



AUBURN  
SUSTAINABILITY



# GREEN EVENT GUIDE



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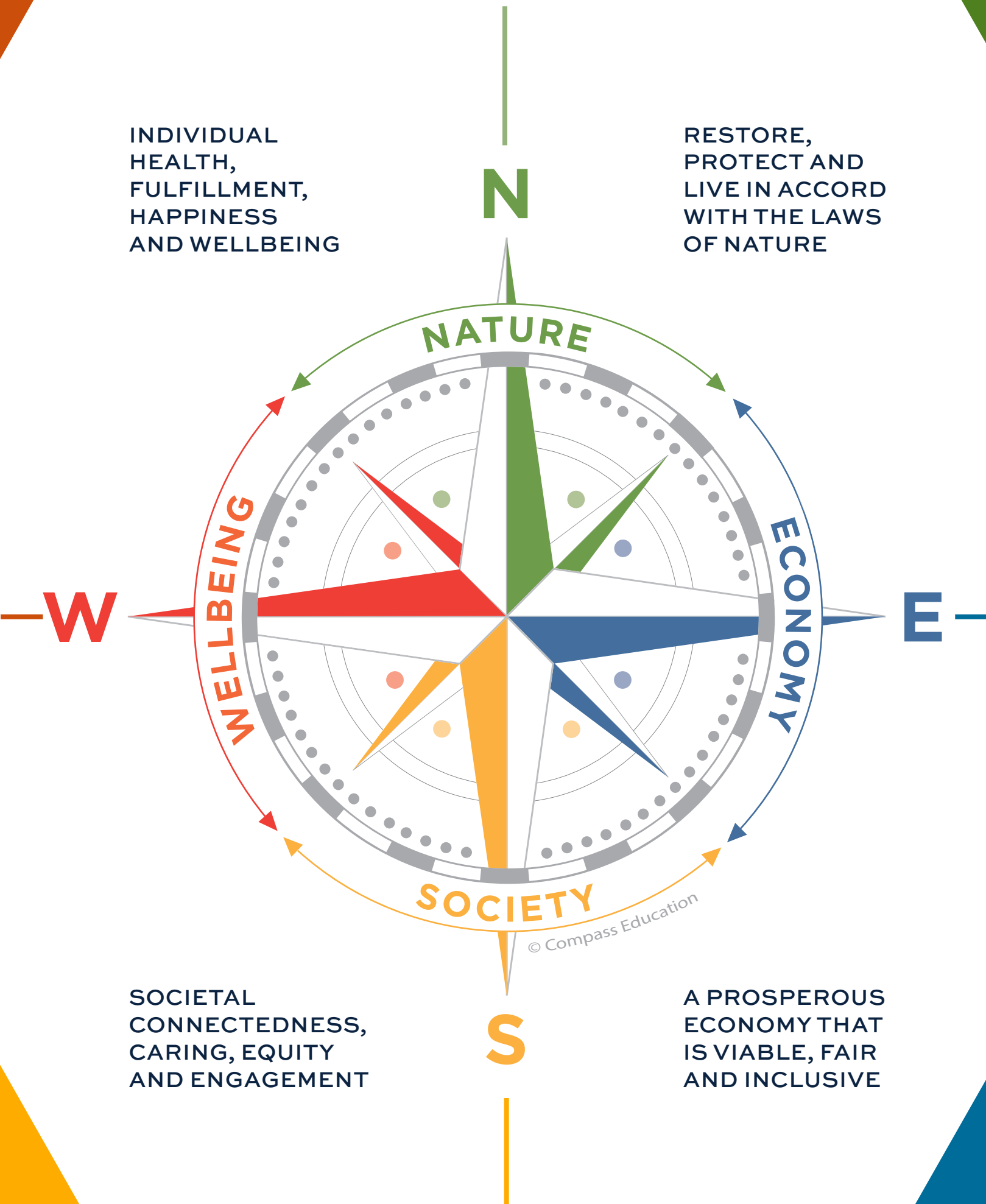
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# THE SUSTAINABILITY COMPASS



# THE IMPACT OF THE COMPASS



Whether hosting a meeting with your co-workers or putting together a conference for international attendees, **YOU CAN MAKE THE WORLD A BETTER PLACE** by doing things a little differently. Making small changes to “business-as-usual” can allow the campus community to engage with Auburn University’s commitment to sustainability and result in positive impacts surrounding the **SUSTAINABILITY COMPASS**.

# KEY PRINCIPLES

Green events strive to minimize the negative & maximize the positive impacts while promoting responsible stewardship around the Sustainability Compass. The principles shared here can apply in any setting. **The more you can do, the better!**

## Recruit & include diverse audiences

- Plan to accommodate those with [accessibility needs](#)
- Minimize scheduling conflicts to include diverse audiences
- Advertise through varied channels

