

2025 Highlights Report

EARTH SCIENCE WEEK



Earth Science Week ...an Introduction

Held October 12-18, 2025, the 28th annual Earth Science Week (ESW) explored the theme “Energy Resources for Our Future.” This theme was chosen by the American Geosciences Institute (AGI), with input from key partners, to focus on the complex choices involved in meeting the energy needs of homes, businesses, transportation, and communities, while considering the environmental, social, and economic impacts of those choices. Through a wide range of learning resources, activities, contests, and events, ESW engaged young people, educators, and the public in exploring current and emerging energy resources. By connecting scientific understanding with the choices facing communities and society, ESW 2025 highlighted the importance of earth science knowledge in building a sustainable future and maintaining a high quality of life for generations to come.

AGI organizes Earth Science Week as a service to member societies, with generous help from partners that provide educational resources and help promote the program. Partners in 2025 included:

Activate Learning	Climate Literacy & Energy Awareness Network	National Aeronautics and Space Administration	Paleontological Research Institution
American Association of Geographers	Consortium of Universities for the Advancement of Hydrologic Science, Inc. (CUAHSI)	National Agriculture in the Classroom	Society for Mining, Metallurgy, and Exploration
American Association of Petroleum Geologists	Critical Materials Innovation Hub	National Association of Geoscience Teachers	Society of Exploration Geophysicists EVOLVE
American Geophysical Union	Critical Zone Observatories	National Cave and Karst Research Institute	Soil Science Society of America
American Geosciences Institute	Earth Observations for the Sustainable Development Goals	National Earth Science Teachers Association	Stanford University, Understanding Energy Learning Hub
American Institute of Professional Geologists	Earth Science Information Partners	National Energy Education Development Project	The University of Texas at Austin, Choose Energy Program
American Meteorological Society	EARTHDAY.org	The National Environmental Education Foundation	U.S. Department of Energy Geothermal Technologies Office
American Solar Energy Society	EarthScope Consortium	National Marine Sanctuary Foundation	U.S. Department of Energy STEM
Andlinger Center for Energy and the Environment at Princeton University	Energy4Me	National Oceanic and Atmospheric Administration	U.S. Forest Service
Association for Women Geoscientists	The Geological Society of America	National Park Service	U.S. Geological Survey
Association of American State Geologists	Gemological Institute of America	National Speleological Society	Visible Geology
Association of Environmental & Engineering Geologists	Geoscience Australia	Natural Resources Conservation Service	
Bureau of Land Management	Geothermal Rising	Nevada Mining Association	
	Infiniscope	Nutrients for Life Foundation	
	Mineralogical Society of America		
	Minerals Education Coalition		

CONTENTS

- 4-5 Participation
- 6-7 Toolkit
- 8-9 Webinars and Contests

EARTH SCIENCE WEEK 2025 Energy Resources for Our Future

October 12-18, 2025: Highlights Report



If you have comments about this report, please contact:

Ed Robeck, Ph.D.
Director of Education and Outreach
American Geosciences Institute
ecrobeck@americangeosciences.org

See Our News Coverage

Because of the large and increasing number of news clippings, social media posts, and websites citing Earth Science Week events, activities, and resources, the print edition of the Highlights report provides a summary of ESW events and promotions. To view the thousands of organizations that have held events and promoted Earth Science Week since 2002, please visit: www.earthsciweek.org/support/highlights.

Published in the United States of America. All rights reserved.
No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, recording, or any information storage and retrieval system without the expressed written consent of the publisher.

Copyright © September 2026 by AGI.
All statistics in this document were current as of publication.

Sponsors



Front cover image:
Adobe Stock

Earth Science Week Around the World

Earth Science Week comes to life differently in every classroom, community, and organization around the world that takes part. In 2025, many celebrants built their activities around the year’s theme, “Energy Resources for Our Future,” while others focus their efforts on one of the week’s designated focus days. Celebrations take shape as classroom lessons, museum programs, and community events, as well as participants sharing their enthusiasm for the geosciences online, extending the reach of ESW far beyond any single event.



