

# LeidenGlobal

## Annual Overview 2018



# Index



<b>Introduction</b>	<b>2</b>
<b>A) Activities:</b>	
<b>Organisation &amp; Coordination</b>	<b>4</b>
<b>Meetings &amp; Presentation</b>	<b>8</b>
<b>B) Participation &amp; Collaboration</b>	<b>10</b>
<b>C) Communication</b>	<b>11</b>
<b>D) Documentation</b>	<b>14</b>
<b>E) Organisation</b>	<b>14</b>

# Introduction



LeidenGlobal (established 2013) is a consortium of academic and cultural institutions that seeks to advance the understanding of human cultures and societies throughout the world, and the scholarly community's engagement with partners and audiences in society at large. Through LeidenGlobal, academic and cultural institutions connect with local communities, media, government, business, and NGOs. Building on world-class museums and library collections, it aims to raise the impact of scholarship, across the full range from cultural events and public debate to graduate education and research projects. LeidenGlobal wants to be a meeting place for people interested in places around the world, and the dynamics between them, their histories, and their cultures.

LeidenGlobal partners are Leiden University (the faculties of Humanities, Social Sciences, Archaeology and Law), the Royal Netherlands Institute of Southeast Asian and Caribbean Studies (KITLV), the African Studies Centre Leiden (ASCL), the International Institute for Asian Studies (IIAS), the Netherlands Institute for the Near East (NINO), the National Museum of Antiquities (RMO), National Museum of World Cultures (NMvW) and the Roosevelt Institute for American Studies (RIAS).

The Annual Overview of LeidenGlobal 2018 provides a brief overview of the activities and results of LeidenGlobal in the year 2018, divided over several themes: Activities, Participation & Collaboration, Communication, Documentation and Organisation.





# A) Activities



## ORGANISATION & COORDINATION

### 1. LeidenGlobal Exhibition: 'Heritage on the Move'

In 2017 LeidenGlobal developed a photo exhibition within our general theme 'Heritage on the Move'. This exhibition displays photographs from researchers associated with LeidenGlobal partners, demonstrating their views on 'Heritage on the Move'.

This exhibition was an excellent way to share the cultural academic knowledge and research with a broad audience and can be seen as a form of knowledge valorisation. LeidenGlobal decided to extend the original exhibition of 14 banners to 20 banners. Therefore a new call for submissions was sent out. Out of 31 new submissions, 6 photographs were added to the exhibition, online ([www.heritageonthemove.org](http://www.heritageonthemove.org)) and offline.

The photo exhibition continued to move around the city of Leiden and LeidenGlobal partners during the whole year.

### Exhibition on the Move: the Locations

#### a) City Hall of Leiden

*18 December 2017 – 14 January 2018*

The exhibition was opened in 2017 by mayor Henri Lenferink during the LeidenGlobal / ExpatCentre event 'On the Move: what's going on in Leiden'

#### b) BplusC Central Library Nieuwstraat, Leiden

*03 April 2018 – 26 April 2018*

To show the exhibition to a broader audience, LeidenGlobal exhibited the photographs at the central public library of Leiden, coinciding with the start of the LeidenGlobal Lecture Series 'Heritage on the Move' at BplusC as well. The exhibition was opened by Willem van Moort, Chairman of BplusC.

#### c) KITLV Public Event at Museum Volkenkunde, Leiden

*22 June 2018*

The exhibition was on display during the annual public event of the KITLV/Royal Netherlands Institute of Southeast Asian and Caribbean Studies at Museum Volkenkunde.

#### d) Faculty of Social and Behavioural Sciences – Pieter de la Court Building, Leiden

*11 August 2018 – 11 October 2018*

The renewed exhibition with all 6 new photographs was opened at the Pieter de la Court Building with a kick off lecture by Prof. Gerard Persoon, who has also contributed to the exhibition.

#### e) Oude UB Building Leiden

*03 December 2018 – 07 January 2019*

For the first time the complete exhibition with 18 photo banners could be viewed. During the festive opening three researchers briefly highlighted their photo and related research.



