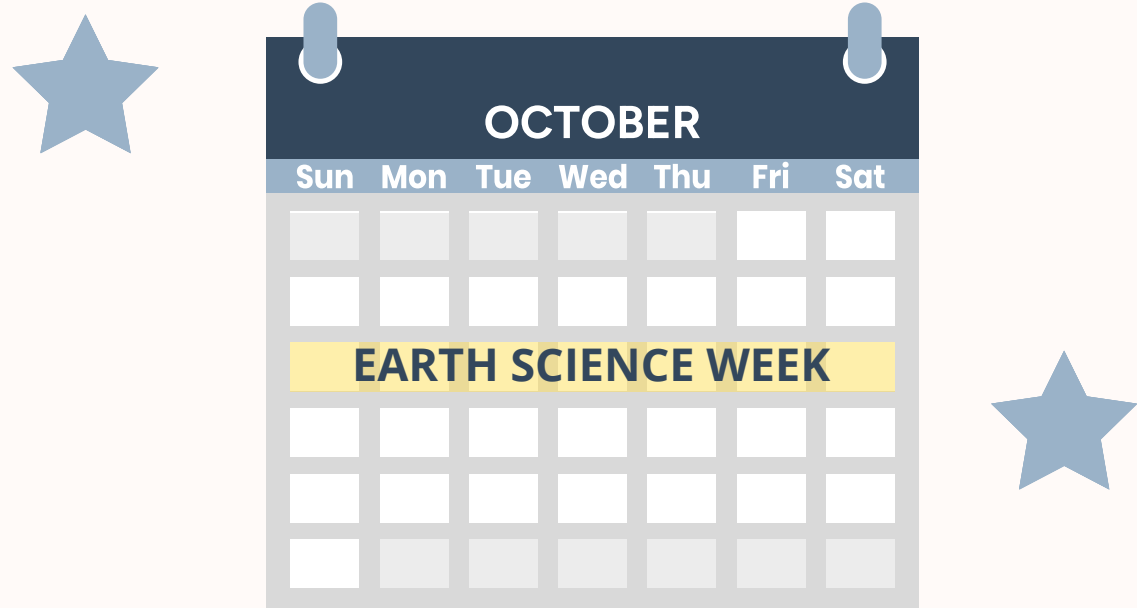


# THE REACH OF EARTH SCIENCE WEEK

Earth Science Week (ESW) is an annual celebration of the importance of earth science and its relevance to our daily lives, especially as it pertains to addressing global challenges and improving the quality of life for all. Established in 1998 by the American Geosciences Institute (AGI), Earth Science Week brings together scientists, educators, students, and the general public to promote awareness and understanding of earth science concepts. Visit [earthsciweek.org](https://earthsciweek.org) to learn more.



Earth Science Week occurs annually during the second full week in October.

#### Focus Days:

**Sunday:** International EarthCache Day

**Monday:** Minerals Day

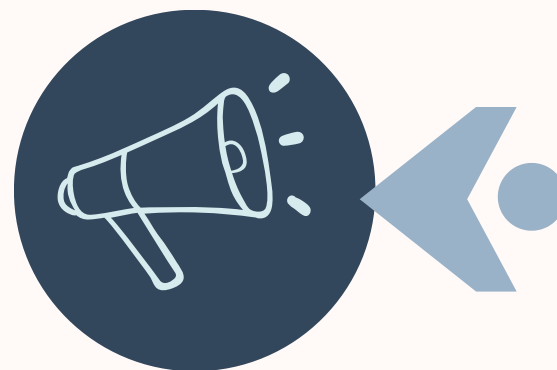
**Tuesday:** Earth Observation and No Child Left Inside Day

**Wednesday:** National Fossil Day

**Thursday:** Geoscience for Everyone Day

**Friday:** Geologic Map Day

**Saturday:** International Archaeology Day



## SETTING THE THEME

AGI sets the ESW theme based on input from ESW Sponsors and Partners and ensuring alignment with emerging trends in the geosciences.



## DISTRIBUTING ESW TOOLKITS

AGI assembles toolkits containing high-quality educational resources created by geoscience organizations for K-12 and informal educators.



## ENCOURAGING PARTICIPATION

AGI hosts ESW Webinars and Contests to further engage students and the public with the geosciences and how it relates to their lives.



