



# Annual Recap

August 2024

# Vision & Mission

Four Corners Clean Energy Alliance's (4CCEA) vision is to encourage, support and advocate for a robust and sustainable clean energy industry produced under stringent environmental standards in the Four Corners area with an emphasis on the Navajo Nation. The Four Corners area is an emerging epicenter of clean energy development in the United States including but not limited to hydrogen, solar, wind development and battery storage, carbon capture and sequestration (CCS), pumped storage hydropower, and Responsibly Sourced Natural Gas (RSG).

4CCEA is committed to collaborating through education, research and innovation to promote all paths evolving toward a cleaner, more sustainable energy future. 4CCEA believes in transparency with the members of the Navajo Nation and the broader public in engagement and action, fact-based dialogue.

The mission of 4CCEA will focus on realizing three (3) primary areas of benefits to the Nation and the Four Corners Area:

- **Economic** –4CCEA member projects will help to replace the nearly \$40 million revenue loss to the Navajo Nation from the NGS and Kayenta mine closures, and could also add additional \$millions in revenues to help support tribal social programs;
- **Providing for Families** – 4CCEA activities will prioritize on “filling the basket” of the citizens of Navajo, the Four Corners area and beyond. Clean energy will bring real and tangible benefits to the Navajo community and the Four Corners region more broadly through good paying jobs and educational/work force development opportunities for youth on the Nation and in the Four Corners area.
- **Environmental** – 4CCEA and its member companies understand that basic needs including water and electricity still go unfulfilled on the Nation. 4CCEA efforts will support realizing community benefits from projects developed on the Nation including investments in local chapter infrastructure.

Education and advocacy on new, clean energy projects will be based upon science and fact with the stated goals of improving the economy and environment of the Nation and the Four Corners region.

