

Here's How to Plan Your Celebration of National Biobased Products Day March 8, 2024!



Mark your calendar for March 8, 2024!



Reach out to all your partners, customers or members to be sure they know about National Biobased Products Day.

- Encourage them to plan for and get involved in the celebration.
- Share the National Biobased Products Day logo with all your friends and family.



Build a small project team to explore how you can leverage this important opportunity.



Connect your organization's brand and messaging to National Biobased Products Day—after all, if it weren't for the great work you do and your contributions to the bioeconomy, there would be nothing to celebrate!



Get creative:

- Plan an event—large, small or virtual.
- Give employees an incentive to celebrate.
- Get kids involved by holding a poster or story contest.
- Visit local schools or community groups to tell students about what biobased products are and why they matter to the world.
- Host an educational webinar about the innovative manufacturing processes you may use to make your biobased products or share information about the different feedstocks or renewable materials you use.



Collaborate with your key partnerships and stakeholders on how you can celebrate together.



Promote National Biobased Products Day across all of your channels.

- Develop a creative campaign.
- Write blog posts.
- Post on social media.
- Create infographics.
- Create flyers, posters and collateral materials.
- Use trinkets and swag to get the word out.
- Shout it from your rooftop.



Share your plans with us!

- Tag us so we can retweet.
- Send us an email at help@usdabiopreferred.net.
- Want your plans showcased in BioBuzz or BioBuzzGov? Contact us with the details at help@usdabiopreferred.net



Follow us on social media (@BioPreferred) to keep up to date on our own plans for the day.

We look forward to launching the inaugural National Biobased Products Day on March 8, 2024, with your support. Any and every enterprise is invited to join the celebration.