

*EQUITY IN
ACTION:
UNITING
PEOPLE AND
NATURE*



ECONOMIC RESILIENCE



Gullah Geechee Chamber of Commerce
Makin' Somet'n from Not'n

- To create global awareness, profitability and sustainability of African American businesses and other entities impacting the Gullah Geechee community.



Gullah Geechee Chamber
FOUNDATION

- To raise funds supporting the educational programs of the Gullah Geechee Chamber of Commerce

Descendants of enslaved Africans from West Africa who were brought to the Caribbean Islands, North and South America because of their knowledge of **HOW TO CONTROL THE WATER AND MANAGE THE LAND** to grow the rice, indigo, sugar and sea island cotton.

We are a language but so much more: food, medicine, engineers, builders, historians, storytellers, music, entrepreneurs, spiritual practices, environmentalists...keepers of the water and land

WE are an Evolutionary and Foundational Culture located in SC, NC, GA, FL

WHO ARE THE GULLAH GEECHEE?



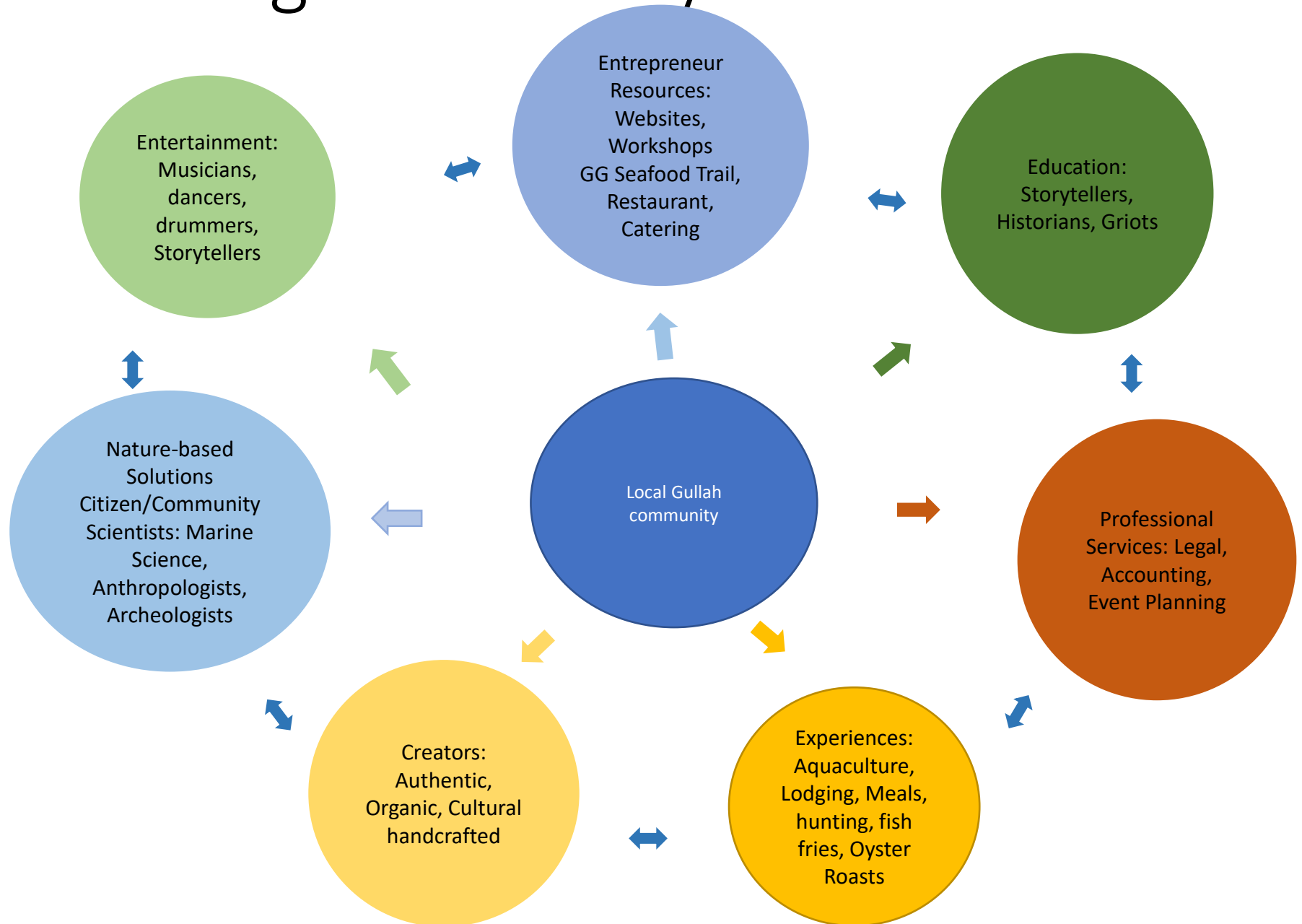
\$34 Billion annually

GULLAH GEECHEE CULTURAL HERITAGE TOURISM POTENTIAL

Source: 2020 Market Research Report for Gullah Geechee Heritage Tourism; Gullah Geechee Cultural Heritage Corridor NHA



