

Walter Groenen (1967) is since 2006 managing director of CJP (NL: Cultureel Jongeren Paspoort) (Cultural Youth Pass).

Walter studied business economics in Rotterdam and after his military service he got his first employment at the ING Bank as a marketing professional. After 7 years he start working for the Dutch public broadcasting company (NPO) and was responsible for the marketing communication of the three public tv channels and the (starting) online community. In 2004 he became the business director of the International Film Festival Rotterdam and moved back to Amsterdam in 2006 to start his position as managing director of CJP.

With over 1 million cardholders CJP reaches out to almost every young person between 12 and 29. CJP is especially active in the field of arts education, and plays an important role in financing cultural activities both in school and out of school. CJP raises annually over 12 million euros for this purpose. Further CJP cooperates with the Student Union of the Vocational Students (JOB) on a special cultural discount card for vocational students. CJP is founding member of Eyca.

CJP is moving towards a complete digital organisation, which means that almost every work we do and services we provide are online. That is also the case for our discounts. We are implementing new strategies to inspire, inform and service young people to become cultural active and that includes also new sources of income.