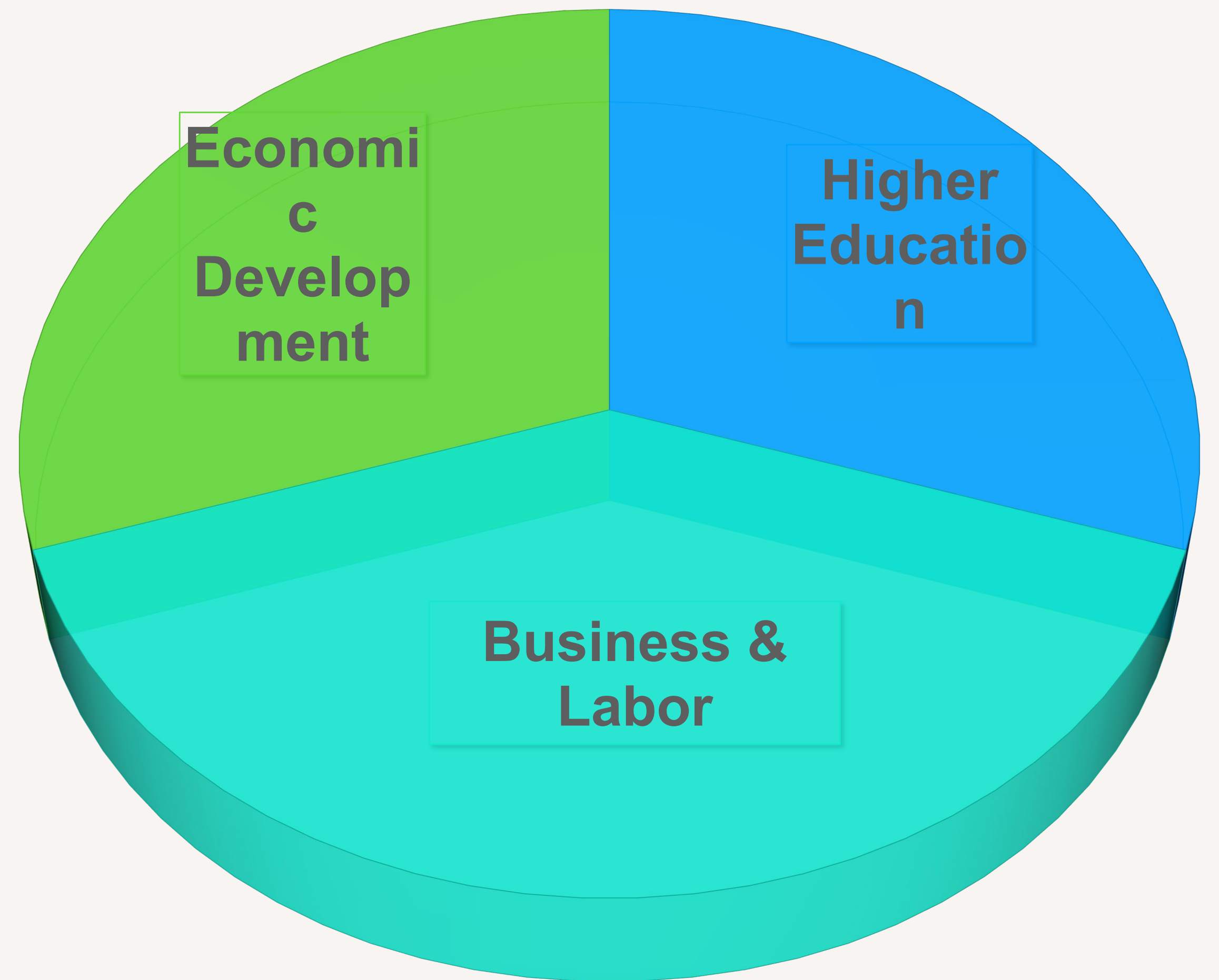
## Background

4CCEA is a 501c4 registered on the Navajo Nation and is organized and funded by companies, academic and economic development entities who seek to invest human and financial capital in the Nation's people and future.



# 4CCEA Membership

- 4CCEA currently has 13 members.
- Economic Development, Higher Education, Businesses & Labor make up our diverse membership
- We are always recruiting new stakeholders



# Board of Directors

- Steve Grey – Chairman (Fmr Chairman - 4 Corners Economic Development)
- Ellen Stechel – Secretary (AzCaNE)
- Derrick Watchman – Treasurer (Dine' Chamber of Commerce)
- Dory Peters – Board Member (Big Navajo Energy)
- Lionel Haskie – Board Member (Navajo Agricultural Products Industry)
- Adam Schiche – Board Member (Greenview / Tallgrass)
- Andy Hawkins – Board Member (Navajo Transitional Energy Company)
- Matthew Gonzales - Interim Executive Director (HBW Resources)

*4CCEA's Board, per our organizational documents, aspires to have a majority of board members who are Native American.*

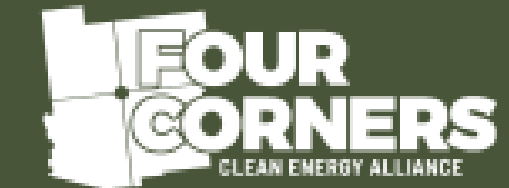
# Outreach Highlights

- 40+ Chapter Level Meetings to discuss the benefits of clean energy projects
- 17 “Energy 101” Presentations to 17 chapters
- 2 presentations to the Navajo Nation Council Resource Development Committee (RDC) on “Energy Snapshot” and “H2”
- 2 more presentations requested by RDC:
  - Carbon Capture Focus
  - 4CCEA 1 year anniversary to provide the RDC with feedback from the Nation
- 2 Navajo Agency Fairs (Shiprock, Tuba City) to discuss the benefits of clean energy projects being proposed on the Nation
- 3 Navajo language radio ads on KNDN
- Elder working / educational sessions
- Social media advertisements in key areas being considered for clean energy projects



# Member Newsletter

- **Total Contacts:** 725 contacts: chapter officials, staff, and VIPs.
- **Open Rate:** 52% open rate well above industry average of 21.5%.
- **Click-Through Rate:** 5.3% click-through rate, surpassing the industry average of 2.3%.
- **Lifetime Subscriber Growth Rate:** Subscriber base has grown by 470%, outpacing the industry average annual growth rate of 5%; driven by social media outreach, contributions by the 4CCEA BOD, community outreach initiatives, and targeted research.