## Reduce greenhouse gas emissions

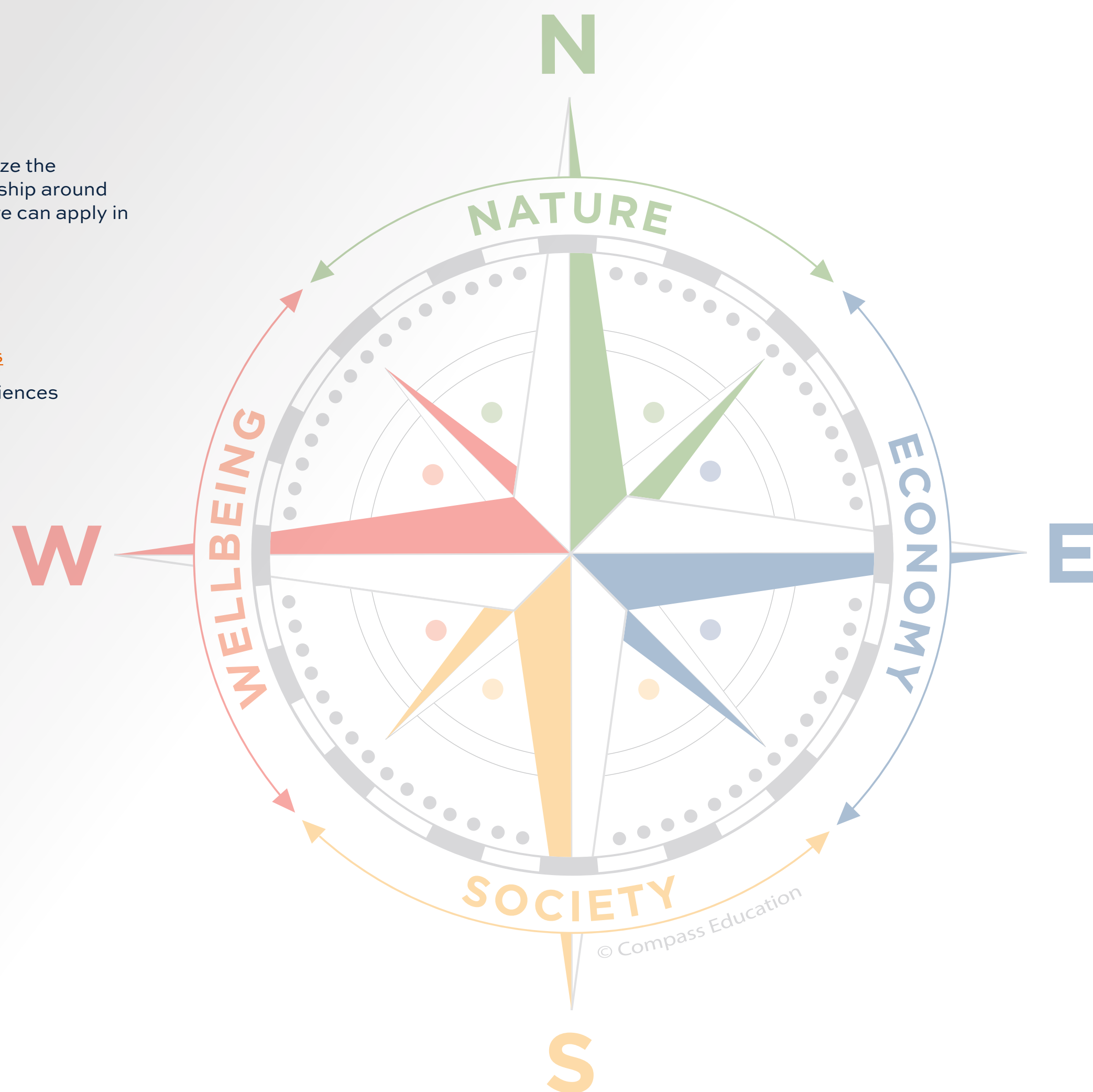
- Connect to transportation options
- Reduce energy use
- Source locally

## Aim for a [zero-landfill event](#)

- Minimize printing
- Use digital communication
- Provide & encourage recycling & composting
- Have a plan for food leftovers
- Reuse supplies
- Reduce single-use items

Don't forget to share successes to educate others!

If you have questions or need assistance, please contact the [Office of Sustainability](#).



# TIME & LOCATION

## > TIME

- Account for attendees' schedules to maximize attendance.
- Consider the university schedule & other events.
- Avoid having starting/ending times during rush hour.
- Consider holidays of various cultures.

## > LOCATION

- Minimize travel to venue.
- Ensure access is ADA compliant.
- Use a **LEED CERTIFIED** building.
- Check for **LED** or natural lighting.
- Offer access to outdoor space.
- Provide projector or dry erase board.
- Ensure all staff are aware of the location of accessible seating, restrooms, parking, & elevators.
- Develop an evacuation plan with Campus Safety & Security.

### **INSTANT IMPACT:**

Enable use of sustainable transportation options.



## MEETINGS

Consider holding conference calls or video chats.



## CONFERENCES

### Choose a venue that:

- > Trains employees on **SUSTAINABLE PRACTICES**.
- > Follows **ENERGY EFFICIENCY** & water conservation practices.
- > Minimizes landfill waste through recycling, compost, etc.
- > Has outlets available for chargers.
- > Offers video or teleconferencing for remote participants.
- > Provides tablecloths only upon request.

### Choose a hotel that:

- > Offers a linen/ towel reuse option.
- > Provides paperless check-in & check-out.
- > Connects to transit, bike share, or is within two miles of venue.
- > Places recycling bins in rooms.
- > Uses Eco-friendly **CLEANING & LAUNDRY PRODUCTS**.
- > Follows **FAIR LABOR POLICIES**.
- > Received certification by a **GREEN LODGING PROGRAM**.

*If venue or hotel doesn't address sustainability, let them know your preferences so they can improve in the future.*





# COMMUNICATION

## > WHAT

Communicate **SUSTAINABILITY GOALS & PRACTICES**.  
Promote sustainability features of the venue.