Creating Local Ecosystems



CHALLENGES TO EQUITY

- Disconnect from Gullah Geechee culture
- Climate Change/Environmental Justice
- Lack of Infrastructure – a structure of ownership
 - Low representation of Culturally-Embedded, Sustainable businesses
- Access to financial and People Capital
 - Brain Drain; People leave for educational and economic opportunity
 - Lack of relationships with financial institutions
 - Absence of Generational Wealth
- Cultural Appropriation
 - Not of the community; selling community assets

SOLUTIONS

Create Infrastructure:

- Create Community Eco-systems
- End Cultural Appropriation
- Increase people and financial capacity: Reparations
- Develop Impactful Partnerships

Address Environmental Issues:

- Address Impact of Climate Change
- Build Relationships with the Scientific Community
- Support Community-based Leadership
- Develop Citizen and Community Scientists
- Create community-embedded Solutions

Education

- Gullah Geechee University
- Create a cultural knowledge base

Gullah Geechee Environmental & Energy Programming

Gullah Geechee Environment & Energy Roundtables – Small focus groups of 12 - 15 persons hosted by the Gullah Geechee Chamber Foundation throughout our community to determine the levels of knowledge and the work being done in regarding the impact of climate change, career and business opportunities in green, renewable energy, and environmental justice.

Gullah Geechee Environment & Energy Conversations – Monthly conversations between environment/energy organizations and the Gullah community to “be a resource to each other” through the exchange of ideas, missions and to advocate with and for the community.

The Gullah Geechee Environment & Energy Conference - an annual Conference hosting Environment, Energy and Cultural speakers and panels with a focus on sharing knowledge regarding the impact of Climate Change, career and business opportunities in green, renewable energy, electric vehicles and the training of activists to advocate for the community and its role in the future of solar, wind, green hydrogen and other energy sources





GULLAH GEECHEE UNIVERSITY

THE BUSINESS OF DOING BUSINESS

Culturally-
Embedded
Business Course

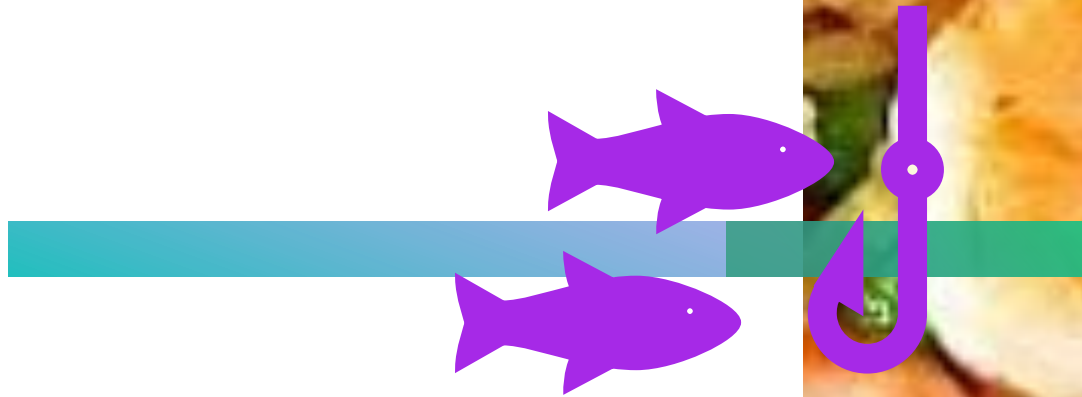
Business Boot
Camps

Stand-alone,
refresher classes

Creator
Workshops/Pop-
up Shops

Thank you, Horry County Government! for your investment of \$61,000 over two years allowing small- and micro-business owners in the Bucksport area to participate in cultural heritage tourism.

- Promoting Gullah Geechee Maritime Cultural Heritage and Enhancing Economic Resilience through a Gullah Geechee Seafood Trail





Funded by the
NOAA Saltonstall-Kennedy Grant Program



Gullah Geechee Chamber
FOUNDATION



Gullah Geechee Chamber of Commerce
Makin' Somet'n from Not'n

In partnership with

SC Sea Grant Consortium
Coastal Carolina University
WeGOJA Foundation

Gullah/Geechee Nation
Gullah/Geechee Fishing Association
SC African American Heritage
Commission





Contact
843-318-8644
Marilyn@GullahGeecheeChamber.org



Gullah Geechee Chamber of Commerce

Mak'n Somet'n from Not'n

How Can You Get Engaged?

- Contact: Marilyn L Hemingway
- 843-318-8644
- Marilyn@GullahGeecheeChamber.org
- Join. Volunteer.
- www.gullahgeecheechamber.org
- Donate. Volunteer.
- www.gullahgeecheefoundation.org



Gullah/Geechee Cultural Heritage Corridor