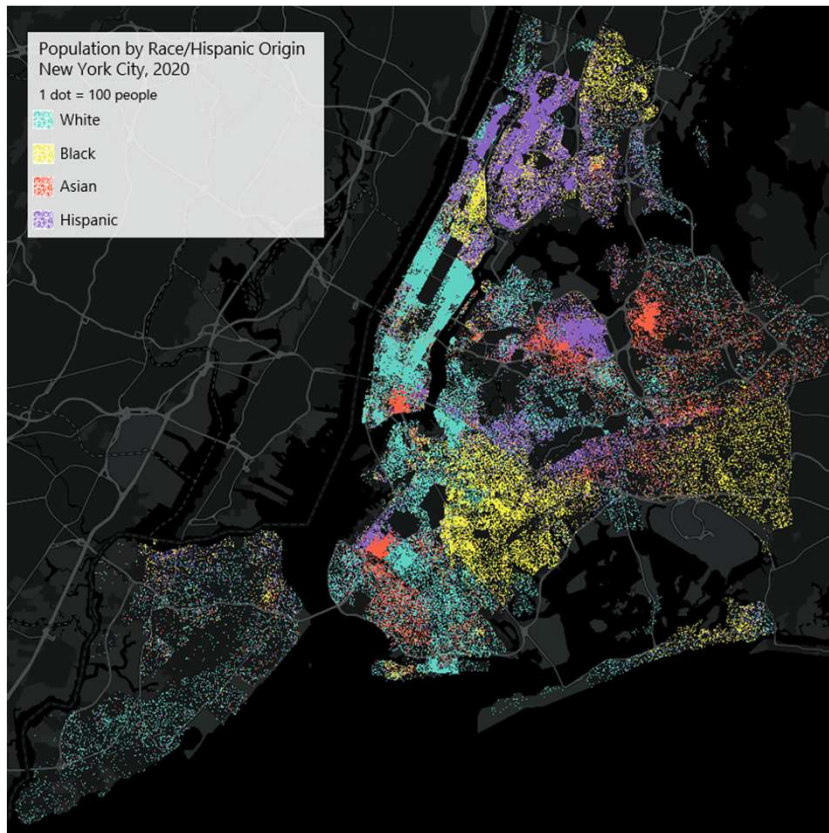
## NYC African American-owned Business In Each Industry



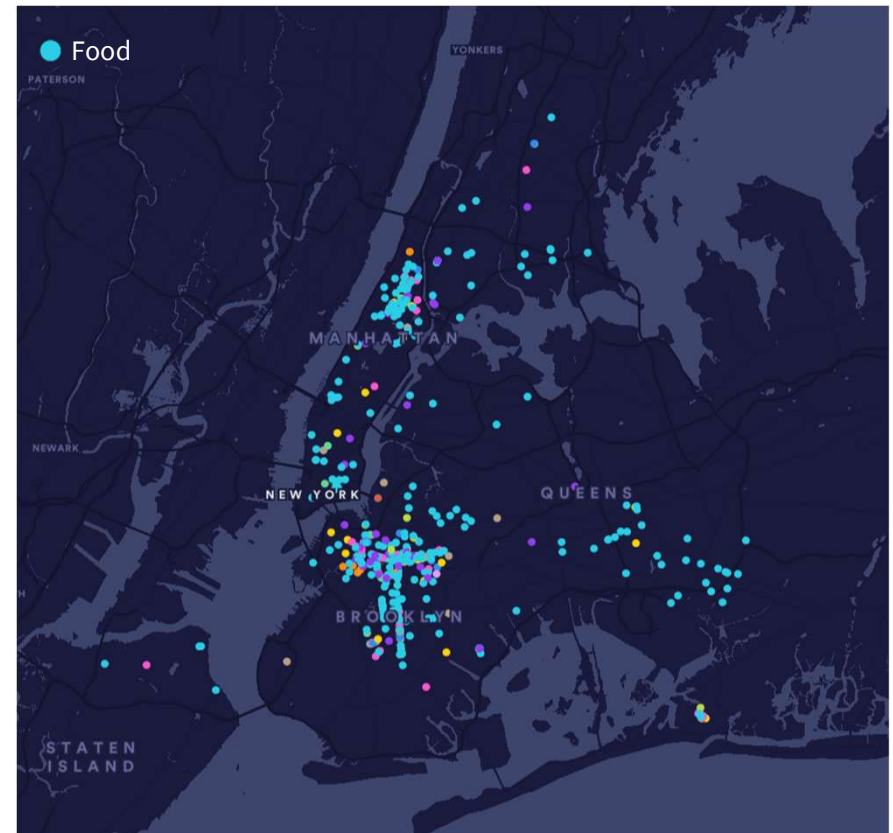


## African-Americans in the NYC

# Research Direction: Food and Hospitality Industry



Population by Racial Origin in New York City, 2020 (1 dot = 100 People)