### Encourage attendees to:

- Use refillable water bottles & mugs.
- Use **sustainable transportation**.
- Follow event sustainability practices.
- Share accessibility accommodations needed in advance.

### Ask tablers & exhibitors to:

- Minimize giveaways & handouts.
- Give items that promote **SUSTAINABLE BEHAVIORS** (e.g. reusable water bottles or utensils).
- Advertise on useful items (e.g. koozies, phone cases, T-shirts).
- Bring reusable or recyclable items.
- Recycle on-site & carry away items that can only be recycled off-site.

### For accessibility

- Provide information on accessible parking, entrances, restrooms, & path of travel.
- For sign language speakers, include directions to the best view.

## > HOW

### Advertise event **digitally**.

- Promote with in-person invites, class visits, & tabling.
- Collect RSVPs to ensure an accurate head count.

### Ensure **accessibility** of information to all users.

- Contact the Office of Accessibility at 844-2096 if braille or other accessible materials are needed.
- All videos should be captioned & have them turned on. If providing sign language interpreting & captioning, request two interpreters, & include directions for participants to the best view.

### If printing is necessary:

- Print double-sided.
- Reduce margins & font size.
- Use recycled-content paper.
- Use standard paper sizes, not custom.
- Have professional printers use soy-based inks.

### For signs & banners:

- Design for reuse.
- Use non-specific dates (e.g. First 56 vs. Aug 21st).
- Print on recyclable materials.

#### **INSTANT IMPACT:**

*Provide programs, agendas, presentations, & resources online.*



## MEETINGS

Use shared electronic documents for group editing.



## CONFERENCES

Recruit key audiences digitally.  
Hold registration online.  
Encourage attendees to bring name tag lanyards.

# MATERIALS

## > PURCHASING

- Plan for a **ZERO-LANDFILL EVENT**.
- Borrow, reuse, or rent decor & equipment.
- Buy items made from recycled content.
- Look for minimal & recyclable packaging.
- Seek out **certified** items (e.g. foods, facilities, cleaning products).
- Use rechargeable batteries. Print on recyclable materials.

## > GIVEAWAYS

- Minimize or eliminate one-use giveaways.
- Choose practical, reusable, & healthy options.
- Promote **SUSTAINABLE BEHAVIORS**.
- Use event decor as giveaways (e.g. air-cleansing plants).

### **INSTANT IMPACT:**

*Make accurate headcount to avoid excess materials.*





## FOOD SERVICE

### > CONSIDER OFFERING

- Allergen-free (e.g. gluten, nuts, shellfish).
- Vegetarian or vegan.
- Healthy options (e.g. fresh, unprocessed).
- [Certified foods](#) (e.g. fair trade, organic, [Rainforest Alliance](#)).
- [Locally-grown](#).

### SHOPPING

- > • Calculate an accurate headcount.
- Create a list.
- Bring reusable bags.
- Look for minimal & recyclable packaging.

### > SERVICE

- Use [Tiger Catering or AU Hotel & Conference Center](#), if needed.
- Label food clearly.
- Choose reusable plates, napkins, silverware, glasses, & tablecloths.
- Serve buffet-style in reusable or recyclable service ware.
- Avoid serving individually-packaged meals & beverages.
- Use bulk dispensers for food & beverage condiments.
- Ask delivery personnel to not idle vehicles.
- If a guest is unable to carry their meal, provide this service.
- Have straws available only upon request.

#### **INSTANT IMPACT:**

*Serve water in pitchers; avoid bottled water.*

#### **If disposables are used:**

- ▶ Avoid Styrofoam, bottled water, straws, & coffee stirrers.
- ▶ Choose recyclable plates & utensils.
- ▶ Save extra items for future use.



### **LEFTOVERS**

Arrange for [The Campus Kitchens Project](#) to pick up unserved food.

# WASTE

## > COLLECTION STATIONS

Make bins available before, during, & after event.  
Set up bins for landfill, compost, and recycling.  
Locate stations conveniently with all bin types together.  
Label with clear & simple signage.

Train volunteers to monitor stations, which includes:

- Instructing participants on properly sorting items.
- Pulling recycling out of trash.
- Taking trash out of the recycling bins.
- Following safety recommendations, such as wearing gloves.

### ON CAMPUS

Submit work order for recycling bins through Facilities Management. Consult the [Waste Reduction & Recycling Department](#).

Recycle:

- ▶ Plastic drink containers
- ▶ Aluminum & steel cans
- ▶ Cardboard
- ▶ Mixed paper

### OFF CAMPUS

Recycle all on-campus items at the [City of Auburn Recycling Center](#) along with these items listed below.

