

GLOBAL_GT Campaign – Content Contributor Guide

In the Field – Project & Site Story Template



Calling all geothermal champions!

Have a geothermal project or site story to share? We want to see the power behind the scenes! 🔥

✨ What to share?

- Stunning site photos (wide shots, action moments)
- The story behind your project – challenges, breakthroughs, impact

✉ Submit your content to: **global_gt@lovegeothermal.org**

Let's show the world how geothermal is changing lives, one site at a time!

worldgeothermal.org/global_gt

1. Objective

Showcase geothermal projects, sites, and communities through authentic, visual storytelling that links science, technology, and local impact.

2. What to Capture: Photos & Story

Photos:

- Wide shots of the geothermal site or facility (e.g., power plants, drilling rigs, pipelines, hot springs)
- Action shots of workers, engineers, or community members engaged on-site
- Natural landscape or environment surrounding the geothermal site
- Visual details: geothermal steam, instrumentation, monitoring equipment, signage...

3. Short Story Template (150–250 words)

Provide a brief narrative that highlights the context and significance of the project or site.

Suggested structure:

[Project/Site Name], [Location]

This geothermal site is critical because [reason: energy, community benefits, innovation, sustainability].

Key facts: [Installed capacity, year operational, unique technology, or partnership].

A memorable moment or challenge: [E.g., overcoming geological difficulties, community engagement].

The team/community is proud of [achievement or ongoing goal].

[Optional Quote from project lead or local stakeholder]

4. Tips for Contributors

- Capture photos during good lighting (morning or late afternoon preferred)
- Focus on storytelling — how the site relates to people, technology, and impact
- Use captions to describe photos when submitting
- Avoid overly technical jargon — make stories accessible and engaging

5. Submission Guidelines

Please send:

- 3-5 high-quality photos (JPEG or PNG) showing a variety of site perspectives
- Short story document (Word or PDF)
- Optional: Short video clips or interviews (up to 2 minutes)

Send materials to: global_gt@lovegeothermal.org

For questions or assistance, contact Gregor Rumberg at gregor@lovegeothermal.org