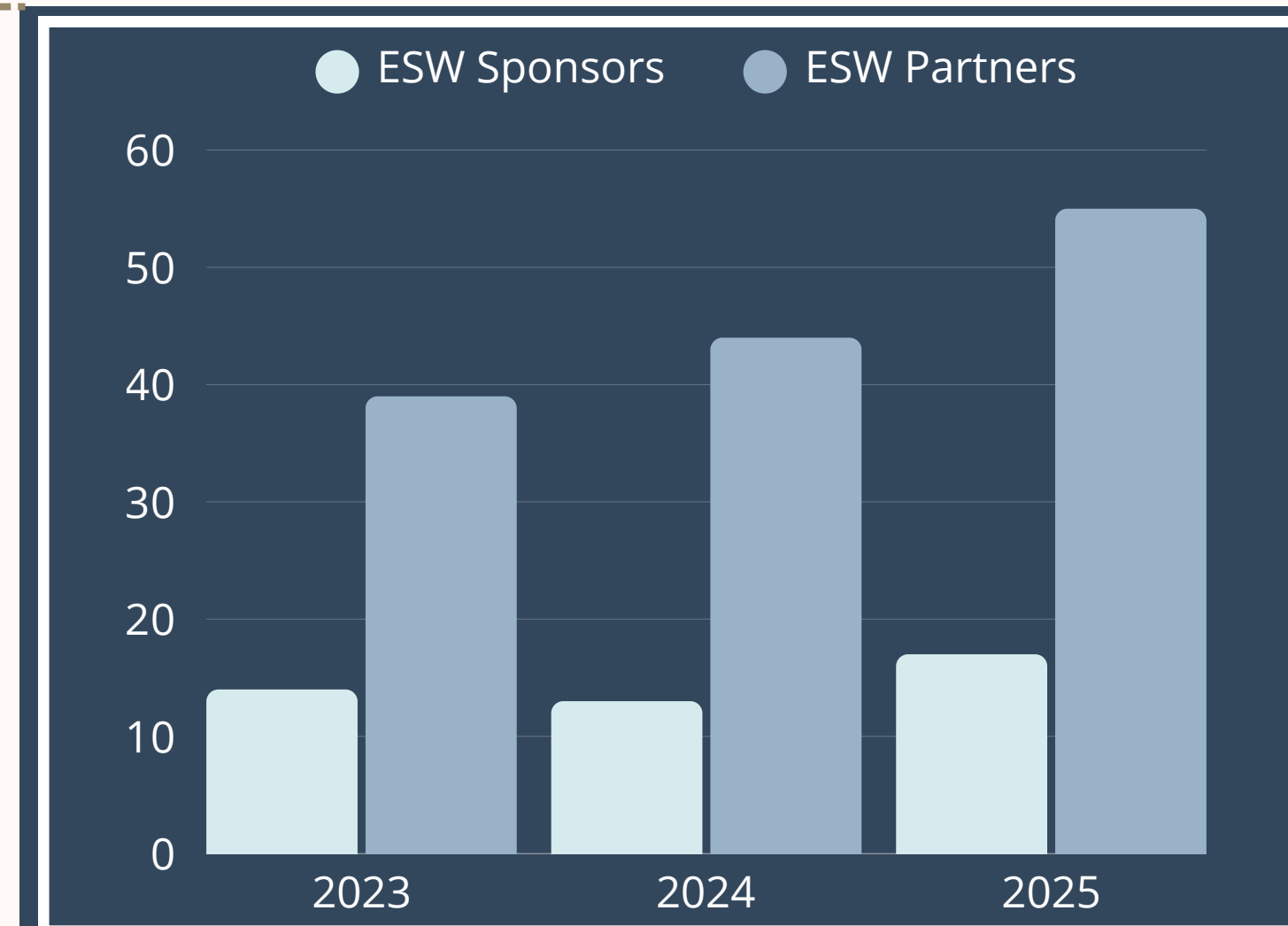
## ESW PARTNERS

Geoscience organizations participate in ESW webinars and contribute educational resources to the physical and/or online ESW Toolkits.



## ESW SPONSORS

Contributions are used to create new resources related to the ESW Theme, as well as to distribute ESW Toolkits to educators.



