



CURRICULUM VITAE

LLM

LENNART GRAAFF

Date of Birth / November 24, 1973

Place of Birth / Den Helder

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Lennart Graaff (1973) studied European and International Law and worked as head production planning, program leader Integrale Ruimtelijke Projecten (Comprehensive Spatial Projects) and interim manager at the province of Zuid-Holland. From 2008 to 2014, he was director of Investeren in Ruimte (Spatial Investing), and from 2012 to 2015 director of the Foundation Nationale Landschappen (National Landscapes). In 2014, Lennart founded, with five associates, the creative development company BLOC.

Lennart creates momentum. He develops and organizes rapidly; locally, regionally and (inter) nationally. Lennart builds concepts and strategies, actuates groups, people and organizations, structures complex challenges and organizes their execution. He leads programs and projects in the field of urban development, energy and technology. Since 2014, Lennart is general director of the Dutch Windwheel, a 174 meter high icon for sustainable development in Rotterdam, including an attraction. Lennart is also the general developer of the Dutch Mountains, the future centerpoint and hi-tech experience of the Brainport Eindhoven.

Work Experience

2014 – now	Partner and founder BLOC - Next Generation Development
2008 – 2014	Partner Investeren in Ruimte bv. (Spatial Investing). Urban and regional management
2007 – 2008	Interim-Manager / Program Manager Province Zuid-Holland, Interim Management Consult
2005 – 2007	Head Planning Office Province Zuid-Holland, Division of Programs and Projects
2005 – 2006	Program Leader Integrale Ruimtelijke Projecten (Comprehensive Spatial Projects) Province Zuid-Holland, Division of Programs and Projects
2002 – 2005	Senior Administrative and Legal Advisor /Substitute Head of Office Province Zuid-Holland, Division of Programs and Projects
1989 – 2002	Various positions

Education and Language Skills

Degrees

1992 – 2003	European and International Law, University of Leiden
1986 – 1992	Gymnasium (pre-university high school education, including Ancient Languages), Marnix College, Ede

Courses

2007 – 2008	Course Change Management, Elsevier / Nyenrode
2007	Foundation Project Management according to Prince2, 4PSO
2005 – 2006	MD-process Young Potentials, Province Zuid-Holland
2005	Training program management, Twijnstra Gudde
2004	Course Communication, Interaction and Management skills, Van Harte & Lingsma

Languages

Dutch, English, French, German

Awards and Nominations

- 2015** **Nomination World Technology Award**
Nominated for the World Technology Award by The World Technology Network.
- 2015** **Nomination Index Award**
Nominated for the Index Award, world's most important design award, with the project Dutch Windwheel.
- 2010** **Winner contest Platform Openbare Ruimte**
Together with firm B+B, winner of the contest of the Platform Openbare Ruimte (Public Space): "Cruquius, openbare ruimte als motor voor transformatie" (Cruquius, public space as a driving force for transformation).

Current Projects

2015 – now

Storyline and strategy Floriade 2022

"Growing Green Cities" is the theme of the next Floriade, the decennial international Expo that will take place in Almere in 2022. BLOC is developing the storyline and development strategy, co-operating with Northern Light, MVRDV and the Floriade Project Organisation.

2016 – now

Development MontSMARTre

Under the heading *Reinventer Paris*, Paris is working on an unprecedented transformation of the city. With French and Dutch companies and architects, BLOC is working on an approach to make Montmartre a showcase for a smart, safe and sustainable district.

2016 – now

Development Runport Eindhoven

In Brainport Eindhoven, BLOC is working on the world's most enabling environment, an ultra-dynamic building (designed by Studio Marco Vermeulen) that will serve as the public face for the region. The groundbreaking concept is developed in co-operation with (inter)national market leaders.

2014 – now

Development and General Management Dutch Windwheel

The Dutch Windwheel is renowned throughout the world as a game changer in the field of sustainable development. BLOC leads the development of this icon in Rotterdam, in collaboration with architect DoepelStrijkers and various prominent companies.