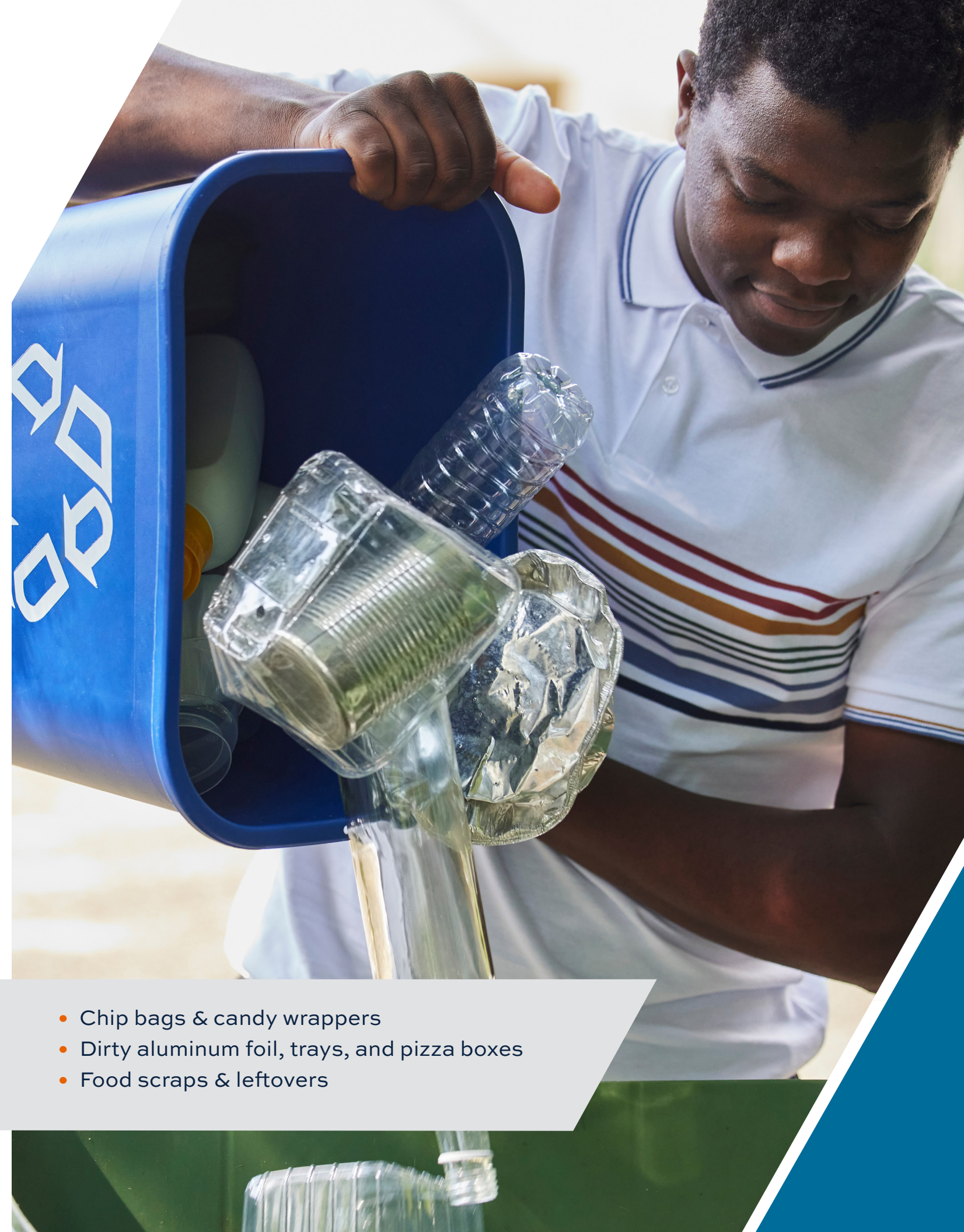
Recycle:

- ▶ Glass
- ▶ Batteries
- ▶ Cooking grease/oil
- ▶ Take plastic shopping bags to grocery stores

## NOT RECYCLABLE

- Plastics without recycling symbol (e.g. silverware, straws, stirrers, & wrap)
- Styrofoam

- Chip bags & candy wrappers
- Dirty aluminum foil, trays, and pizza boxes
- Food scraps & leftovers





# GREENHOUSE GAS EMISSIONS

## > FOOD

- Purchase local to reduce **FOOD MILES**.
- Serve vegetarian proteins.

## > WASTE

- Require an RSVP in order to reduce food waste.
- Set a goal for a **ZERO-LANDFILL EVENT**.
- Choose reusable, recyclable, or compostable items.
- Arrange for [The Campus Kitchens Project](#) to pick up unserved food.
- Coordinate composting with the [Organic Garden Club](#).

## > TRANSPORTATION

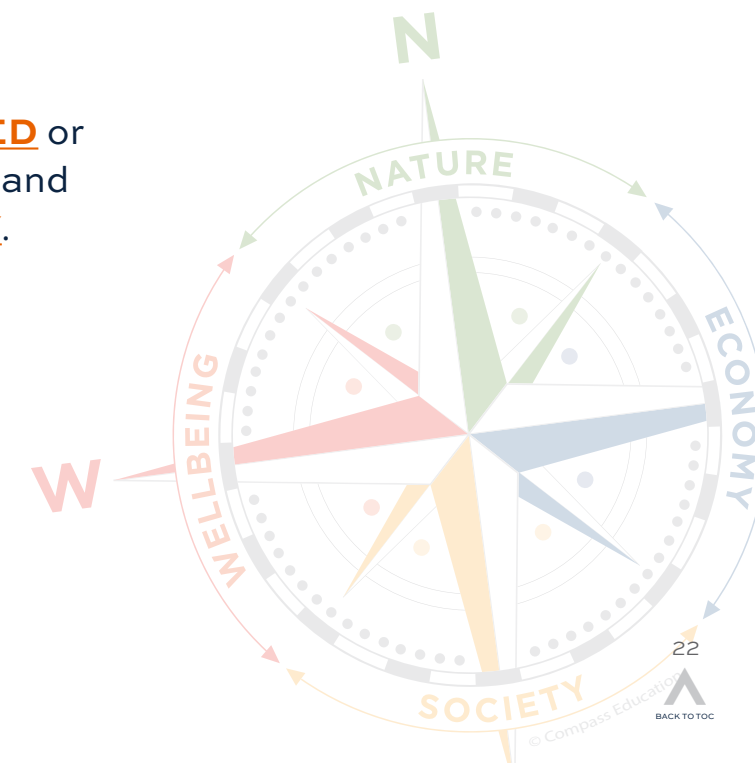
- Share Auburn Sustainable Transportation Guide before event.
- Minimize distance between venue & hotels.
- Encourage attendees to reduce **SINGLE OCCUPANCY VEHICLE USE**.