Focus Days

- October 12, 2025** The 18th annual International EarthCache Day, Geological Society of America
- October 13, 2025** The 6th annual Minerals Day, Mineralogical Society of America
- October 14, 2025** The 18th annual No Child Left Inside Day, National Environmental Education Foundation, and the 10th annual Earth Observation Day, AmericaView
- October 15, 2025** The 16th annual National Fossil Day, National Park Service
- October 16, 2025** The 11th annual Geoscience for Everyone Day, multiple sponsors
- October 17, 2025** The 14th annual Geologic Map Day, U.S. Geological Survey, Association of American State Geologists, National Park Service, Geological Society of America, and the National Aeronautics and Space Administration
- October 18, 2025** The 15th annual International Archaeology Day, Archaeological Institute of America

Examples of ESW Participation

FLORIDA GEOLOGICAL SURVEY OPEN HOUSE 2025
FRIDAY, OCT. 17 • 11 a.m. - 3 p.m.
FOR ALL AGES: EXPLORING FLORIDA FOSSILS

EARTH SCIENCE WEEK

INTERACT

- View rock and fossil samples through microscopes.
- Dig for fossils.
- Examine fluorescent minerals.
- Try on our safety gear and take a picture with the Florida Geological Survey Drill Rig.

EXPLORE

- See our Megalodon exhibit featuring real Megalodon fossils.
- Investigate Florida fossils with 3D scans and prints.
- Look at Florida minerals, rocks and fossils on display in the Walter Schmitt Museum.

LEARN

- Walk through geologic time. Understand how geology impacts your life.
- Discover tools the FGS has used to investigate and map Florida geology for over 150 years.
- Learn about Florida's next State Geological Site and first State Investigative Paleontological Site.

ALSO ON-SITE: **AVICOLA RESEARCH INSTITUTE** with Patricia de Mottola Youth Conservation Center Staff **JOE BRUB** **NINA RICE**

FloridaDEP.gov/EarthScience

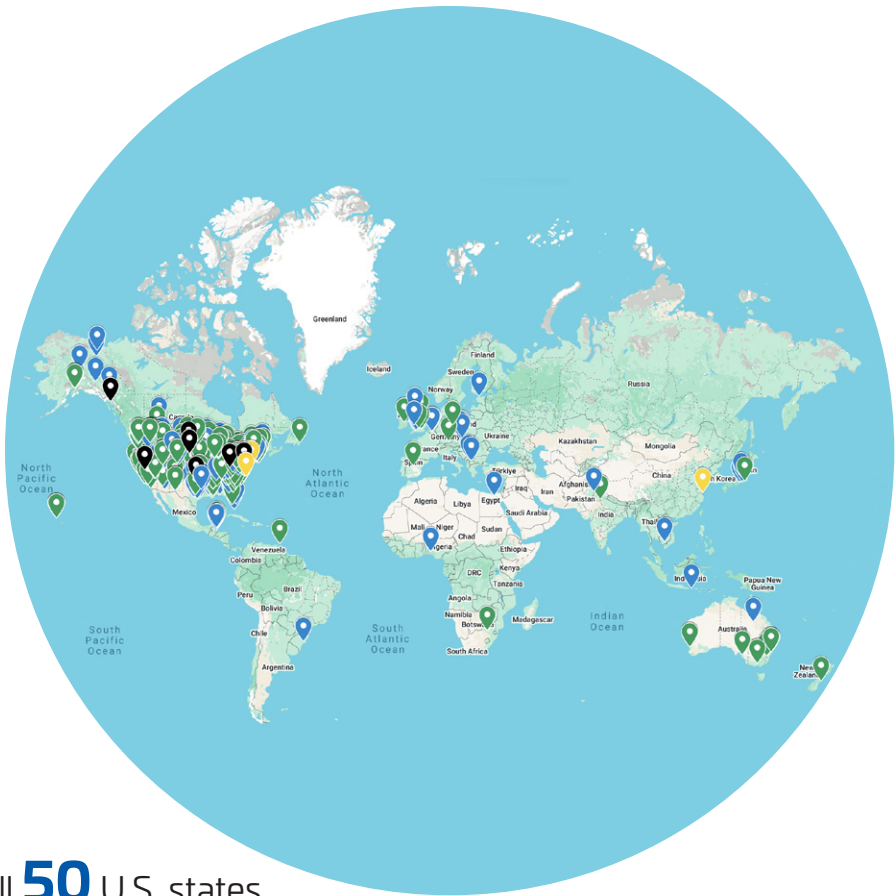
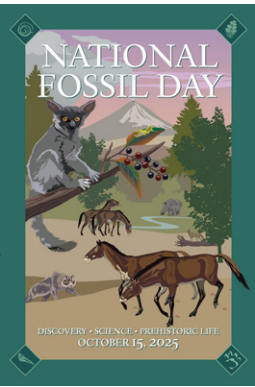
2000 Commonwealth Blvd., Suite 1 Tallahassee, FL 32303 FloridaDEP.gov/EarthScience • 850-417-0300

Many state geological surveys organize ESW events, such as the open house held by the Florida Geological Survey for ESW 2025.



