



Mike Purcell, Senior Advisor, The Natural Step

As a Senior Advisor with The Natural Step Canada, Mike supports communities, businesses and organizations with integrated sustainability planning and education and delivers hundreds of presentations and training workshops on The Natural Step Framework. Having worked for over 20 years as a community planner, municipal planning consultant and General Manager of Planning and Development Services (for Whistler, B.C.), Mike brings a wealth of sustainable community development experience to his work with The Natural Step.



Mike holds a master's degree in "Strategic Leadership towards Sustainability" from the Blekinge Institute of Technology in Sweden where he completed his thesis on "Opportunities for Global Sustainability". He also completed a bachelor of Urban and Regional Planning from Ryerson University in Toronto.

Select Experience

Mike has worked with a wide range of clients to share his expertise on sustainability, community planning, governance, and organizational learning including (references available for all work upon request):

Community/Regional/Municipal Government

- Guided the first two phases of the **Resort Municipality of Whistler's** Comprehensive Sustainability Plan, which is based on The Natural Step Framework. Whistler has since received numerous awards for its sustainability plan, including the United Nations-endorsed international award for Livable Communities in the "Planning for the Future" category (www.whistler2020.ca).
- Lead designer and facilitator for building the capacity of a broad cross departmental team of **District of North Vancouver** staff around the use of the TNS framework and to conduct a sustainability analysis and action plan for the Municipality's operations (www.naturalstep.org/it/district-north-vancouver-bc).
- Co-lead designer and facilitator for training a cross divisional team of municipal staff from the **City of Madison**, Wisconsin on incorporating sustainability into the organization, operations and broader community (www.cityofmadison.com/sustainability).
- Co-lead designer and facilitator on the **Atlantic Canada Sustainability Initiative**. An initiative of 14 organizations from across Atlantic Canada to embed sustainability into their organizations and to support change towards sustainability at the regional level (www.atlanticsustainability.ca).
- Authored a review of the **Regional Municipality of York's** Draft Sustainability Strategy and co-facilitated (with York University's Sustainable Enterprise Academy) training for the executive and senior municipal managers (www.york.ca/Departments/Planning+and+Development/Growth+Management/Growth+Management+Sustainability.htm).
- Authored a discussion paper for the **Town of Caledon** that reviewed its existing Official Plan against a range of Provincial Policy directives relating to various sustainability aspects (www.thenaturalstep.org/en/canada/town-caledon-ontario-striving-toward-sustainability).

- Lead designer and facilitator for training thirteen Early Adopter organizations representing local businesses, community organizations and institutions from the Twin Ports Region (**Duluth, Minnesota and Superior, Wisconsin**) and coaching the incorporation of sustainability into their organizations and throughout the region (www.sustainabletwinports.org).
- Co- lead designer and facilitator to support the Association of Yukon Communities and **3 Yukon Communities** with the development Integrated Community Sustainability Plans (www.ayc-yk.ca).
- Co-lead designer and facilitator for training participants from various municipal, business, high school, university and other organizations located within the **County of Hawaii**, Hawaii on the Natural Step Framework and its application to individual organizations and the broader region (www.thenaturalstep.org/en/canada/tns-hawaii-opening-minds-closed-system)
- Authored the **City of Airdrie's** Integrated Community Sustainability Plan drawing from a review of the City's existing plans, policies, programs and an extensive community consultation process (www.airdrie.ca/sustainability/index.cfm).
- Authored a review of and supported the development of key sustainability performance indicators for the Department of Municipal Affairs, **Abu Dhabi**, United Arab Emirates.
- Authored several sections of the **City of Williams Lake: *Imagine our Future*** an Integrated Community Sustainability Planning framework as well as several sections of the new Official Community Plan (www.imagineourfuture.ca).
- Supporting the **City of Ottawa** with its Corporate Sustainability Program that is intended to build sustainability awareness and identify key priority areas for embedding sustainability into the organization's culture.
- Trained in supporting local Transition Town initiatives.
- Has led and participated in workshops in communities such as the Town of Markham, Ont., Town of Collingwood, Ont., City of Dawson Creek, B.C., various Newfoundland Municipalities, Town of Sioux Lookout, Ont., City of Dryden, Ont., Town of the Blue Mountains, Ont., Region of Waterloo, Ont., and the coastal communities Network of Nova Scotia.

Education

- Co-lead designer and facilitator on original **Integrated Community Sustainability Planning (ICSP) Course** and Lead designer and facilitator for subsequent offering of course that is intended to build the capacity of participants to design and lead an ICSP process that is grounded in the backcasting approach of the Natural Step Framework (www.thenaturalstep.org/en/canada/sustainability-for-communities-courses) (www.thenaturalstep.org/en/canada/pilot-community-sustainability-planning-course-overwhelming-success).
- Co-designer and facilitator for a number of "**Sustainability for Leaders: A transformative approach to sustainability thinking, strategy, and results**" series of workshops for The Natural Step (www.thenaturalstep.org/en/canada/sustainability-for-leaders-courses).
- Co-lead author of the "**Integrated Community Sustainability Planning: A Guide**" and the "**Planning for Sustainability: A Starter Guide**" (www.thenaturalstep.org/canada/toolkits).
- **Thesis and project advisor** for students from the "Strategic Leadership towards Sustainability" Masters program at the Blekinge Institute of Technology, Sweden.
- **Co-op placement advisor** for a number of students participating in the TNS Emerging Leaders program (www.thenaturalstep.org/en/canada/emerging-leaders).
- Presented at the **Ontario Colleges Heads of Continuing Education Conference** (www.ceconference.ca).

Business and other Organizations

- Co-lead designer and facilitator for an on-line sustainability training program for **The Agency of Co-operative Housing**, Canada (www.agency.coop/pages/en/index.asp).
- Co-lead designer and facilitator for an on-line sustainability training program for the **Accommodation and Real Estate Services** (ARES) of British Columbia (www.thenaturalstep.org/en/canada/accommodation-and-real-estate-services-british-columbia-canada).
- Lead designer and facilitator for the development of a sustainability base-line analysis for the **Fairmont Banff Springs Hotel**, Alberta (www.thenaturalstep.org/en/canada/fairmont-banff-springs-hotel-canada).
- Co-lead designer and facilitator for an on-line sustainability training program for **BC Hydro**, B.C. (www.bchydro.com).