## > BUILDINGS

- Choose a venue that holds a **LEED** or **LIVING BUILDING** certification and practices **ENERGY EFFICIENCY**.
- Turn off equipment, lights, & water when not in use.
- Shut down electronics.

### **INSTANT IMPACT:**

Choose venues that connect to *sustainable transportation*.



# PARTIES & TAILGATES

## > PLANNING

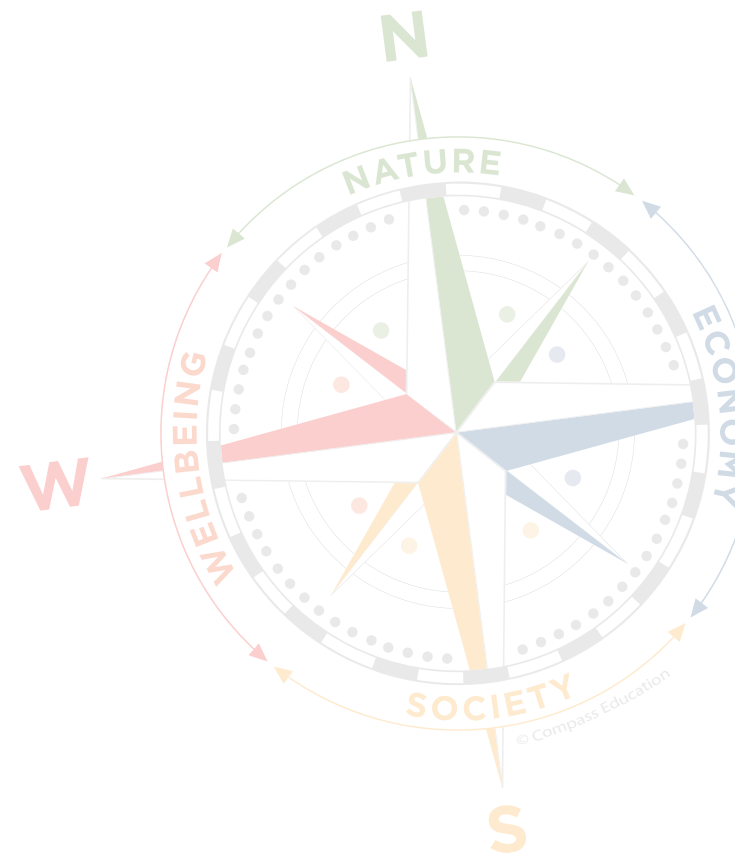
- Consider holidays from various cultures.
- Opt for **outdoors**:
  - ▶ Avoid sensitive plants & exposed tree roots.
  - ▶ Provide shelter from sun or rain.
  - ▶ Consult the [Fire Safety Rules & Tips for Tailgaters](#).
- Plan for recycling & waste.

## > COMMUNICATIONS

- Send digital invites, RSVPs, & sign-up forms.
- Create a Facebook event.
- Share event **SUSTAINABILITY GOALS & PRACTICES**.
- Minimize printing.

## > DECORATIONS

- Choose recyclable, reusable, &/or compostable decorations & signs.
- Design signs & banners for reuse (e.g. use non-specific dates).
- Consider fruit arrangements or native potted flowers & plants.
- Avoid balloons & confetti.
- Seek out certified items.
- Use **LED LIGHTS**.
- Collect decor to reuse or donate after event.



### **INSTANT IMPACT:**

*Borrow, reuse, rent, &/or make decor & equipment.*





## DURING YOUR EVENT

- Use computers or tablets for check-in.
- Monitor waste stations.
- Use verbal announcements to:
  - ▶ Identify locations of water stations.
  - ▶ Review procedures of waste stations.
  - ▶ Cover emergency procedures.

### **INSTANT IMPACT:**

Share **SUSTAINABILITY GOALS & PRACTICES**.

## AFTER YOUR EVENT

- Remove & dispose of waste & recycling accordingly.
- Turn off equipment, lights, & water.
- Use **green cleaners**.

### **INSTANT IMPACT:**

Collect name tags, supplies, & decor to reuse.

## COMMUNICATION

- > Send electronic thank-yous to partners, volunteers, donors, & attendees.
- > **Share successes** using photos (e.g. quantity of waste avoided, food donated, bikes ridden).