Completed Projects (Showcase)

- 2015 – now** **Development “Healing Environment” Het Dorp Arnhem**
Het Dorp (The Village) in Arnhem will be a super smart care environment, thanks to various innovative companies and research institutes. BLOC has developed the strategy to transform Het Dorp into the “smartest health ecosystem imaginable” and led the formation of the “Academy Het Dorp”.
- 2014 – 2015** **Redevelopment World Heritage Kinderdijk**
Less than five years ago, Kinderdijk was technically bankrupt. Based on the investment approach for visitor management and investment strategy developed by BLOC, 7 million euros has been invested in the development of the world heritage, including a new visitor center.
- 2012 – 2015** **Process Management Waterdriehoek**
In the Waterdriehoek (Triangle of Kinderdijk, Dordrecht, and the Biesbosch), BLOC supervises ten public and private partners in regional development. This has resulted in more than 14 million of investments that make the area permanently more attractive, more accessible and more visible.
- 2011 – 2015** **Presiding over Foundation Nationale Landschappen**
Overseeing the collaboration of the 20 Nationale Landschappen (National Landscapes), with the aim of promoting joint marketing and knowledge development and to develop a better economic base for these areas.
- 2012** **Development Business case study IJssel-Vechtdelta**
Drafted business case studies (Kraanbolwerk Zwolle, Stadshagen, Kampereiland, suburbs of Genemuiden, river boulevard Hasselt) which make IJssel-Vechtdelta (water)secure and more attractive. All business case studies have been or are executed, some by BLOC itself.
- 2011** **Transformation Strategy Cruquius Amsterdam**
Together with Bureau B+B, drafted a transformation strategy for the peninsula Cruquius in Amsterdam, wherein the design of the public space is the driving force for the transition. This strategy won an award issued by the Platform for Public Space.
- 2007 – 2009** **Redevelopment Q4 Venlo**
Shaped the redevelopment of the former drug neighborhood Q4. With a smart cultural-economic program it became an attractive downtown area.

Completed Projects (Other)

2015	Exploration showcase commercial property Microsoft Belgium
2015	Roadmap Innovation workshop Floriade Almere
2015	Process Management SLEM/development center Waalwijk
2015	Forerunning investment program Waterpoort
2015	Development business case study Waterbus "destination" Haringvliet
2014 – 2015	Management "Taskforce Area Processes New Style" Zuid-Holland
2015	Support Heat Plans provinces (IPO)
2015	Forerunning program Recreation and Water Groene Hart
2015	Consultant economy program Province Zuid-Holland
2014 – 2015	Process Management water security Kampereilanden
2014 – 2015	Development and Process Management NLRoute
2014 – 2015	Development of regional vision/program Oostvoornse Meer
2014 – 2015	Development of Green City Lab
2014 – 2015	Exploration bio-based economy Southwestern Delta
2014 – 2015	Organizing project accelerators Veenweidegebied
2013 – 2015	Process Management Recreational Landscape Groene Hart West
2014	Development of Vision on Heat Zuid-Holland
2014	Consulting spatial agenda Province Zuid-Holland
2014	Consulting investment strategy Nieuwe Hollandse Waterlinie
2014	Forerunning area deal Alblasserwaard-Vijfheerenlanden
2014	Organization round tables repositioning Forestry Commission
2014	Evaluation Zuidvleugel Zuid
2013 – 2014	Process Management investment program Buren
2013 – 2014	Consulting Program on Heat-Cold Zuid-Holland
2013 – 2014	Project leading area cooperation IJsseldelta
2012 – 2014	Process management coastal marina Katwijk/Noordwijk
2012 – 2013	Development and Project Leading Zwartewaterland: water secure
2012	Consulting area development Kampen Zuid-West
2012	Implementation Strategy "Dijk van een Delta" (Dike/Heck of a Delta)
2012	Consulting reassessment Agenda Vitaal Platteland
2011 – 2012	Program Management suburbs of Genemuiden
2011 – 2012	Process Management sustainable coalition Alblasserwaard-Vijfheerenlanden
2011	Consulting approach suburbs Province Overijssel
2010	Process Management and consulting National Landscapes
2010	Evaluation Veenweide Pact Krimpenerwaard
2009 – 2010	Process Management spatial agenda Central-Holland
2008 – 2010	Development of Program Spatial Quality Groene Hart
2009	Risk Management Majeure Projects municipality Venlo