**2. Annual High School Conference & Presentation Dinner: 'Migration first, Netherlands second?!'**

*1-2 February 2018*

In collaboration with Stichting Confessioneel Onderwijs Leiden (SCOL), for the third year LeidenGlobal guided a team of 12 high school students from various secondary schools in organising a conference for their co-students to increase their awareness of societal issues,. Within the overall theme of 'migration', the students chose to organise the conference on the influence of migration on the Dutch culture. Six different workshops were given by experts from Leiden University, KITLV and Museum Volkenkunde. In the afternoon TV programme maker Michael Schaap - also known as 'de hokjesman' - spoke about the different cultures he encountered in the Netherlands.

Result: 70 high school students attended the conference. The results of the workshops and final presentation were presented during a Presentation Dinner with 30 invited guests. The 12 organising students gave presentations to representatives of Leiden Municipality, SCOLeiden, Leiden University and KITLV, on the base of their own videos of the day.

**3. LeidenGlobal lecture series Heritage on the Move (in Dutch) at Central Public Library BplusC**

*April-May 2018*

Another collaboration between BplusC and LeidenGlobal: next to an exhibition within the central LeidenGlobal theme, a lecture series was organised around this theme in the Central Public Library in Leiden. The lectures were given in Dutch. Each lecture was given by one of the LeidenGlobal partners and was moderated by a researcher from another partner institution in order to stimulate cross-overs. While the contents of this lectures series was good, the attendance was disappointing.

**a) Lecture 1. Migratie en Identiteit in Congo-Brazzaville**

*03 April 2018*

This first lecture within the lecture series was given by dr. Meike de Goede, Lecturer History at Leiden University, as part of the opening of the Exhibition 'Heritage on the Move'. Meike de Goede is also one of the researchers whose photograph is part of the exhibition. Tanja Hendriks from the African Studies Centre Leiden (ASCL) moderated the discussion.

Result: 13 participants

**b) Lecture 2. On the Move: de Schat van Priamus van Troje**

*17 April 2018*

Dr. Willemijn Waal, representing the Leiden Institute of Area Studies (LIAS) at Leiden University, explained the different claims on the treasure of Priamus of Troje, by different parties that see the treasure as 'their heritage'. Nicky van Beek of the Netherlands Institute of Near Eastern Studies (NINO) moderated the discussion.

Result: 12 participants

**c) Lecture 3. Erfgoed op reis door digitalisering: Kranten en boeken in het Maleis**

*1 May 2018*

Dr. Tom Hoogervorst from the Royal Netherlands Institute of Southeast Asian and Caribbean Studies (KITLV) talked about the digitalisation of Malaysian Heritage. The discussion was moderated by Willem Vogelsang from the International Institute of Asian Studies (IIAS).

Result: 21 participants







**d) Lecture 4. Integreren in eigen land: Ontheemden in Congo**

*15 mei 2018*

Dr. Carolien Jacobs representing the Van Vollenhoven Institute of Leiden Law (VVI) at Leiden University, spoke about her research in Congo, Sam de Schutter from the African Studies Centre Leiden (ASCL) moderated the lecture.

Result: 6 participants

**4. Annual LeidenGlobal Lecture: 'On The Move: A Mobilities Approach to Heritage'**

*29 May 2018*

Within the theme 'Heritage on the Move' prof. Wayne Modest, from Museum Volkenkunde, provided this keynote speech. This was the closing lecture of the LeidenGlobal Spring Lecture Series 'Heritage on the Move'.

Result: Of the 74 registered participants, 59 people attended the event.

**5. LG Graduate Workshop**

*29 May 2018*

Prior to the LeidenGlobal event, LeidenGlobal organised the annual Graduate Workshop for Research Master and PhD students around the keynote by Prof. Wayne Modest, with also an introduction by him, entitled 'We Have Always Been Mobile: A Non-Sedentary Approach to Heritage'. Thereafter the students discussed this subject, using their own research, in small groups, moderated by prof. Gert Oostindie, dr. Elena Burgos Martinez and dr. Fan Lin.