## MEETINGS

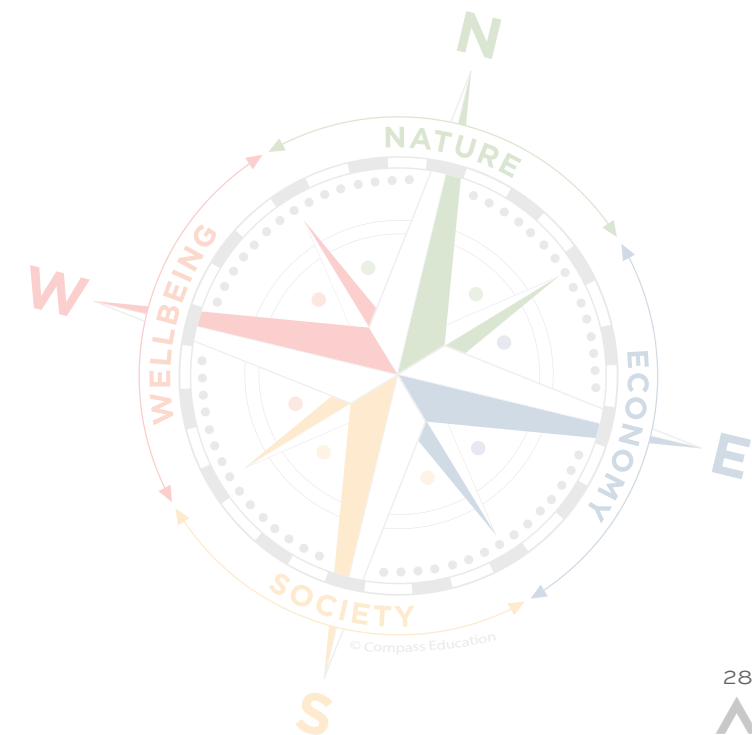
Take notes digitally and use shared documents for group editing.

# APPENDICES

## PURCHASING TO MINIMIZE

ITEM	BEST	GOOD	AVOID
<b>PLATES, BOWLS, CUPS, GLASSES, &amp; MUGS</b>	<ul style="list-style-type: none"> <li>▶ Reusable</li> <li>▶ Washable</li> <li>▶ Bring Your Own</li> </ul>	<ul style="list-style-type: none"> <li>▶ Recyclable</li> <li>▶ Compostable</li> </ul>	<ul style="list-style-type: none"> <li>▶ Styrofoam</li> </ul>
<b>UTENSILS</b>	<ul style="list-style-type: none"> <li>▶ Reusable</li> <li>▶ BYO</li> </ul>	<ul style="list-style-type: none"> <li>▶ Reused plastic</li> <li>▶ Recyclable</li> <li>▶ Compostable</li> </ul>	<ul style="list-style-type: none"> <li>▶ Single-use landfill</li> </ul>
<b>NAPKINS</b>	<ul style="list-style-type: none"> <li>▶ Cloth</li> <li>▶ BYO</li> <li>▶ None</li> </ul>	<ul style="list-style-type: none"> <li>▶ Paper (smaller = better)</li> <li>▶ Undyed &amp; unbleached</li> </ul>	<ul style="list-style-type: none"> <li>▶ Large, thick paper towels</li> </ul>
<b>LEFTOVER FOOD</b>	<ul style="list-style-type: none"> <li>▶ Accurate headcount to avoid leftovers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Donate</li> <li>▶ Take home</li> <li>▶ Compost</li> </ul>	<ul style="list-style-type: none"> <li>▶ Landfill</li> </ul>
<b>SERVING CONTAINERS &amp; COVERS</b>	<ul style="list-style-type: none"> <li>▶ Reusable containers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Aluminum</li> <li>▶ Recyclable plastic</li> </ul>	<ul style="list-style-type: none"> <li>▶ Plastic wrap</li> <li>▶ Styrofoam</li> </ul>
<b>BEVERAGES</b>	<ul style="list-style-type: none"> <li>▶ Bulk serving</li> <li>▶ Pitchers</li> <li>▶ Carafes</li> </ul>	<ul style="list-style-type: none"> <li>▶ Recyclable: Plastic</li> <li>▶ Glass</li> <li>▶ Aluminum</li> </ul>	<ul style="list-style-type: none"> <li>▶ Single-serve items in unrecyclable packaging</li> </ul>

ITEM	BEST	GOOD	AVOID
<b>COFFEE &amp; TEA</b>	<ul style="list-style-type: none"> <li>▶ In-house brewed coffee &amp; tea</li> <li>▶ Fair Trade products</li> </ul>	<ul style="list-style-type: none"> <li>▶ Compostable bags</li> <li>▶ Individual coffee servings with paper packaging</li> </ul>	<ul style="list-style-type: none"> <li>▶ Keurig or single-brew cups</li> </ul>
<b>STIRRERS</b>	<ul style="list-style-type: none"> <li>▶ Reusable</li> </ul>	<ul style="list-style-type: none"> <li>▶ Wood</li> <li>▶ <b>BIODEBASED</b></li> </ul>	<ul style="list-style-type: none"> <li>▶ Plastic</li> </ul>
<b>STRAWS</b>	<ul style="list-style-type: none"> <li>▶ None</li> <li>▶ Reusable</li> </ul>	<ul style="list-style-type: none"> <li>▶ Compostable</li> <li>▶ <b>BIODEBASED</b></li> </ul>	<ul style="list-style-type: none"> <li>▶ Plastic</li> </ul>
<b>SNACKS (E.G. CHIPS, BARS, COOKIES, CANDY)</b>	<ul style="list-style-type: none"> <li>▶ Serving bowl &amp; tongs</li> <li>▶ Family-size bag/box</li> </ul>	<ul style="list-style-type: none"> <li>▶ Paper-wrapped single servings</li> </ul>	<ul style="list-style-type: none"> <li>▶ Plastic or foil wrapped single servings</li> </ul>
<b>CONDIMENTS (E.G. KETCHUP, BUTTER, SUGAR)</b>	<ul style="list-style-type: none"> <li>▶ Bulk product &amp; reusable utensil</li> <li>▶ Reusable pitcher or bottle</li> </ul>	<ul style="list-style-type: none"> <li>▶ Individual servings in recyclable or compostable packaging</li> </ul>	<ul style="list-style-type: none"> <li>▶ Non-recyclable, single-serve packets</li> </ul>