## Training Our People for Tomorrow's Jobs

Presented by Raymond John Sr., Assistant Professor, San Juan College

## Training Our People for Tomorrow's Jobs

Explore how San Juan College is preparing Navajo youth with the essential skills to keep jobs at home during the clean energy transition, emphasizing the importance of education and training in ensuring local communities benefit from new opportunities in the evolving energy sector.

[Watch The Video](#)

## Empowering Tribal Lands with Clean Energy

Discover how AES collaborates with tribal leaders to bring clean energy projects to their lands, creating jobs and training programs that benefit and employ local communities.

[Watch The Video](#)

## Empowering Tribal Lands with Clean Energy

Presented by Mike Dow, Project Manager, AES

## Promoting Sustainable Growth on the Nation

Presented by Adam Schichs, VP International Development, Tallgrass

## Promoting Sustainable Growth on the Nation

Learn how Tallgrass, through its Greenview Project, collaborates with Navajo Leadership to drive sustainable growth through the transport of hydrogen, enhancing local infrastructure and creating job opportunities for the Nation.

[Watch The Video](#)

I am thrilled to share the incredible success of the inaugural Clean Energy Summit for Diné Leaders (CESDL), hosted by the Four Corners Clean Energy Alliance (4CCEA) in partnership with the Center for an Arizona Carbon-Neutral Economy (AzCANE). This landmark event provided a valuable platform for exchanging ideas and discussing the future of clean energy on the Navajo Nation.

to welcome over 120 attendees, including more than 25 chapters and companies, chapter officials, agency officials, Navajo Nation elected leaders. The diverse and passionate crowd underscored the importance of our shared mission: to foster equitable energy transitions, and community development on the Navajo Nation.

We are excited to present our "Opportunities for the Future" sessions, capturing the essence of the summit's impactful sessions highlight how various energy companies and organizations are working together to drive positive change and create a brighter future for the Navajo Nation.

Thank you for your continued support and dedication to advancing clean energy solutions for the Navajo Nation. Together, we can make a difference.

4CCEA

# Social Media

## Year-To-Date Metrics:

- **Reach:** YTD, 4CCEA's FB reached **29,234 individuals**
- **Impressions:** YTD, 4CCEA's FB achieved **57,535 impressions**

