

# GUIDELINES FOR A LOW-IMPACT AND HIGH-POSITIVE-IMPACT EVENT

## A Participant's Guide

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### INTRODUCTION

Reducing environmental impact is more important than ever. As industries work to minimize their footprint, events like IMAGE (International Meeting for Applied Geoscience & Energy) offer a unique opportunity to lead by example.

Large-scale events, however, come with a considerable environmental impact, from energy use and waste generation to travel emissions and resource consumption. By making thoughtful choices, both participants and exhibitors can contribute to a low-impact event—reducing waste, optimizing resources, and lowering the overall footprint of IMAGE.

But minimizing impact is only part of the story. IMAGE also provides an opportunity to create a positive impact—on the local community, the industry, and future generations. By supporting local businesses, engaging in community initiatives, and promoting responsible practices, attendees and exhibitors can help leave a lasting, beneficial legacy beyond the event itself.

This guide provides practical steps and recommendations to help exhibitors and attendees embrace low-impact and high-positive-impact practices before, during, and after the event. Whether it's making responsible material choices for booths, minimizing single-use plastics, supporting local vendors, or participating in community-driven initiatives, every action counts. Together, we can ensure that IMAGE is not only a hub for innovation but also a force for positive change.

Let's make IMAGE 2025 a low-impact event with a high-positive impact, setting a new standard for responsibility and community engagement in the industry.

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## CORE PRINCIPLES

	<p><b>Environmental Responsibility</b></p> <p>Minimize waste, emissions, and resource consumption.</p>
	<p><b>Social Inclusivity</b></p> <p>Ensure accessibility and inclusivity for all participants. Support local businesses and community engagement.</p>
	<p><b>Economic Efficiency</b></p> <p>Optimize budget spending through sustainable choices. Prioritize long-lasting, reusable, or recyclable materials.</p>
	<p><b>Global Alignment</b></p> <p>Support international sustainability frameworks, including SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action).</p>

## PRACTICAL GUIDE

### For Exhibitors

#### Reducing Environmental Impact



Smart Booth Design

- Use reusable, modular, or rented booth structures instead of disposable setups.
- Choose materials that are recyclable, biodegradable, or responsibly sourced (always: PAPER OVER PLASTIC).
- Reduce printed materials by using digital brochures, QR codes, and interactive screens.



### Waste Reduction

- Minimize giveaways or choose practical, long-lasting items (e.g., reusable water bottles, multi-use office supplies).
- Avoid single-use plastics by opting for compostable or reusable alternatives.
- Set up clearly labeled recycling and waste bins at your booth.



### Energy & Resource Efficiency

- Use energy-efficient LED lighting and power-saving devices.
- Limit unnecessary water use in displays and booth operations.
- Offset booth-related energy consumption if possible.

## Creating a Positive Impact



### Support Local & Responsible Businesses

- Source booth materials, catering, and giveaways from local and community-driven suppliers.
- Partner with organizations that align with industry advancement and community support.



### Engage with the Local Community

- Donate excess materials or products to charities, schools, or local initiatives.
- Offer mentorships, internships, or networking opportunities to local students.
- Showcase responsible business practices, such as workforce development or ethical supply chains.

## Encourage Knowledge Sharing

- Focus on educational and interactive booth experiences rather than material-heavy promotions.

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## For Participants

### Reducing Environmental Impact



#### Efficient Travel & Transport

- Use shared rides or walk to the venue whenever possible.
- Choose accommodations with strong efficiency and waste-reduction policies.
- Offset travel-related emissions when flying to the event.



#### Minimizing Waste & Resource Use

- Bring a reusable water bottle, coffee cup, and tote bag to cut down on single-use items.
- Use digital schedules, maps, and business cards instead of printed versions.
- Dispose of waste responsibly using the event's recycling and compost stations.



#### Mindful Consumption

- Choose meals made with locally sourced and responsibly produced ingredients.
- Be selective about giveaways—only take what you will truly use.

### Creating a Positive Impact



#### Support Local Businesses

- Dine at local restaurants, visit small shops, and explore community markets.
- Choose IMAGE hotels, Hilton and Marriot, that prioritize ethical business practices and responsible operations.



### Engage with the Community

- Participate in event-led initiatives like volunteer programs or charity drives.
- Attend sessions focused on responsible industry practices, efficiency, and innovation.
- Share knowledge and experience with students or young professionals.



### Advocate for Responsible Practices

- Provide feedback to exhibitors about their resource-conscious efforts and encourage good practices.
  - Use social media to highlight positive initiatives and inspire others to act.
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## FINAL REMARKS

IMAGE 2025 is more than just a gathering of geoscience and energy professionals—it is an opportunity to lead by example in creating a low-impact, high-positive-impact event. Through conscious decisions, exhibitors and participants can help reduce waste, optimize resources, and support the local community, ensuring that the event leaves a lasting positive footprint rather than an environmental one.

Together, we can make IMAGE 2025 a model for responsible event management, setting a new industry standard for efficiency, inclusivity, and community engagement. Thank you for your commitment to making this event a success in every sense of the word.

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