Result: 17 students attended the workshop (of the original 21 registrations)

**6. LeidenGlobal Lecture 'Indigenous traditions in new contexts: some examples from Taiwan'**

*11 September 2019*

Kick-Off Lecture for renewed Photo Exhibition. Prof. emeritus Gerard Persoon gave a kick off lecture on indigenous rights & heritage, followed by the official opening of the exhibition.

Result: 16 participants

**7. LeidenGlobal on Night of Discoveries with Kennispodium071**

*15 September 2018*

As part of Kennispodium071, LeidenGlobal participated in the Scientific and Cultural Festival 'Nacht van Ontdekkingen' with a lecture by Valika Smeulders (KITLV) on 'a fusion of worlds through time and place', on the subject of how different cultures influenced the Dutch Caribbean musical instrument 'Kaha de Orgel'. Kennispodium071 is a new cooperation between BplusC Leiden, Leiden University Libraries, HOVO Leiden, Studium Generale Leiden and LeidenGlobal, who together organised cultural activities for a broad audience.

Result: The LeidenGlobal Lecture had 17 participants. Overall the whole Kennispodium071 was attended by 3500 visitors.

**8. LeidenGlobal Lecture 'The surprising history behind North Korean statues in Africa'**

*27 September 2018*

Coinciding with the LeidenGlobal photo exhibition (on display at the Faculty of Social and Behavioural Sciences), in collaboration with the African Studies Centre LeidenGlobal organised a lecture by Tycho van der Hoog (ASCL) on 'The surprising history behind North Korean statues in Africa'.

Result 32 attendees





## 9. Opening of Exhibition 'Heritage on the Move' at Oude UB

*3 december 2018*

Travelling heritage highlighted in interdisciplinary photo exhibition: In December for the first time the complete exhibition with all 18 selected photographs was shown at the Old Building of the University Library. At the opening, after a brief introduction by the Chair of the Art Committee Oude UB Leiden University Ans Kluit and Chair of LeidenGlobal, Gert Oostindie, researchers Grace Leksana (KITLV), Bruno Braak (VVI) and Lennart Kruijer (Archaeology) highlighted their photo and related research.

Result: 43 attendees

## 10. LEIDENGLOBAL GRADUATE COURSES:

### a) LG Course Mixed Methods in the Social Sciences and the Humanities

*March - May 2018*

The LeidenGlobal spring course 'Mixed Methods' for Research Master and PhD students, was organised by LIAS. Prof. Frank Pieke coordinated this course for the first time, making some changes to the programme.

Result & progress: The course was followed by 14 ResMA (mandatory) and 20 PhD students. The evaluations were positive. As prof. Pieke is leaving Leiden University, in 2019 a new coordinator from LIAS will be appointed.

### b) LG Course Discipline & Place in the Social Sciences and the Humanities

*September-December 2018*

Dr. Elena Burgos Martinez from LIAS coordinated the LeidenGlobal Course 'Discipline & Place', while LeidenGlobal was responsible for setting up the course, supervising the students and speakers, PR & Communication, the recruitment & registration and the evaluation.

Result: 24 applications; 15 ResMA students and 11 PhD students. The course was very positively evaluated.

## MEETINGS & PRESENTATION

- ❖ **Presentation:** 22 August 2018 – Presentation for Vice Rector Magnificus Leiden University, Hester Bijl on LeidenGlobals strategy and activities on 'Impact and Knowledge valorisation'.
- ❖ **Board Meetings:** In 2018 LeidenGlobal organised a total of 4 board meetings, of which 3 meetings with the Executive Board and 1 meeting with the General Board of LeidenGlobal. Both boards consist of representatives of all partners.
- ❖ **Communication Meeting:** LeidenGlobal held two communication meetings with the communication representatives of the LeidenGlobal partners (see point C.3). In 2018 the meetings were organised on April 12<sup>th</sup> and November 1<sup>st</sup>.

