The social contract between universities and the societies they serve is changing. It used to be enough for universities to do research and educate students. Increasingly, however, we are being asked to engage tangibly and actively with the problems faced by the societies which fund us. I will explore the challenges and opportunities facing universities attempting to respond to this demand with regard to sustainability. Based on an agenda which moves beyond harm reduction to what we call regenerative sustainability (human activity that improves both human and environmental wellbeing), and using examples from UBC, Copenhagen Business School, Chalmers University of Technology and the University of Toronto, I will outline an agenda for transforming the campus into a living laboratory of sustainability, where faculty, staff and students, along with private, public and NGO sector partners, use the university’s physical plant, as well education and research capabilities, to test, study, teach, apply and share lessons learned, technologies created and policies developed.

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