Concentration of African-American Owned Businesses in NYC

# 02

## On ESG Relevance

Asking Relevant Questions

Environmental Challenges

Societal Challenges

Governing challenges

The Story to the Data

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Under lens of ESG

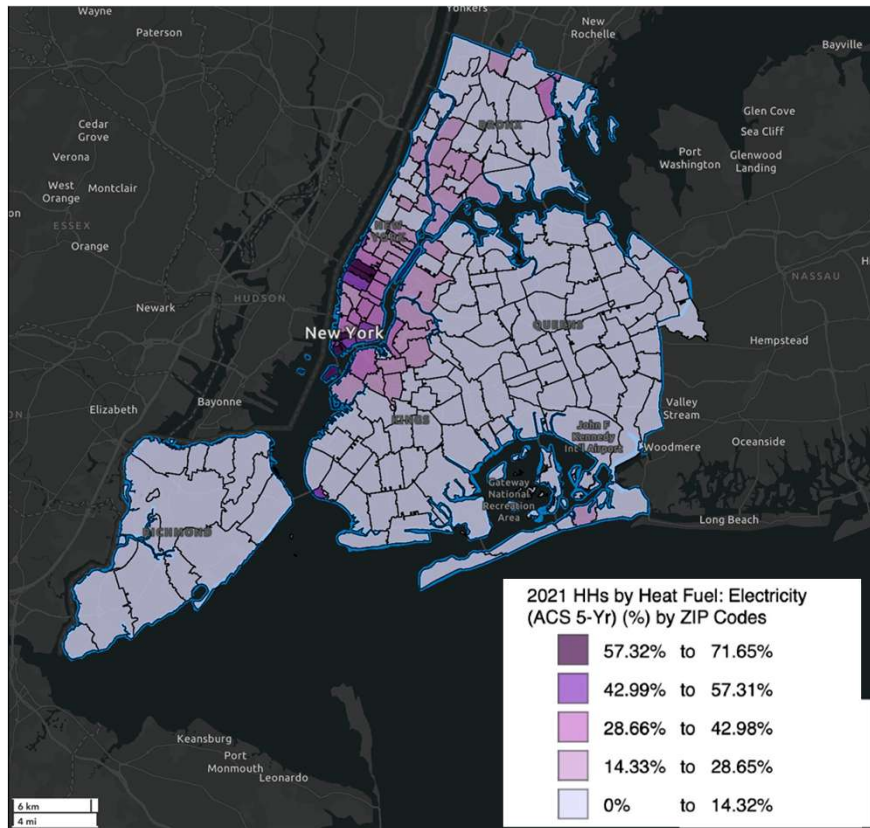
# the Relevant Questions

What are the  
**Internal Operating** challenges  
and  
**External Expansion** challenges  
facing African-American business owners  
under the ESG framework?