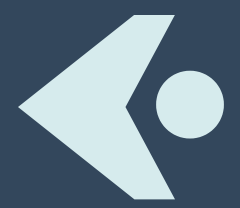
# EARTH SCIENCE WEEK EVENTS

ESW Events are held by individuals, schools, and organizations around the world to engage students and the public with activities tailored to their communities.

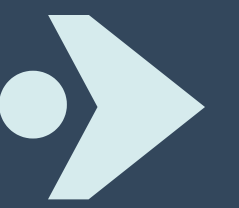
In 2025, people from 25+ countries held ESW events, distributed ESW Toolkits, and promoted Focus Days online.







# EARTH SCIENCE WEEK PARTICIPATION



Since its launch in June 2023, the redesigned ESW Website has been viewed 429,158 times by users across 121 countries. Users have accessed links on the site 1,089,481 times, which include ESW educational resources, webinars, contests, and information on hosting ESW events. Visit [earthsciweek.org](https://earthsciweek.org) to learn more about each of the topics below.

## EDUCATIONAL RESOURCES

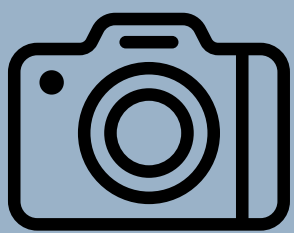
- 8,000 ESW Toolkits containing posters, activities, and media from 37 ESW Partners were distributed to educators for ESW 2025.
  - Toolkits were distributed across all 50 states, D.C., Guam, Puerto Rico, and seven additional countries.
  - 26 State Geological Surveys and 3 Federal Agencies distributed ESW Toolkits in 2025.
  - AGI has 44 member societies that can request and distribute Toolkits.
- Posters are included as inserts in ESW Partner publications:
  - 8,500 Geologic Map Day Posters in *GSA Today*
  - 500 ESW Posters in *The Earth Scientist*
- The ESW Website hosts two databases of educational activities:
  - The Online Toolkit houses 115 posters and activities that align with the past 10 ESW Themes.
  - The ESW Classroom Activities page has 279 resources that have been accessed 86,711 times since the database was created in June 2023.

## WEBINAR SERIES

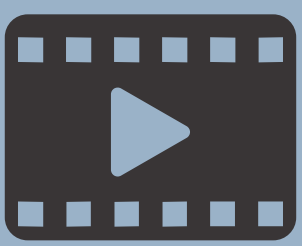
- Since launching in 2020, the ESW Webinar Series has attracted over 21,000 viewers.
- In April 2024 and 2025, an Earth Day webinar served as the kickoff event for ESW, drawing an average of 1,339 viewers.
- The 2025 ESW Webinar Series included four webinars:
  - drawing between 117 and 331 viewers during the live YouTube Premieres,
  - and a total of 1,916 viewings of the recordings.



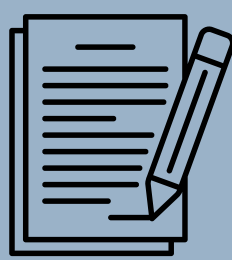
VISUAL ARTS



PHOTOGRAPHY



VIDEO



ESSAY

## CONTESTS

- The ESW Essay, Photography, and Visual Arts Contests first launched in 2003, with the Video Contest being added in 2016.
- From 2023–2025, the ESW contests averaged 423 submissions per year, representing participants from 33 U.S. states, Puerto Rico, and 17 countries.
- Winners' and Finalists' entries are featured on the contest webpage, as well as in AGI social media and publications.
- Two special contests have been co-developed with partners:
  - AAPG Asia-Pacific Region Student Chapter Video Contest (2021)
  - Ward's Science Lesson Plan Contest (2025)

## EARTH SCIENCE WEEK PROMOTION

- Seven presentations on ESW were given at education and geoscience conferences throughout 2025.
- 3,000+ people are subscribed to the ESW Newsletter.
- 15,000+ people receive ESW Press Releases.
- Promotional videos and ESW Webinars are pushed out to the 33,000+ subscribers on AGI's YouTube Channel.
- Since April 2025, 90 new social media posts have drawn more than 91,000 views and 3,500 interactions (likes, comments, shares, and link clicks) across platforms.