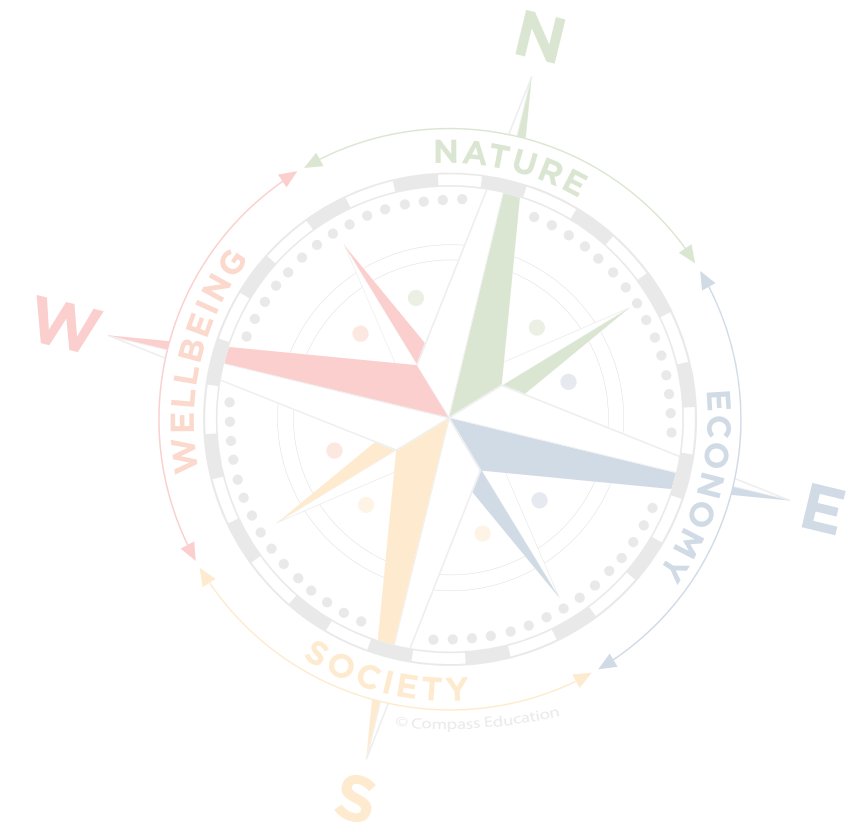




# PURCHASING CERTIFICATIONS

CERTIFICATION & LINK	DESCRIPTION	EXAMPLES
<b>B-CORPORATION</b>	Certifies businesses based on social & environmental performance, transparency, & legal accountability.	Hotels, retailers, food & beverage companies, businesses in all sectors
<b>GREEN SEAL</b>	Certifies products & services to help manufacturers, purchasers, & consumers make responsible choices.	Hotels, restaurants, paper products, & cleaning products
<b>GREEN LODGING PROGRAM</b>	Verifies facilities have met environmental best practice standards.	Lodging facilities
<b>SAFER CHOICE</b>	Helps consumers, businesses, & purchasers find products that perform well & are safer for human health & the environment.	Cleaning products
<b>ENERGY STAR</b>	Helps businesses & individuals save money & protect our climate through superior <b>ENERGY EFFICIENCY</b> .	Appliances, lighting, electronics, & building products
<b>EPEAT</b>	Rates high-performance electronics that supports the IT & <b>SUSTAINABILITY GOALS</b> of an organization.	Electronic products (e.g. TVs, computers, monitors)

CERTIFICATION & LINK	DESCRIPTION	EXAMPLES
<b>RAINFOREST ALLIANCE</b>	Provides training to farmers, foresters, and tourism entrepreneurs to minimize environmental impacts.	Agriculture, forestry, & tourism
<b>SUSTAINABLE FOREST INITIATIVE</b>	Promotes responsible forest management on all suppliers' lands.	Wood, paper, & bioenergy manufacturers
<b>FOREST STEWARDSHIP COUNCIL</b>	Promotes environmentally sound, socially beneficial, & economically prosperous management of the forests.	Building materials, paper, & printing
<b>UNITED STATES GREEN BUILDING COUNCIL</b>	Certifies buildings for <b>LEED</b> , (Leadership in Energy and Environmental Design)	Buildings, houses, & communities





## DIGITAL COMMUNICATIONS

### Campus Units with Digital Displays

FORMAT	UNITS
<b>16:9 RATIO</b>	<ul style="list-style-type: none"> <li>▶ Alabama Cooperative Extension System</li> <li>▶ Auburn University Bookstore</li> <li>▶ Auburn University Facilities Management</li> <li>▶ Auburn University Libraries</li> <li>▶ College of Agriculture</li> <li>▶ College of Architecture, Design &amp; Construction</li> <li>▶ Department of Art &amp; Art History</li> <li>▶ Department of Human Resources</li> <li>▶ McWhorter School of Building Sciences</li> <li>▶ Office of Information Technology</li> <li>▶ Raymond J. Harbert College of Business</li> </ul>
<b>LANDSCAPED PHOTO, JPG</b>	<ul style="list-style-type: none"> <li>▶ Auburn Abroad</li> </ul>
<b>16:9 POWER POINT SLIDE</b>	<ul style="list-style-type: none"> <li>▶ College of Forestry, Wildlife and Environment</li> </ul>
<b>21.5:15.5 RATIO, JPG</b>	<ul style="list-style-type: none"> <li>▶ College of Science &amp; Mathematics</li> </ul>