## Applying the ESG Framework

# Determining the Environmental challenges

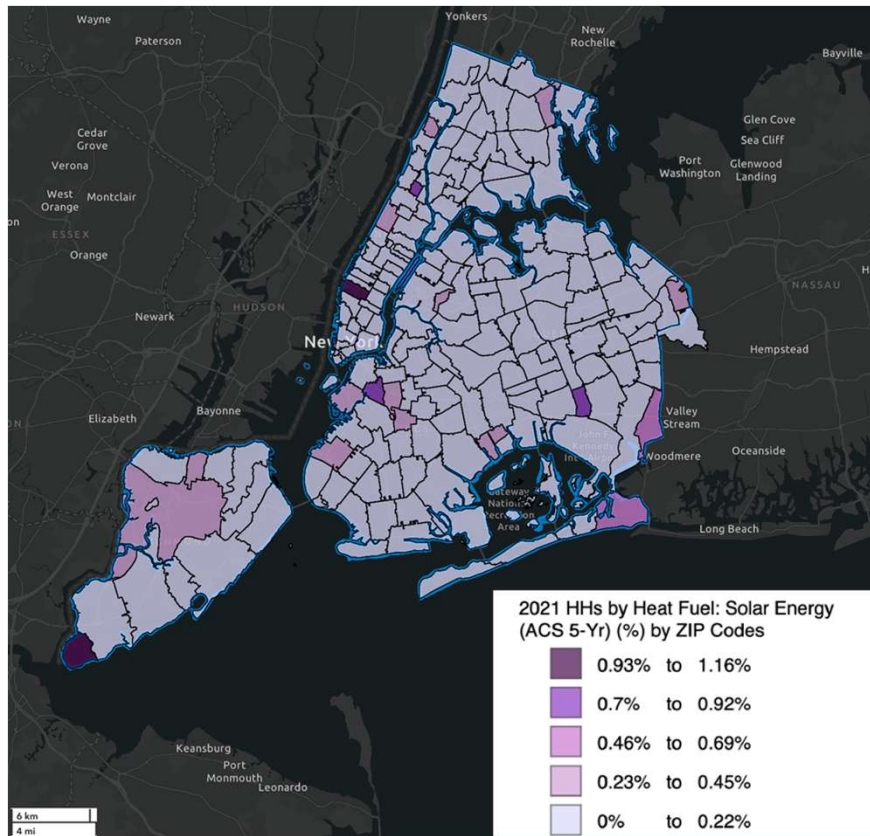


### 1) Renewable Energy Access

Retrofitting the business to use more renewable-energy friendly forms of heating (instead of Natural Gas, for example) is both costly and difficult to accomplish for many African-American business owners in communities where the adaptation of heating by electricity is not widespread

## Applying the ESG Framework

# Determining the Environmental challenges



## 2) Non-Renewable Energy Sustainability

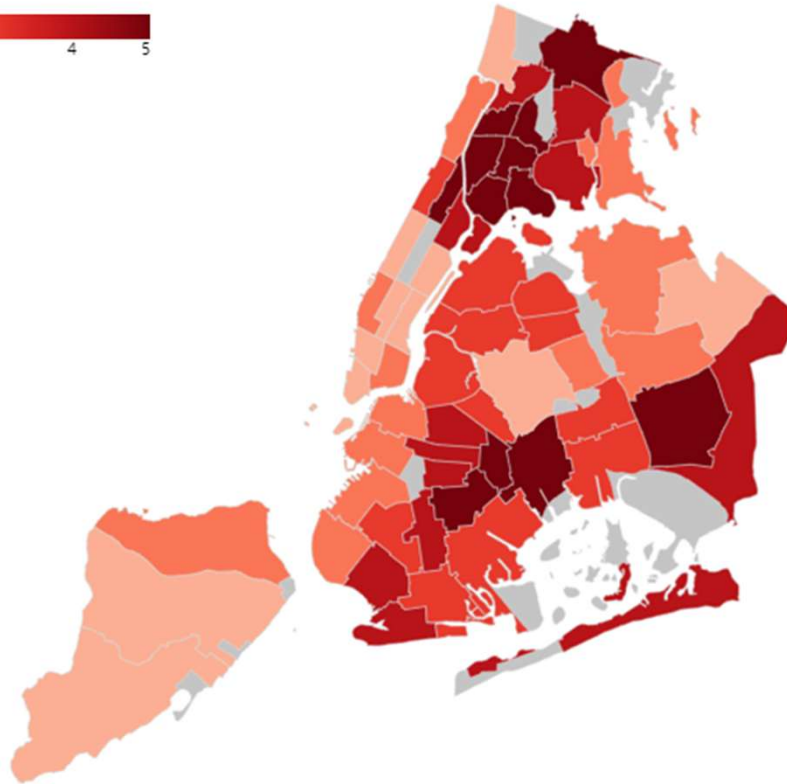
Due to slow migration to renewable energy such as solar for city-wide, African-American business owners often have no choice but to launch their businesses in buildings that rely on little renewable energy

## Applying the ESG Framework

# Determining the Environmental challenges

### Heat vulnerability index

Score (1 (lowest) to 5 (highest)), by Neighborhood (CDTA) (2023)

