



## CURRICULUM VITAE

LLM

# LENNART GRAAFF

**Date of Birth / November 24, 1973**

**Place of Birth / Den Helder**

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Lennart Graaff (b.1973) studied European and international law and worked as head of production planning, program leader for 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 and five associates funded the creative development company BLOC.

Lennart offers vision and momentum. He efficiently develops and organises locally, regionally and (inter)nationally. Lennart creates concepts and strategies, gets groups, people and organisations moving and structures complex tasks. He has laid the foundations for the development of various ground-breaking projects, including *Het Nieuwe Dorp* (The New Village) in Arnhem, The Dutch Mountains in Brainport Eindhoven, The Dutch Windwheel in Rotterdam, The Gallery in Enschede and The NEXT Agency (the National Police's working environment of the future).

## Work Experience

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

## 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, Provincie 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

- 2018**                    **Winner of the National Police Innovation Challenge**  
'The NEXT Agency' entry was declared winner of the Bouwend Nederland and National Police Innovation Challenge.
- 2017**                    **Finalist World Changing Ideas Award**  
Finalist in Fast Company's 'World Changing Ideas Award' with the project Dutch Mountains.
- 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 Dutch Windwheel project.
- 2010**                    **Winner Platform Openbare Ruimte contest**  
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

**2018 – present**

### **The NEXT Agency**

The NEXT Agency was the National Police Innovation Challenge's winning entry. The NEXT Agency was given its name due to the fact that the police work of the future will take place in a changing environment. This concept will introduce a grid of future-proof police stations with an R&D mission.

**2018 – present**

### **The Learning Environment**

The Learning Environment aims to transform the quality of (all) educational environments (in the Netherlands) into inspiring, healthy, flexible, intelligent and more time-efficient environments that grow according to the needs of the students and teachers.

**2017 – present**

### **The Gallery Fase 2 (Twente University Campus)**

Transforming an existing building into an energy-generating, flexible and intelligent complex. And thereby creating a new gateway - 100% community-driven to the Twente University Campus where academics and entrepreneurs can meet. That, in a nutshell, is The Gallery (Stage 2)

**2016 – present**

### **Dutch Mountains (Brainport Eindhoven)**

In Brainport Eindhoven, BLOC is developing with several partners an ultra-dynamic, high tech and circular building that will serve as a public face for the region. The Dutch Mountains (design: Studio Marco Vermeulen) will be the largest wooden building in the world.

**2014 – present**

### **Dutch Windwheel (Rotterdam)**

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 Showcase Projects

- 2016 – 2017**      **Floriade 2022 (Almere)**  
The next Floriade, the decennial international Expo, will take place in Almere in 2022. The ambition is to build the greenest district imaginable. BLOC is responsible for the development strategy, co-operating with the City of Almere, the Province of Flevoland and the Floriade Project Organisation.
- 2015 – 2016**      **“Development Healing Environment” Het Dorp Arnhem**  
Het Dorp (The village) in Arnhem should become a super smart care environment. BLOC has organized the co-operation between 50 innovative companies and research institutes on the intersection of the fields of health, technology an area development and prepared the public ‘Health Deal’.
- 2014 – 2015**      **Redevelopment Kinderdijk World Heritage**  
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 20 million euros of investment that make the area permanently more attractive, accessible and 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 from the Platform for Public Space.

**2007 – 2009**

**Redevelopment Q4 Venlo**

Shaped the redevelopment of the former drug neighborhood Q4. With a smart cultural and economic program it became an attractive downtown area.

## Completed Other Projects

2018	Climate Agreement organisation for construction in Zuid-Holland
2018	Setting up a circular programme in Zuid-Holland
2015	Exploration of showcase commercial property Microsoft Belgium
2015	Roadmap innovation workshop Floriade Almere
2015	Process management SLEM/development center Waalwijk
2015	Forerunning investment programme Waterpoort
2015	Development business case study Waterbus destination of Haringvliet
2014 – 2015	Management of Taskforce Area Processes New Style Zuid-Holland
2015	Support heat plans provinces (IPO)
2015	Forerunning programme recreation and water Groene Hart
2015	Consultant economy programme Province of Zuid-Holland
2014 – 2015	Process management water security Kampereilanden
2014 – 2015	Development and process management NLRoute
2014 – 2015	Development of regional vision/programme Oostvoornse Meer
2014 – 2015	Development of Green City Lab
2014 – 2015	Exploration of bio-based economy Southwestern Delta
2014 – 2015	Organising project accelerators Veenweidegebied
2013 – 2015	Process management Groene Hart West recreational landscape
2014	Development of Vision on Heat Zuid-Holland
2014	Consulting spatial agenda Province of 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 Buren investment programme
2013 – 2014	Consulting programme on Heat-Cold Zuid-Holland
2013 – 2014	Project leading area cooperation IJsseldelta
2012 – 2014	Process management Katwijk/Noordwijk coastal marina
2012 – 2013	Development and project lead 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	Programme management suburbs of Genemuiden
2011 – 2012	Process management sustainable coalition Alblasserwaard-Vijfheerenlanden
2011	Consulting approach suburbs Province of 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 Spatial Quality Groene Hart programme  
2009 Risk management major projects municipality of Venlo