

Earth Science Week Engages Communities Worldwide

Earth Science Week (ESW) is an annual celebration of 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. Earth Science Week 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 facilitate the celebration of ESW by organizations, schools, and the public, AGI compiles a toolkit of educational resources from geoscience organizations that are ESW partners. In 2024, **13 organizations** were ESW sponsors and **42 organizations** (12 of which are new) contributed materials to the toolkit. AGI packages **9,000 toolkits** and distributes them to individuals, schools, geological surveys, and other entities 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 around the world. These reports showcase how ESW serves as a platform for educating students and the general public about various aspects of geoscience while 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, discussions, and activities that take place in classrooms, parks, nature centers, museums, and more. During the week itself and throughout the year, ESW reaches many thousands of individuals within communities in the United States and a growing number of countries each year, enhancing knowledge about the Earth and its systems.

AGI Promotion

- AGI press releases regarding ESW are sent to over 15,000 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 175 nations, territories, and regions.
- In October alone, ESW achieved a combined social media engagement reach of 157,988.
 - Posts garnered over 50,000 views through LinkedIn, Facebook, Instagram, and X.
 - Content was reshared by 30 organizations, comprising long-standing partners, member societies, and newly engaged groups.

ESW Participation

- People in 23 countries participate in ESW by hosting events or ordering toolkits.
- People in all 50 U.S. states, the District of Columbia, Puerto Rico, and Guam participate in ESW by hosting events, obtaining and disseminating toolkits, and/or using ESW to promote earth science awareness.
- 9,000 toolkits are created and disseminated for each year's theme.
 - 41 State Geological Surveys get 50 or more toolkits for distribution.
 - 1,030 toolkits were sent to 7 U.S. school districts/teaching associations.
 - 3 federal agencies get toolkits for distribution (e.g., NASA facilitates the distribution of over 500 toolkits each year).
- 10 states issued state proclamations in support of ESW.
- Over 500 individuals participated in ESW contests (photography, video, essay, and visual arts).
- The ESW Webinar series was watched live by over 1,000 viewers, and its recordings on YouTube have accumulated over 3,000 views.
- Over 360 people accessed the first-ever social media toolkit guide.

* Based on statistics from ESW 2024