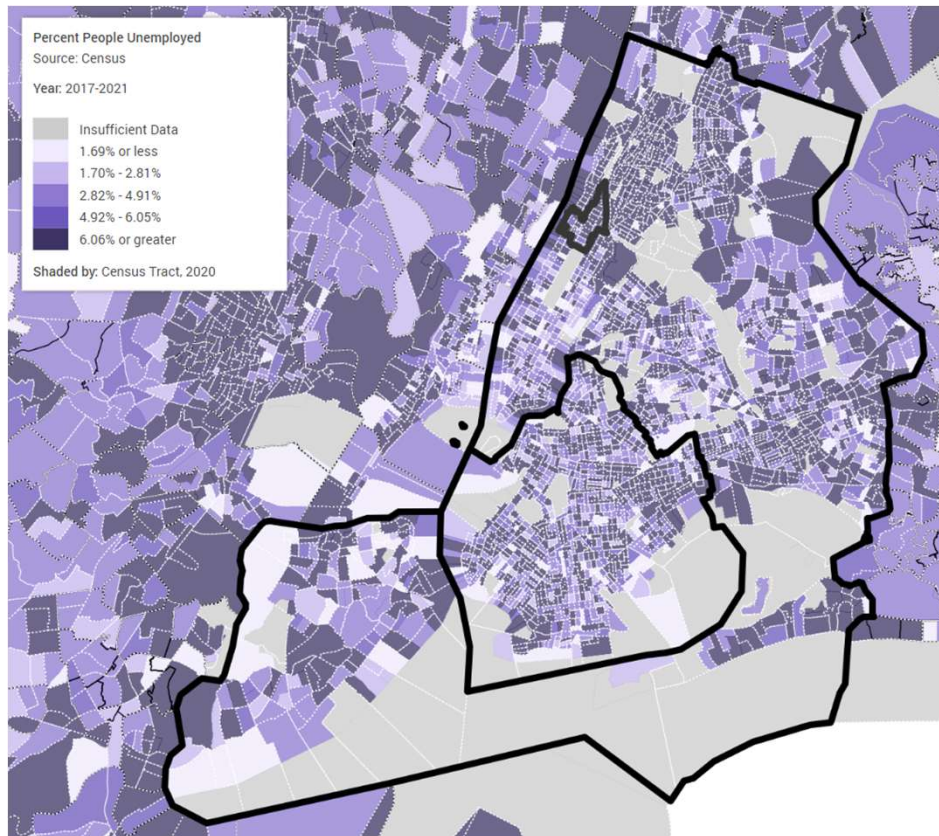


### 3) Environmental Quality

Like many other minority congregations in the city, African-American communities in the NYC faces many environmental hazards (extreme heat, for example) that exacerbates the operating environment for local businesses in extreme weather conditions

