

Outreach Event & Report

Introduction

According to a national survey conducted by OBIC, 52% of consumers reported that they were not aware of any specific biobased product. Additionally, only 8% of the nearly 600 respondents indicated that they were very familiar with biobased products or products using biobased packaging. Once these consumers have been made aware of biobased products they demonstrate strong support for future purchases (37% indicate that they are very interested in purchasing biobased products). How can we inform more consumers about the availability and benefits of biobased products?

1. Assignment Details

You are encouraged to work with your Faculty Mentor to design and deploy at least one bioeconomy-based outreach/educational event at your campus. Our goal is to reach either the students on your campus or the citizens of your community with positive messages about bioproducts and biofuels. We want to increase the understanding of the bioeconomy and the willingness to use biobased products.



Cohort 1 CABLE Student Delegate, Joanna Quiah, after her on-campus event at Oklahoma State University

Get creative as you think about the audiences you want to reach and the ways you'll reach them. You may work with other organizations (i.e., Below 50) to bring additional educational materials to your event. Additionally, Denny Hall may be able to provide you with product samples to pass out.

2. Propose Your Outreach Plan

and support your event. Please e-mail Shannon Hollis by October 14, 2019 to share the date, time, location, any partners you are working with, any samples you would like to have, what you hope to accomplish through your event, and how you plan to promote the event.

3. Summarize and Report About Your Event

Take photographs or recordings of your event and then create a two- to three-minute narrated PowerPoint or Zoom recording to document what you did, how many attended, and how it accomplished education and outreach about the biobased lifestyle. Submit this to Shannon Hollis and Casey Needham via link or e-mail by April 10, 2020*. If additional time is needed, we may allow an extension for special circumstances.

*Note: This outreach event may be conducted at any time during the 2019-20 school year. We strongly encourage Student Delegates to complete this project early unless there is a compelling reason to wait for March or April. Those are busy months with the Working Group project, and Student Delegates may feel the load is too heavy to work on the outreach event and the Working Group project at the same time.

4. Report Demographics From Your Event

Because CABLE is funded through a grant from USDA, we need to provide them with data to demonstrate the reach of our program. We need your help to document the size of your audience and describe the different populations who attend your event. Please choose one of the two options below to report the demographics of your attendees.

Please do your best to estimate the number of attendees and describe the attendees to us. Use [this form](#) to report your estimates; when you submit the form, the data will come to Shannon Hollis. Please submit the form by April 10, 2020*. You may find that having a sign-in sheet would help you to keep track of who attended. If you would like to use a sign-in sheet, you can [print this one](#) for your use.