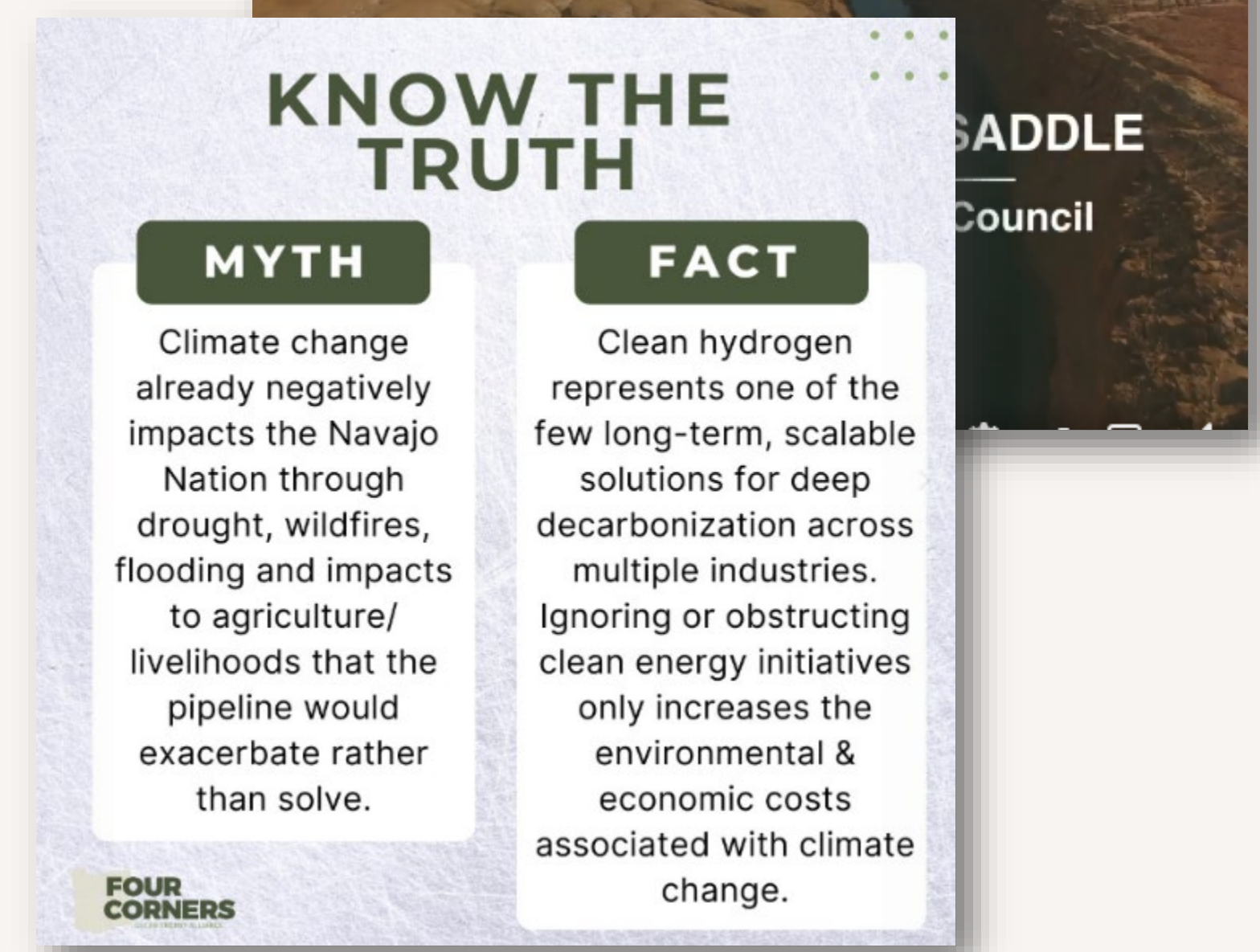
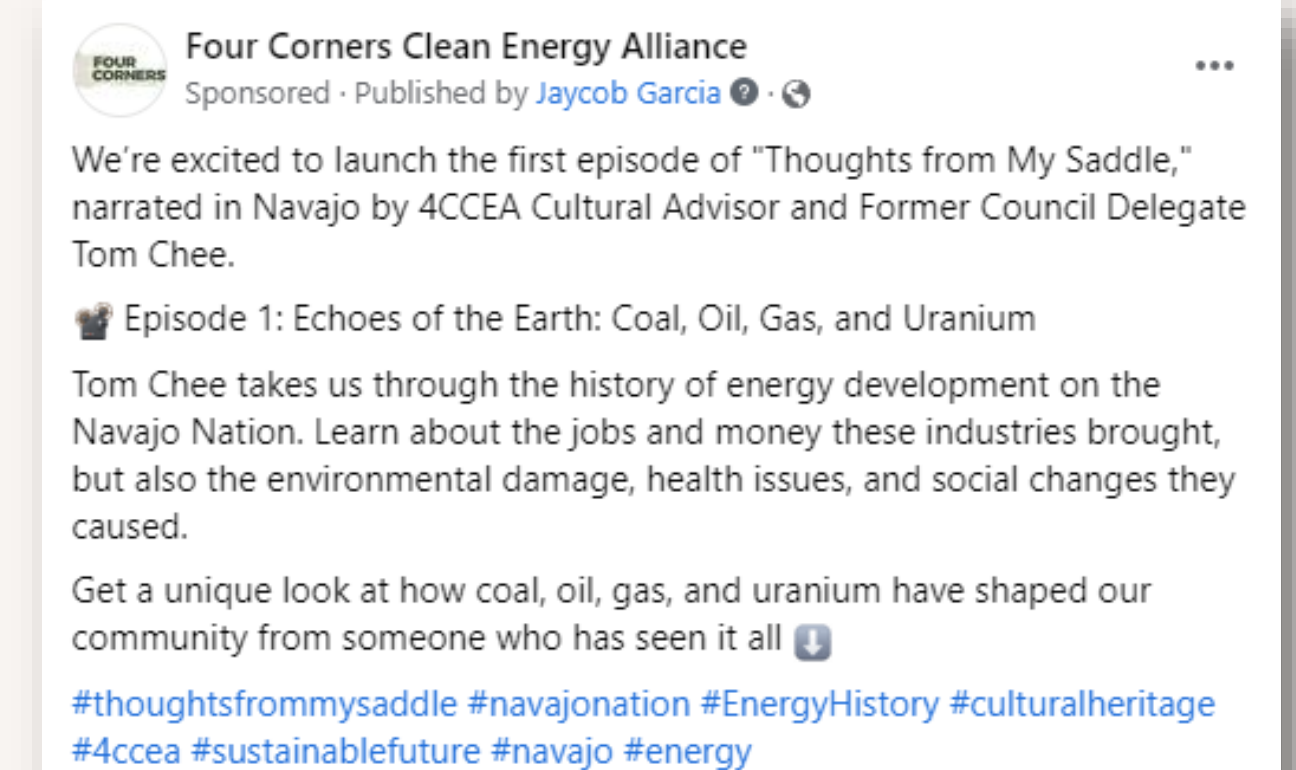
*Note: Non-profits with fewer than 500 followers typically reach around 3,200 individuals monthly with a 3-day posting schedule.*