## Applying the ESG Framework

# Determining the Societal challenges



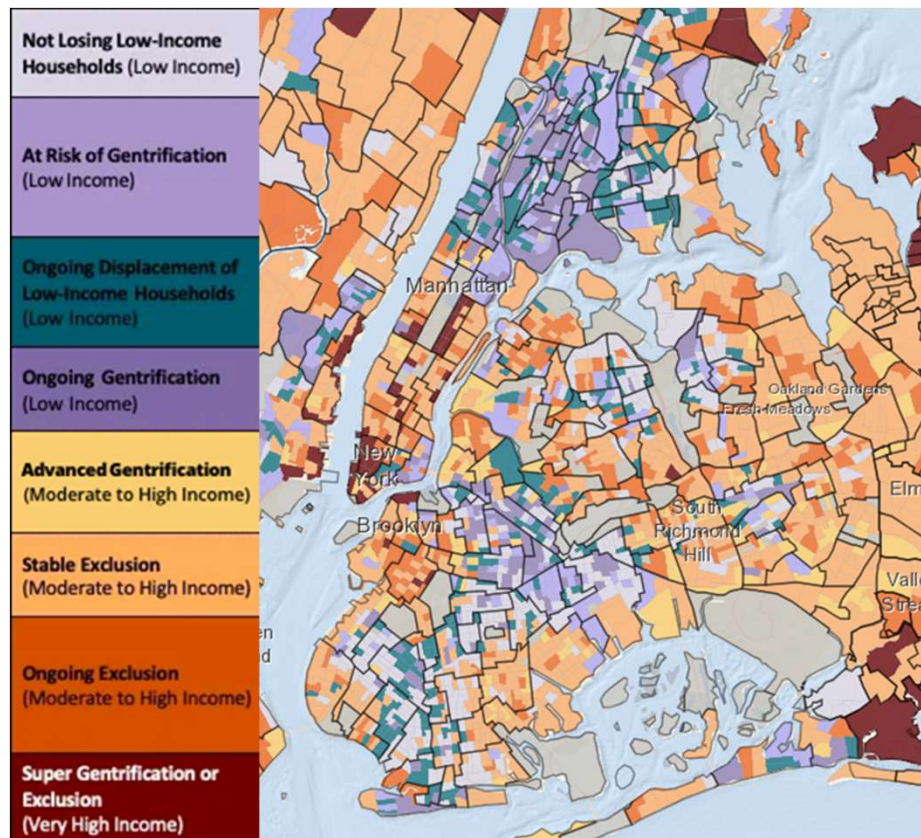
### 1) Manpower for Outreach

A relative small employment size meaning small businesses have less manpower to carry-out local social responsibilities. This relative inability to act as alternative employment options coincides with data showing African-American communities have relatively higher rates of unemployment.



## Applying the ESG Framework

# Determining the Societal challenges

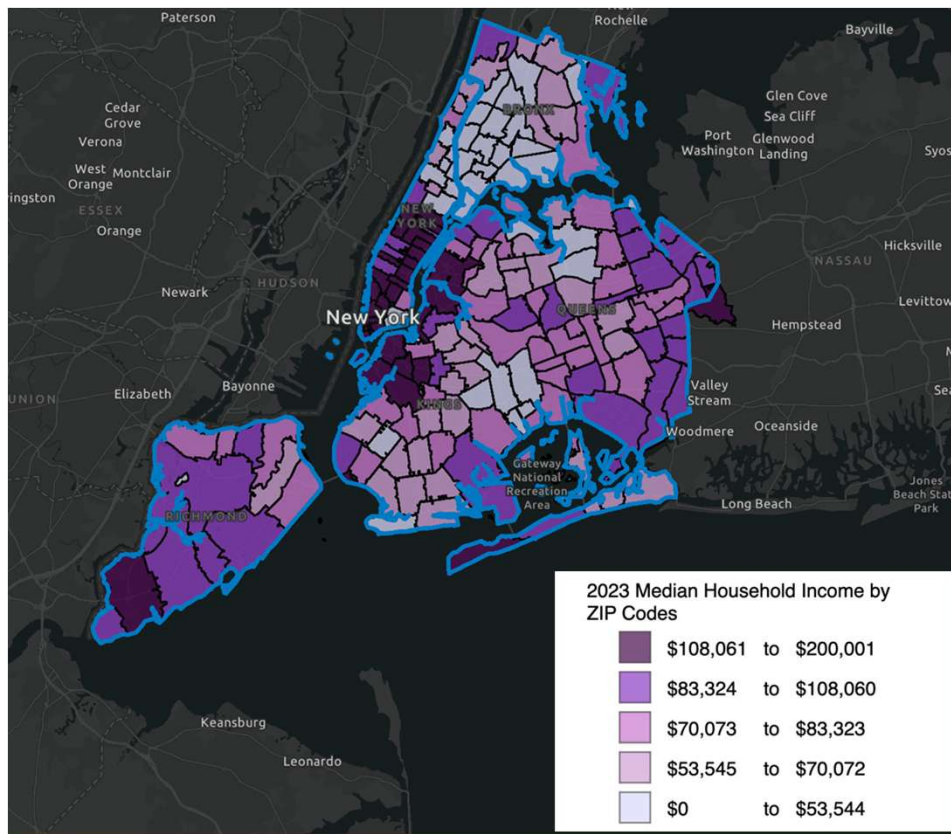


## 2) Advent of Gentrification

Gentrification, especially in communities of higher concentration of African-American ethnicities inflates local rent, pushing current residents out of their native enclave, ultimately uprooting the community basis for additional new African-American businesses in the food/hospitality industry in these communities

