



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 vision and 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. Lennart has laid the foundation for the development of various radical projects, including The Dutch Mountains in the Brainport Eindhoven, The Dutch Windwheel in Rotterdam and the new working environment of HEINEKEN in Zoeterwoude.

Work Experience

2014 – now	Founding partner, director BLOC - Next Generation Development
2011 – 2015	Director National Landscapes Foundation
2008 – 2014	Partner, director 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:	native
English:	speaking good / reading and writing very good
French:	speaking intermediate / reading and writing good
German:	speaking basic / reading and writing good

Awards and Nominations

- 2018** **Winner Innovation Challenge National Police**
Winner of the Innovation Challenge of the National Police with 'The NEXT Agency' concept
- 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 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

- 2020 – now** **Vision and approach Spoorzone (Railway Zone) Apeldoorn**
Development of a long-term vision and short-term programme for the transformation of the Spoorzone (Railway Zone) in Apeldoorn into an attractive, green and lively urban district.
- 2020 – now** **New approach working environment Vrumona (HEINEKEN N.V.)**
Development of an approach to make the working environment of this soft drink supplier more attractive, healthier and more stimulating.
- 2019 – now** **Green Heartbeat of Brewing (HEINEKEN)**
The HEINEKEN office in Zoeterwoude will be transformed in a sustainable way into an extremely green and lively working environment. BLOC has developed the concept and is leading the development of the project (including the possible establishment of a HEINEKEN Campus).
- 2019 – now** **Development Maximum Green Mobility concept Floriade Almere**
Development and implementation of an emission-free mobility approach for the Floriade Expo 2022.
- 2019 – now** **Pop-up flat Marineterrein Amsterdam**
Concept development for an innovative living concept and innovation programme on the Marineterrein.
- 2016 – now** **Dutch Mountains (Brainport Eindhoven)**
In Brainport Eindhoven, BLOC is developing an ultra-dynamic, high tech and circular building that will serve as the public face for the region. The Dutch Mountains (design: Studio Marco Vermeulen) will be the largest wooden building in the world.
- 2014 – now** **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 Projects (Showcase)

- 2018** **The NEXT Agency**
Development of the winning entry of the Innovation Challenge of the National Police. The NEXT Agency stands for the new agency: the new police work in a changing environment.
- 2016 – 2017** **Floriade 2022 (Amsterdam Almere)**
Development of the Expo concept of the Floriade 2022 and initiating several innovative projects, including iSTREETS, the living environment of the future.
- 2015 – 2016** **Development “Healing Environment” Het Dorp Arnhem**
Realisation of the development strategy for the 'healthiest environment imaginable', establishment of the cooperation ('Academy') between 50 companies, governments and knowledge institutes and of a 'health deal'.
- 2014 – 2015** **Redevelopment World Heritage Kinderdijk**
Development of a regional arrangement (9 million euros) and approach for the new entrance zone with visitor centre (opened in 2019), which made Kinderdijk a vital World Heritage Site again.
- 2012 – 2015** **Process Management Waterdriehoek**
Guided ten public and private partners in the regional development (Kinderdijk, Dordrecht, Biesbosch). This has resulted in the realisation of more than 35 projects and more than 20 million euros in investments.
- 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.
- 2011** **Transformation Strategy Cruquius Amsterdam**
Drawn up the (Award winning) transformation strategy for the Cruquius peninsula in Amsterdam, in which the design of the public space is the driving force behind the transition.
- 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)

2019	Development vision Area Entrance De Ginkel Ede
2019	Development vision School of Understanding Amstelveen
2019	Concept development Ecohub Waalre
2019	Roadmap development Jan Vermeerschool Delft
2019	Roadmap development OBS Narcis Querido / De Roos Amsterdam
2018	Concept and development strategy The Gallery II (Twente University)
2018	Roadmap Climate Agreement for Construction South-Holland
2018	Establishment Circular Programme South-Holland
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
2015	Support Heat Plans provinces (IPO)
2015	Forerunning program Recreation and Water Groene Hart
2015	Consultant economy program Province Zuid-Holland
2014 – 2015	Management "Taskforce Area Processes New Style" Zuid-Holland
2014 – 2015	Process Management water security Kampereilanden
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
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 – 2015	Process Management Recreational Landscape Groene Hart West
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	Business case development IJssel-Vechtdelta
2012	Consulting area development Kampen Zuid-West
2012	Implementation Strategy "Dijk van een Delta" (Dike/Heck of a Delta)
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
2009	Risk Management Majeure Projects municipality Venlo
2008 – 2010	Development of Program Spatial Quality Groene Hart