Dr. Steve Hill (Chief Scientist, Geoscience Australia) presented the Great ShakeOut earthquake safety drill public talk during ESW 2025.

Each year, the National Park Service creates artwork for National Fossil Day that can be used to promote related events and activities.



Events

Events held in all **50** U.S. states and **25** additional countries.

bit.ly/ESW2025-events-map

- Event Map Key**
- Hosted an in-person event
 - Promoted ESW online
 - ESW Contest Winner/Finalist
 - U.S. State Proclamations issued

Online Participation

ESW Website accessed by **31,092** users from **127** countries

Over **18,000** people receive ESW Newsletters and Press Releases

156 social media posts were made for ESW 2025 and drew in more than **351,000** views and **25,000** interactions across @earthsciweek platforms

Although it is not possible to know the exact number of organizations that host events or post about ESW online, AGI tracks confirmed participation where possible. Please see the list of confirmed organizations for 2025 at: bit.ly/ESW2025-Highlights-Events

Earth Science Week Toolkit

Every celebration of Earth Science Week includes the creation of the ESW Toolkit, a collection of free educational resources designed to support educators and event organizers alike. Additional resources are made available on the ESW Online Toolkit. AGI develops many of these materials and also works closely with its ESW Partners to gather activities, lesson plans, and other contributions, bringing together resources from across the geoscience community. Together, these efforts ensure that high-quality, engaging earth science content remains accessible to anyone who wants to celebrate.

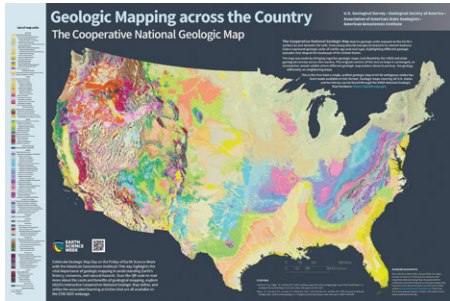
2025 Toolkit Resources

www.earthsciweek.org/resources/2025

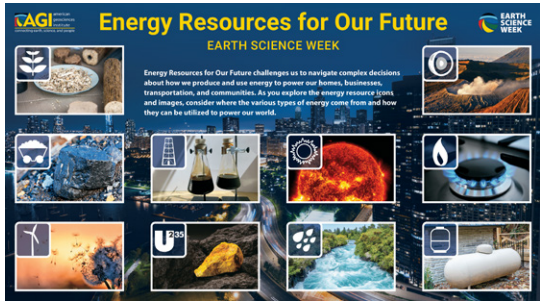
Toolkit Distribution Stats

- 8000 ESW Toolkits distributed across the U.S. and its territories, and 9 additional countries
- 26 state geological surveys and 3 Federal agencies helped distribute Toolkits to educators
- >25% shipped free of charge thanks to support from ESW Sponsors

Toolkit items made by AGI were also distributed by partners.



- Geologic Map Day Poster – 8500 distributed with the September 2025 issue of *GSA Today*
- ESW Poster – 500 distributed with the summer edition of *The Earth Scientist* from the National Earth Science Teachers Association



Online Toolkit

www.earthsciweek.org/toolkit/onlinetoolkit

Items from the ESW Toolkit and additional partner resources were made accessible online.

- 22 new posters, activities, and other resources added for 2025, accessed over 5100 times

- ESW Classroom Activities database had 12 new activities added for 2025, accessed over 9600 times



Calendar Stats

- 12 organizations developed new activities
- 12 additional organizations with interactive maps and curated datasets were linked to

The calendar grid provides dates of geoscience- and education-related observances and events throughout the year:

- 13 monthlong
- 17 weeklong
- 118 days
- 18 conferences



Engaging the Earth Science Week Community Through Webinars and Contests

At the heart of Earth Science Week is participation, and there are many ways to join in. AGI’s ESW Webinars bring the ESW community together to learn from experts and explore current topics in the geosciences, while the ESW Contests invite participants to put their creativity and earth science knowledge on display.