## Applying the ESG Framework

# Determining the Societal challenges



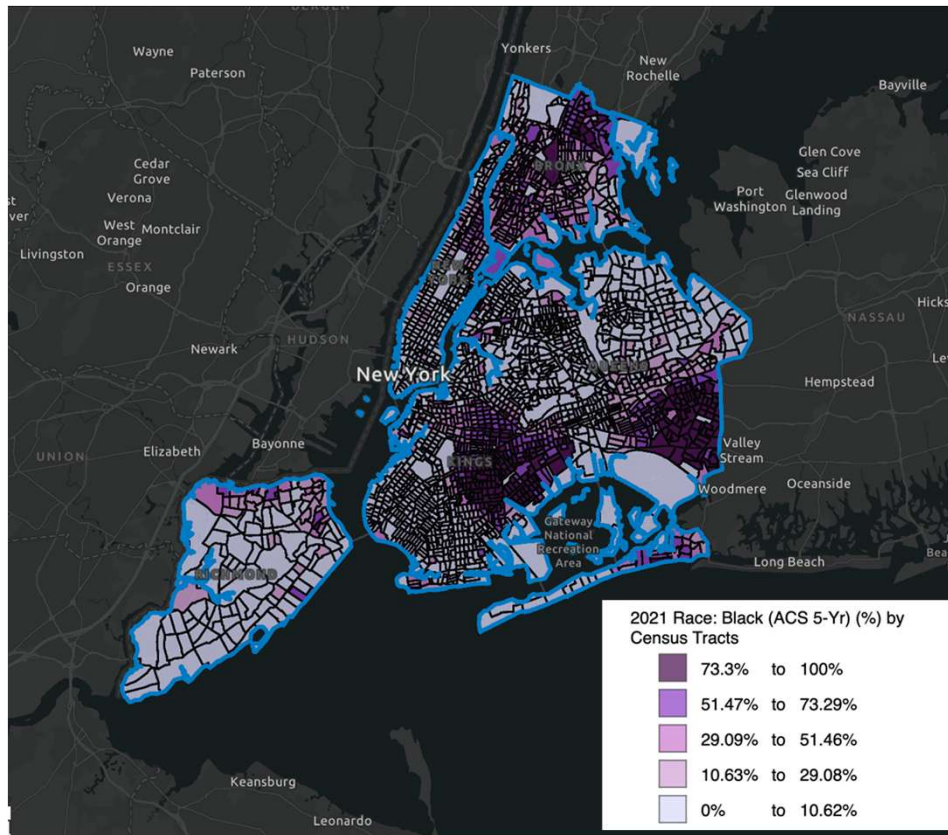
### 3) Purchasing Power of local customers

Many African-American owned businesses are located in ethnic communities with lower household median income and is therefore likely to patronize local food businesses less



