

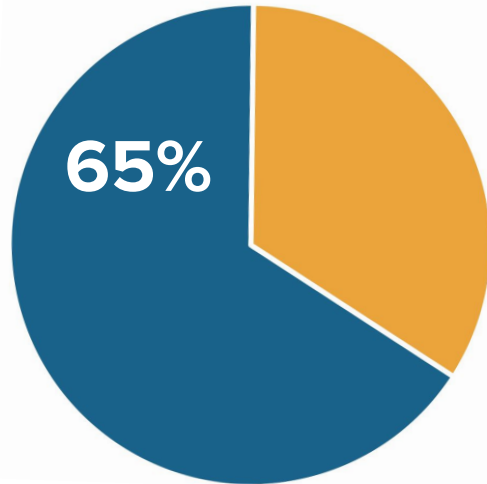


Anais Reyes, Curator
The Climate Museum
Climate Toolkit Symposium, October 2025



**What percentage of
adults in the US are
concerned about
climate change?**

**Worried
about
climate
change**

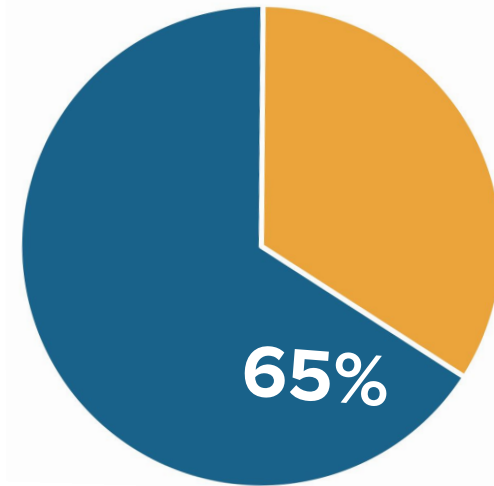
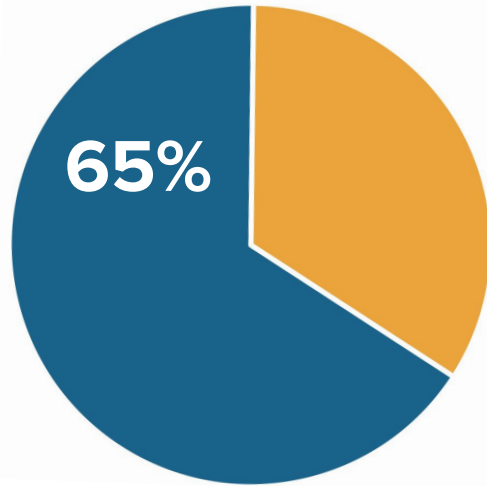


YALE PROGRAM ON
Climate Change
Communication



GEORGE MASON UNIVERSITY
CENTER for CLIMATE CHANGE
COMMUNICATION

**Worried
about
climate
change**



**Rarely or
never
discuss
it**

**People are worried but silent.
We need to break the climate silence.**



YALE PROGRAM ON
Climate Change
Communication



GEORGE MASON UNIVERSITY
CENTER for CLIMATE CHANGE
COMMUNICATION



17 exhibitions
355+ events
166,000+ visitors

THE END OF FOSSIL FUEL
2023-24



ART



LEARNING



ACTION

ART, LEARNING, AND ACTION:

Interpretation and Engagement at the
Climate Museum

**The Climate Museum Pop-Up
2022-2023**



David Opdyke
Someday, all this, 2021



**Americans
underestimate popular
climate policy support by
nearly half.**

The myth of climate
indifference is so exaggerated
that researchers termed it a
“false social reality.”

In New York state,
72% of residents are climate
concerned. **Residents estimate
44% are concerned.**

In Mississippi, 61% are climate
concerned, but **residents
believe it is only 33%.**

Sparkman, Geiger & Weber. *Nature
Communications*. 2022.





THE END OF FOSSIL FUEL
2023-24

The exhibition increased the following metrics for visitors:

- **Determination** and **confidence** to talk about climate
- **Hope** in our ability to achieve climate progress together
- **Understanding** that more people are concerned about climate change than they previously thought

These shifts point to an enhanced sense of **agency**.

Badullovich et al. *PLOS Climate*, 2025.

THE END OF FOSSIL FUEL
2023-24





THE END OF FOSSIL FUEL
2023-24



Youth Advisory Council members
2019 Youth Climate Strike, NYC



THE END OF FOSSIL FUEL
2023-24

**THE
ROLE
OF
THE
ARTIST
IS
TO
MAKE
THE
REVOLUTION
IRRESISTIBLE.**

—TONI CADE BAMBARA



Rendering of the future Climate Museum

Now that you've seen
Climate Signals, tell us
what you think...

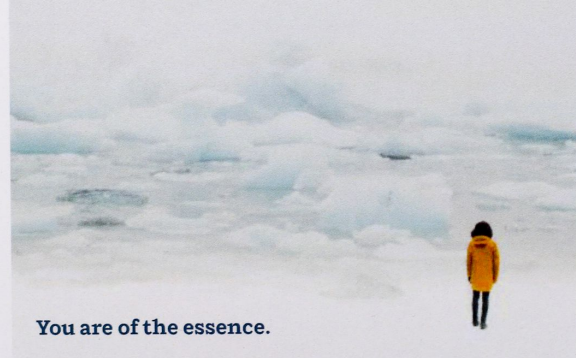
As a teenager /
feel protected
by the existence
of this Museum



Now that you've seen *In Human Time*,
tell us what you think...

Never has this made more
sense than now

-
A Hurricane IRMA
Survivor



THIS IS WHAT WE NEED!!! ♡ BEATRIZ

CLIMATEMUSEUM.ORG/SUBSCRIBE