2025 ESW Webinar Series

www.earthsciweek.org/webinars

Earth Day and ESW Kick-Off Event:
The Science of Net Zero Buildings

Spreading Energy Awareness with NEED,
sponsored by the National Energy Education
Development (NEED) Project

GEOHERMAL: The energy resource of
our past, present, & future, sponsored
by Geothermal Rising

Shaping the Future of
Energy Exploration with
Geoscience and Innovation

Geologic Mapping and Modeling

Webinar Stats

Nearly **1200**
engagements with social
media posts promoting
the webinar series

1021 people
registered for
the webinars

Over **5100**
total views



ESW Contests

www.earthsciweek.org/contests

Photography

Ethan Li of Shanghai, China, won first place in the photo contest with ‘Energy in Motion: Power and Progress Along the Silk Road’, an image capturing a coal-laden freight train hurtling across a towering viaduct in Kuche, Xinjiang—a province vital to China’s energy production. The juxtaposition of the train’s kinetic force with the vast, rugged terrain below highlights both humanity’s ability to harness energy and the immense geological forces that have shaped the landscape over time.



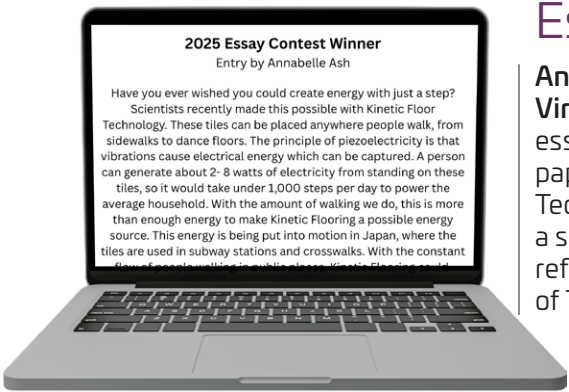
Visual Arts

Charles Yang of Newbury Park, California, U.S. won first place in the visual arts contest for their imaginative and distinctive use of scenes and symbols to thoughtfully weave together diverse natural systems and forms of energy to depict the theme “A World of Energy Possibilities.”



Essay

Annabelle Ash of Virginia Beach, Virginia, U.S. won first place in the essay contest with a compelling paper examining Kinetic Floor Technology and its potential as a sustainable energy solution, reflecting the theme “The Power of Tomorrow.”



Contest Stats

Average of
423 submissions
per year

Submissions from
33 U.S. States,
Puerto Rico, and
17 additional countries

Winners receive
\$300 and are
featured on AGI social
media and publications

9 social media posts
sharing winning and
finalist submissions with
over **6500** views





AGI Member Societies

AASP – The Palynological Society	Geo-Institute of the American Society of Civil Engineers	National Association of State Boards of Geology
American Association of Geographers	Geochemical Society	National Cave and Karst Research Institute
American Association of Petroleum Geologists	Geological Association of Canada	National Earth Science Teachers Association
American Geophysical Union	The Geological Society of America	National Speleological Society
American Institute of Hydrology	Geological Society of London	Paleontological Research Institution
American Institute of Professional Geologists	Geoscience Information Society	Paleontological Society
American Rock Mechanics Association	History of Earth Sciences Society	Petroleum History Institute
Association for Women Geoscientists	International Association for Geoscience Diversity	Seismological Society of America
Association of American State Geologists	International Association of Hydrogeologists/U.S. National Chapter	SEPM (Society for Sedimentary Geology)
Association of Earth Science Editors	Karst Waters Institute	Society for Mining, Metallurgy & Exploration
Association of Environmental & Engineering Geologists	Mineralogical Society of America	Society of Economic Geologists
Clay Minerals Society	Mineralogical Society of the United Kingdom and Ireland	Society of Exploration Geophysicists
Commission on Stratigraphic Nomenclature of the Americas (CSNA)	National Association of Black Geoscientists	Society of Mineral Museum Professionals
Council on Undergraduate Research	National Association of Geoscience Teachers	Society of Vertebrate Paleontology
Environmental and Engineering Geophysical Society		Soil Science Society of America



American Geosciences Institute

4220 King Street

Alexandria, VA 22302 U.S.A.

www.americangeosciences.org