## Applying the ESG Framework

# Determining the Governing challenges

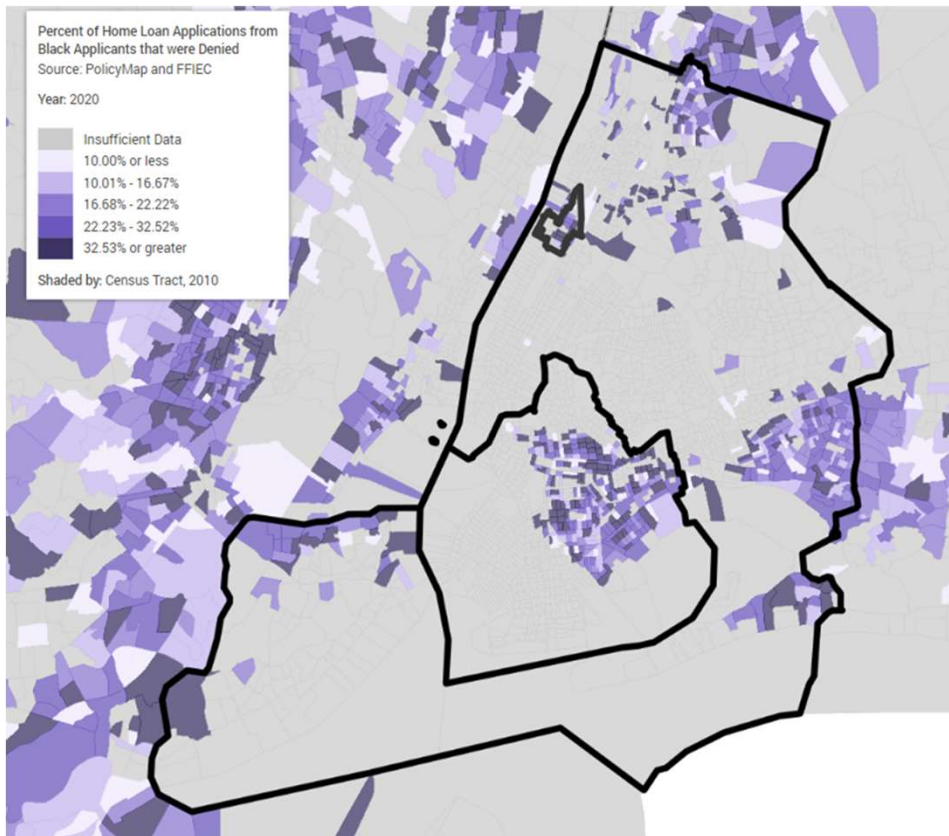


### 1) Business Size

Higher concentration of Small businesses correlates with neighbourhoods of higher African-American concentration

## Applying the ESG Framework

# Determining the Governing challenges

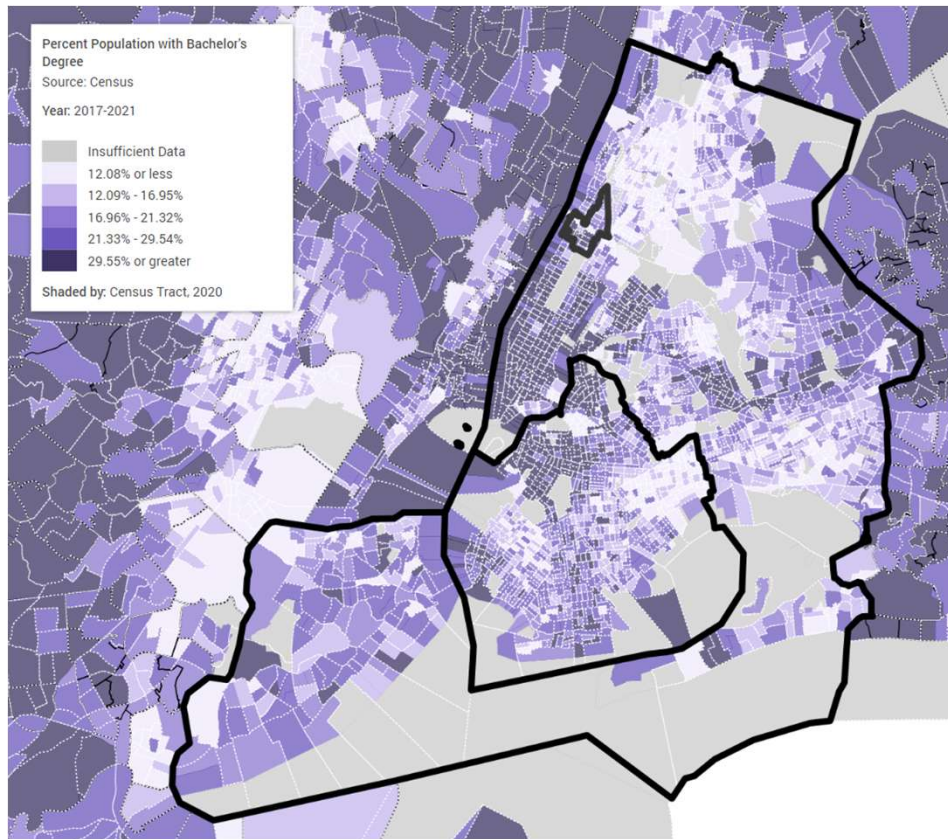


## 2) Access to Start-up Investment

Small initial startup capital and inability to proper financing  
higher loan denial in black neighbourhoods and lower  
amount of small loans)

## Applying the ESG Framework

# Determining the Governing challenges



### 3) Access to Knowledge

Black businesses faces more austere challenges in recruitment of skilled workers and management know-how within their local communities

# Assessment under the ESG Framework

## Answering Our Curiosities

### Internal Challenges

- Business know-how and access to skilled local workforce
- Initial startup financial capital

### External Challenges

- Outreach and continuous external investment opportunities
- Challenging and rapidly evolving operating environment



# 03

## On Proposals Under the ESG Framework

Asking Relevant Questions

Environmental Challenges

Societal Challenges

Governing challenges

The Story to the Data

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Participating in the **ESG** Framework

# Exploring **Future Business Outreach Opportunities**

As data has shown that a large number of local businesses in major African-American communities in NYC concentrate on food and hospitality industry, ensuring long term growth, especially under the **ESG** framework as a new growth vector, is of utmost importance.