## Lifetime Metrics:

- **Reach:** Total reach since inception is **48,346**
- **Impressions:** Total impressions received since inception are **592,708**

## Facebook Advertisements:

- Since its inception, 4CCEA has leveraged its Facebook page to deliver targeted, fact-based advertisements. These ads aim to educate and reshape views on energy development within the Nation. Collectively, 4CCEA's hyper-targeted advertising strategy has garnered **403,493 impressions**.
- Examples of our advertisements include:
  - **'Thoughts From My Saddle' Video Series:** Narrated in Navajo by Former Council Delegate and 4CCEA Cultural Advisor, Tom Chee. This series educates the Nation on the history of energy development, highlights the benefits of clean energy development for local communities, and provides a trusted voice for education.
  - **Know The Truth Static Ad Series:** To counter false claims from opposition groups regarding hydrogen on the Nation, we launched the "Know the Truth" ad campaign. These strategically boosted posts aim to enhance impressions and engagement, ensuring broader reach and impact.



# Radio Advertisements

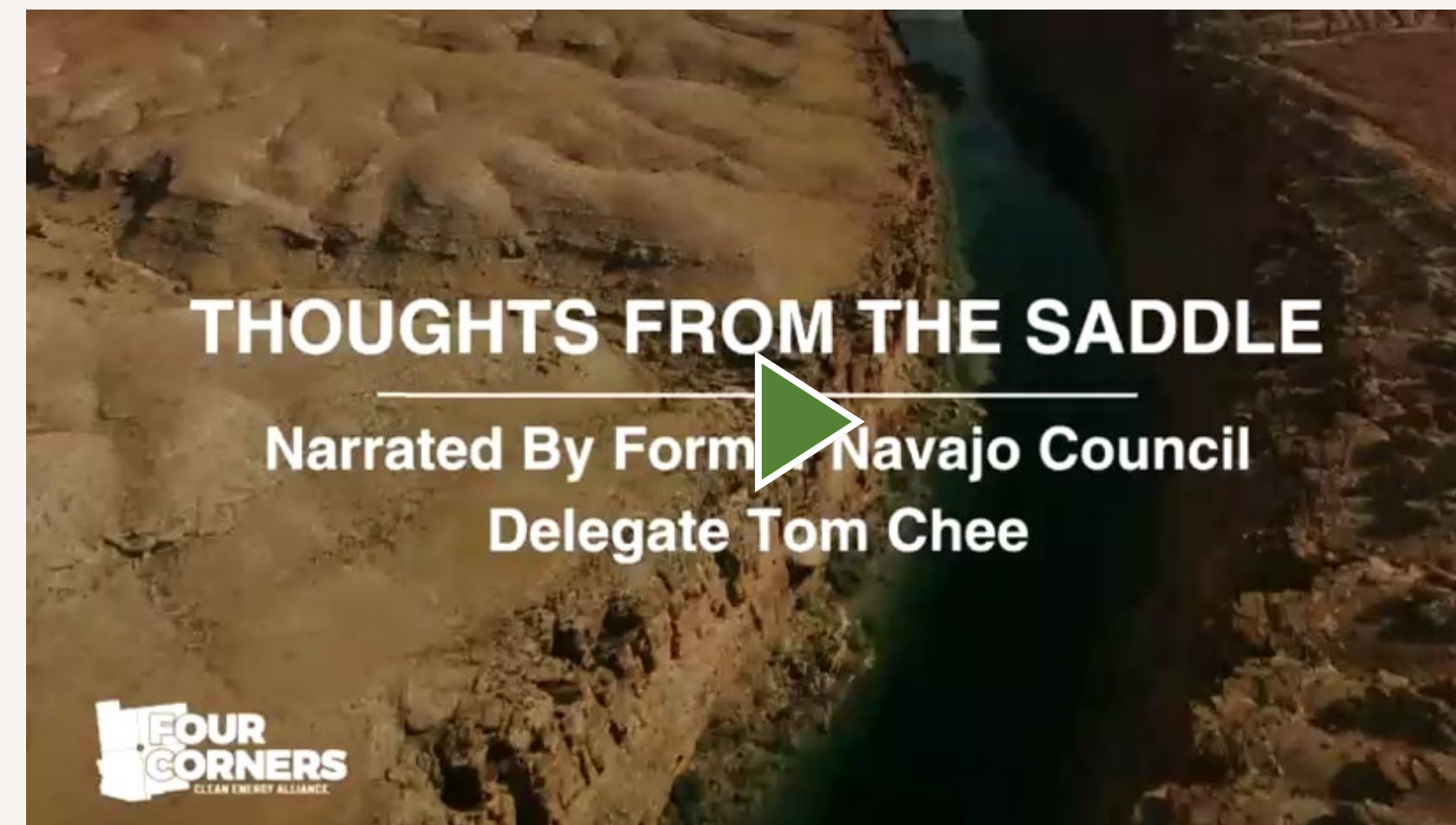
- **Overview:** Launched two ads on KNDN, voiced by Victor Dee in Navajo, to effectively reach our audience. This approach was chosen to ensure our message resonated well with our listeners.
- **Initial Ad Campaign:** First effort included 80 spots, aimed at educating people about clean energy and increasing our organization's visibility. This campaign was about spreading awareness and establishing our presence in the clean energy sector.
- **Second Ad Series:** The second series, with 30 spots over 15 days, focused on the potential of Hydrogen energy. This was a step forward in discussing more specific and innovative energy solutions.
- **Forthcoming Advertisement:** We are now working on placement for our third ad, which will follow the second series. This ad is the first episode in our 'Thoughts from My Saddle' series and will be broadcast in Navajo.





# Thoughts From My Saddle Series

- **Overview:** The Four Corners Clean Energy Alliance (4CCEA) has launched a 5-episode series titled "Thoughts From My Saddle," exploring the interplay between energy development, cultural preservation, and economic growth within the Navajo Nation. This series aims to provide a balanced narrative respecting the Navajo Nation's heritage while addressing the need for sustainable development and cultural preservation.
- **Episode 1 - Echoes of the Earth: Coal, Oil, Gas, and Uranium:** The first episode, narrated in Navajo by 4CCEA Cultural Advisor and Former Council Delegate Tom Chee, covers the history of energy development on the Navajo Nation. It discusses the jobs and economic benefits these industries brought, along with the environmental damage, health issues, and social changes they caused. This episode is available on radio and Facebook.



# CESDL Series Recap

Following the success of our Inaugural Clean Energy Summit for Diné Leaders (CESDL), we have edited and posted the summit recordings on our YouTube channel. These recordings capture insightful discussions, presentations, and keynotes from the summit, highlighting innovative strategies and opportunities for clean energy development within the Diné Nation.



Thank you

