



ReImagine Appalachia (RA) is a coalition founded in 2020 out of a broad recognition that the economy has not been working for most people and places in the Ohio River Valley of Appalachia (better known as coal country). We work with a diverse array of local partners to find common ground, create a more unified voice and build the collective leverage needed to move towards an economy that is good for workers, communities and the land.

We do our work in three main buckets:

Communications & storytelling

- Traditional & social media
- Sharing a story of hope
- Education

Coalition Building & Convening

- Virtual webinars, meetings, and summits
- Relationship building across diverse stakeholder groups to find common ground and build broad-based coalition

Participatory Research

- Listening sessions & open-comment Google Docs

Our Work Plan Priorities:

Leverage, Implement, and Defend Federal Climate Infrastructure Resources

We identify and advocate for federal programs that support the coalition's collective priorities. ReImagine Appalachia's trusted relationships with labor, local elected officials, faith, environment, and other community leaders position us to find win-win-win solutions for our broad-based coalition. Together, we have the leverage to secure the federal resources needed to ensure Appalachia that works for its people, communities, and the land.

Transform Appalachia into Hub for Sustainable Manufacturing

Growing clean and efficient manufacturing in the Ohio River Valley of Appalachia is the key to creating equivalent jobs to those lost in the coal industry. We launched the "Make It In Appalachia" campaign to create a collective vision and action plan for transforming Appalachia into a hub for cleantech industries that employ sustainable, equitable manufacturing practices. Key industries of focus include turning coal ash to usable products, deriving rare earth minerals from acid mine drainage, making alternatives to single-use plastics, forming a green building supply chain, and advancing other clean technologies.

Repair Damaged Lands and Promote Flood Resiliency

After more than a century of extraction by absentee corporations, the Ohio River Valley region is littered with coal ash ponds and coal slurries, abandoned mine lands leaking acid mine drainage, and orphaned oil and gas wells. This area of work guides public investment into natural infrastructure to repair damaged lands, reforest the region, restore wetlands, and promote urban greenspace. Benefits include absorbing greenhouse gasses, promoting resiliency to flooding, and reducing heat island effects. We're also working to ensure federal funding creates career pathways into good jobs, particularly for folks caught up in the criminal justice system as a result of the opioid epidemic, the latter having hit Appalachia especially hard.

Ensure Responsible Development (with Community Benefits)

For public investments to transform the region and create local wealth, we must ensure that taxpayer's climate infrastructure dollars create tangible benefits for people and land. Community members and stakeholders must have a meaningful say in what apprenticeships, unionization opportunities, and jobs are available for low-wage workers and disadvantaged communities.

Tell a Story of Hope

ReImagine Appalachia launched our stories of hope initiative to build support and appetite for federal climate infrastructure investment by showing its positive impact on the region. The federal climate infrastructure package, which prioritized investments in coal country, started to bring back hope to a region long left behind. Communities began to imagine a better future for themselves and their families. Project cancellations, federal funding freezes and program eliminations under the Trump Administration, however, threaten to undermine the incredible progress being made in this region. Through our storytelling initiative, we are spotlighting the region's assets, skills, resiliency, and enthusiasm of the people in order to inspire continued progress despite the challenges.