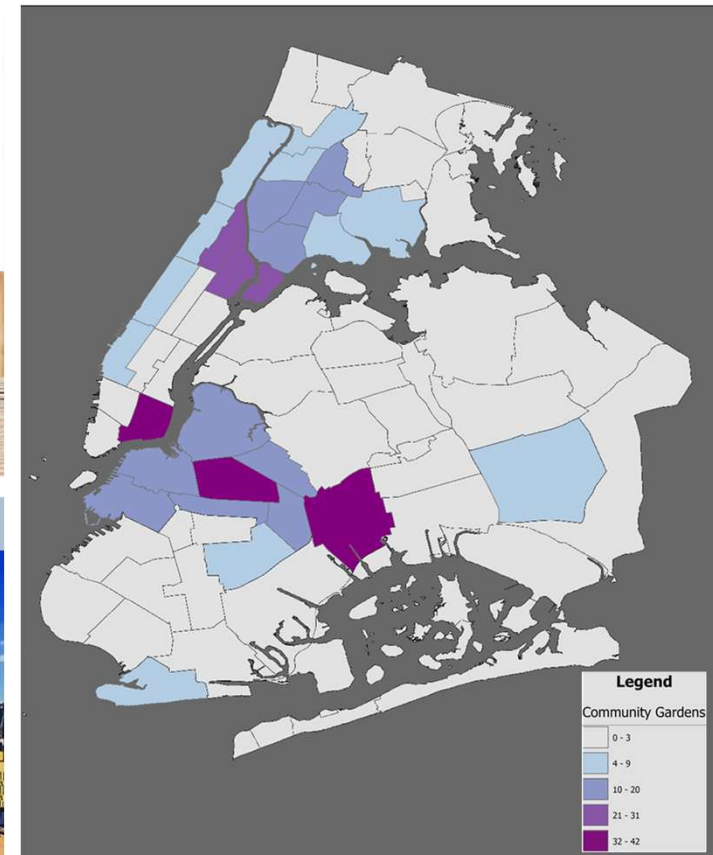




Participating in the **ESG** Framework

# Bolstering **Urban Gardens** as the **Center** of **Natural** and **Spiritual** Nourishment

Current community gardens exist within African-American communities, as well community-conscious food and hospitality businesses that promises and actively partakes in giving back to their loving patrons. It is time to further incorporate them into the outreach agendas of more local businesses, and develop into a future hallmark of public-private community partnerships within the **ESG** framework.



Participating in the **ESG** Framework

# **Bolstering Urban Gardens as the Center of Natural and Spiritual Nourishment**



## **Environmental Impact**

Community participation in creating better local natural environment reduces non-renewable energy use and more tenacity against extremely weather conditions



## **Societal Impact**

Proceeds of community gardens support local educational funds for aspiring scholars of next generation, while also serving as nexus for public service and social interaction



## **Governing Impact**

A virtuous cycle in fostering a more resilient community, enabling involved businesses to score higher on the ESG evaluation metrics and potentially introduce more avenues of growth and external investment

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- Harlem Hopes logo: <https://www.harlemhopes.org/> via Harlem Hopes Official Site
- Dynamics of Racial/Hispanic Composition in NYC Neighborhoods: <https://storymaps.arcgis.com/stories/46a91a58447d4024afd00771eec1dd23>
- Black-owned business in NYC: <https://share.livexyz.com/maplist/5eda2f900b1e580001f12ff5?&pinSize=large>
- Heat vulnerability index: <https://a816-dohbesp.nyc.gov/IndicatorPublic/beta/data-explorer/climate/?id=2191#display=map>
- New York – Gentrification and Displacement: <https://www.urbandisplacement.org/maps/new-york-gentrification-and-displacement/>