## Auburn University Press Outlets

OUTLET	PRIMARY AUDIENCE
<b>ACADEMIC SUSTAINABILITY PROGRAM</b>	Sustainability minor students
<b>AUBURN NEWS</b>	Employees
<b>AUBURN UNIVERSITY CALENDAR</b>	Students, employees, & community members
<b>AU INVOLVE WEB SUBMISSION</b>	Students
<b>HONORS FORUM CALENDAR</b>	Honors College students
<b>DEPARTMENT NEWSLETTERS &amp; EMAIL LISTS</b>	Differs by campus audience
<b>OFFICE OF COMMUNICATIONS AND MARKETING PRESS RELEASE</b>	Off-campus media
<b>OFFICE OF SUSTAINABILITY CALENDAR &amp; DIGEST</b>	Students, employees, & communities
<b>THE PLAINSMAN</b>	Students & employees
<b>THIS WEEK @ AU</b>	Students
<b>UNIVERSITY HOUSING &amp; RESIDENCE LIFE</b>	Students living on-campus

## Online Resources

<b>REGISTRATIONS</b>	> Microsoft Forms, Qualtrics
<b>SURVEYS</b>	> Qualtrics, Microsoft Forms
<b>VOLUNTEER FORMS</b>	> GivePulse



## CAMPUS RESOURCES

- Auburn Sustainability Transportation Guide
- The Auburn University Map with Sustainability Placemarks
- Donald E. Davis Arboretum
- The Campus Kitchens Project at Auburn University
- The Hotel at Auburn University and Dixon Conference Center
- Local Resources in the Auburn/Opelika Community
- Office of Accessibility
- Office of Communications & Marketing Event Planning and Protocol
- Office of Sustainability
- Parking Services
- Service Support, Facilities
- Student Center
- Tiger Catering
- Tiger Dining
- Tiger Transit
- Waste Reduction & Recycling Department



# GLOSSARY

**BIOBASED:** “Use wood or biobased flatware.” A material that is composed, in whole or in significant part, of biological products or renewable domestic agricultural or forestry materials.

**CARBON OFFSETS:** “Encourage attendees to buy carbon offsets.” A carbon offset is a reduction in emissions of carbon dioxide & other greenhouse gases made in order to compensate for, or to offset, an emission made elsewhere. Many airline & car-rental companies have an option for travelers to purchase carbon offsets.

**ENERGY EFFICIENCY:** “Building practices with energy efficiency.” The goal of energy efficiency is to reduce the amount of energy required to provide products & services.

**FAIR LABOR POLICIES:** “Hotel follows Fair Labor policies.” Ideally, a hotel should pay at least a living wage. Fair labor practices identified by the Fair Labor Standards Act include the forty-hour work week, a national minimum wage, guaranteed “time-and-a-half” for overtime in certain jobs, & the prohibition of most employment of minors in “oppressive child labor.”

**FOOD MILES:** “Purchase locally to reduce food miles.” Food miles refers to the distance food is transported from the time of its production until it reaches the consumer.

**LED LIGHTS:** “Location uses LED or natural lighting.” LED stands for “Light-Emitting Diode.” LED light bulbs have many advantages over incandescent light sources, including lower energy consumption, longer lifetime, improved physical robustness, smaller size, & faster switching.

**LEED CERTIFIED:** “Location is a LEED certified building.” LEED stands for “Leadership in Energy & Environmental Design.” The LEED certification is a third-party verification that the building meets a number of sustainability criteria, thus ensuring it uses less water & energy.

**SINGLE OCCUPANCY VEHICLE USE:** “Encourage attendees to reduce single-occupancy vehicle use.” A single-occupancy vehicle is a privately-operated vehicle whose only occupant is the driver.

**SUSTAINABLE BEHAVIORS:** “Give items that promote sustainable behaviors.” Sustainable behaviors are actions that minimize a person’s negative environmental impacts & maximize their ability to enhance personal or social wellbeing. Examples include reusable water bottles, shopping bags, utensils, & napkins; first aid kits; sunscreen; pens & pencils made with recycled materials; & sunglasses. For bigger giveaways, consider potted plants, gift certificates for experiences, or biking gear.

**SUSTAINABLE PRACTICES:** “Trains employees on sustainable practices.” Sustainable practices for a hotel or event venue are numerous & may include offering recycling, drinking fountains, electric-vehicle charging station, & local food. Practices may also include connecting to public transit or offering a bike share on the premises. Examples within hotels include in-room recycling, offering a sheet-changing card, & installing motion sensors & low-flow water fixtures.

**SUSTAINABILITY GOALS & PRACTICES:** “Communicate event sustainability goals & practices.” Sustainability goals & practices are a written commitment to specific actions & behaviors that the event will accomplish or take.

**ZERO-LANDFILL EVENT:** “Plan for a zero-landfill event.” The goal of a zero-landfill event is that after the event everything will be either saved/donated to be reused, recycled, or composted. Nothing goes in the trash. This even includes the small things, such as coffee stirrers & individual creamer containers.



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