

Earth Science Week Engages Communities Worldwide

Earth Science Week (ESW) is an annual event that celebrates the importance of earth science and its relevance to our daily lives. It was established in **1998** by the American Geosciences Institute (AGI) and occurs the second full week in October. The event brings together scientists, educators, students, and the general public to promote awareness and understanding of earth science concepts. Throughout the week, individuals and organizations highlight the importance of earth science education and research in addressing global challenges and improving the quality of life for all.

To help facilitate organizations, schools, and the public celebrate ESW, AGI compiles a toolkit of educational resources from geoscience organizations. So far for 2024, **13 organizations** are ESW sponsors, and **42 organizations** are contributing toolkit materials. AGI packages **9,000 toolkits** and distributes them to individuals, schools, geological surveys, and other organizations for outreach and classroom use.

Since 2020, AGI has also organized webinars to bring awareness of earth science topics related to the theme of that year. View past webinars online at AGI's Earth Science Week website (www.earthsciweek.org/webinars/priorwebinars/).

AGI leads ESW by setting a thematic focus and offering educational resources, webinars, contests, and guidance on event planning. However, the success of ESW relies heavily on the active involvement of partners, schools, and organizations within local communities. These stakeholders are encouraged to host events and activities tailored to their unique settings and interests. Browse through past ESW Highlights Reports (www.earthsciweek.org/support/highlights) to read about the diverse range of events and initiatives organized by sponsors, partners, and other organizations. These reports showcase how ESW serves as a platform for educating students and the general public about various aspects of geoscience, fostering curiosity and engagement with Earth's processes and phenomena.



National Park Service hosting an ESW Event

ESW Statistics*

The data below helps illustrate how ESW allows educators around the world to find out about geoscience resources, professional organizations, and emerging topics. Through those educators, the impact of ESW is multiplied many times over through events that take place in classrooms, parks, nature centers, museums, and more. During the week itself and throughout the year, Earth Science Week reaches hundreds of communities in the US and a growing number of countries each year, reaching many thousands of individuals to support enhanced knowledge about the Earth and its systems.

AGI Promotion

- AGI press releases regarding ESW are sent to over 7,000 people across several distribution lists.
- More than 3,000 people subscribe to receive the ESW Newsletter.
- AGI has 48 member societies that can request and disseminate toolkits.
- The ESW website was accessed by users in 214 nations, territories, and regions.

ESW Participation

- 9,000 toolkits created and disseminated for each year's theme.
- People in 23 countries participate in ESW by hosting events or ordering toolkits.
- People in all 50 U.S. states and the District of Columbia participate in ESW by hosting events, obtaining and disseminating toolkits, and/or using ESW to promote earth science awareness.
- 35 State Geological Surveys get 50 or more toolkits for distribution.
- 3 federal agencies get toolkits for distribution (e.g., NASA facilitates the distribution of over 500 toolkits each year)
- 13 states issued state proclamations in support of ESW.
- Over 350 individuals participated in ESW contests (photography, video, essay, and visual arts).

Webinars

- Webinars have had up to 250 live viewers.
- Webinar recordings on YouTube have had up to over 1,000 views.

* based on statistics from ESW 2023