LeidenGlobal presents:

## New Photographs of the exhibition 'Heritage on the Move'

Until 11 October 2018

Pieter de la Court, ground floor

**Heritage on the Move:** Cultural heritage is often understood in terms of local identity alone. But in fact it travels across the globe because of trade, human migrations and many other forms of connectivity, including mass media; and it has done so since times immemorial. In this process people may change, but so does the cultural heritage on the move.



## B) Participation & Collaboration

In addition to its own activities, LeidenGlobal also actively participates in other affiliated projects, including:

### ❖ **3<sup>rd</sup> Annual Conference of the Law and Development Research Network**

19-21 September 2018

The Van Vollenhoven Institute hosted the 3<sup>rd</sup> Annual Conference of the Law and Development Research Network (LDR) that aimed in particular to look at the role of (international) law in addressing problems of development and governance. The conference was held at Museum Volkenkunde. LeidenGlobal was partner and helped out with the communication.

### ❖ **Voice4Thought presents Anger in Leiden**

18 & 19 October 2018

Voice4Thought organised a two-day event with arts, citizenship, activism and science. During this fourth edition of V4T@Leiden, Voice4Thought investigated the discontent in society, through street performances, in workshops of graffiti, cartoon drawing, painting, blogging, film making and slam poetry, and a panel discussion. As Voice4Thought partner LeidenGlobal helped with connecting people and with activities in marketing & communication.

## COLLABORATION

LeidenGlobal has several cooperation partners with whom activities are organised and/or advise is given:

### ❖ **Taalmuseum Leiden (Language Museum Leiden)**

LeidenGlobal is in the editorial advisory board of the Taalmuseum Leiden. LeidenGlobal gives input by thinking along with the subjects, providing input for their activities and reading / editing texts.

### ❖ **Leiden African Studies Assembly (LeidenASA)**

LeidenGlobal is a member of the core group of LeidenASA; a network of Leiden based Africanists. LeidenGlobal helps out with advice and input on the activities that strengthen the goals of LeidenASA.

### ❖ **Voice4Thought**

In addition to the V4T Festival (see point B), LeidenGlobal was actively involved in the Voice4Thought team in an advising role and helping out with broadening the V4T Network in Leiden.

### ❖ **Gemeente Leiden / Leiden Municipality;**

LeidenGlobal cooperates with 'Leiden Kennisstad' (City of Knowledge) and the Kennismakelaar, and with Leiden Marketing and with ExpatCentre Leiden.

### ❖ **Stichting Confessioneel Onderwijs Leiden (SCOL)**

LeidenGlobal works with SCOL to help high school students in Leiden in broadening their perspectives on global humanitarian issues by co-organising the High School Conference & Presentation Dinner.

### ❖ **BplusC (Library and Cultural Centres in Leiden)**

We worked together towards the exhibition in the public library and Spring Lecture series in April and May. There is also cooperation on the broader platform of Kennispodium071:

### ❖ **Kennispodium071**

This is a new cooperation between BplusC, Leiden University Libraries, HOVO Leiden, Studium Generale Leiden and LeidenGlobal, with whom we had a kick-off event during the Night of Discoveries. Other activities are planned for 2019.



*LeidenGlobal also attended several conferences in 2018 to discuss collaboration, implementation and possibilities of 1) Leiden Kennisstad and 2) Mayflower 400 (in 2020).*



## C) Communication

Through LeidenGlobal, academic and cultural institutions connect with local communities, media, governmental institutions, businesses, and NGOs. LeidenGlobal wants to raise the impact of scholarship across the board, from cultural events and public debate to government policy and education.

LeidenGlobal wants to ensure that the partners optimise their connections with their target groups. This makes it necessary for LeidenGlobal to enlarge its own network of target groups. Therefore LeidenGlobal has intensified its communication via the website, the Social Media and the newsletter.

### 1. Website

The website is the communication medium LeidenGlobal uses to present all activities and news items distributed by LeidenGlobal, the partners and affiliated organisations. In addition to these highlights and the agenda function, the website also offers an expert page, with an extensive database of experts. It is mainly maintained by the LeidenGlobal intern with a focus on announcing news, exhibitions, events, film screenings, lectures and other activities. In addition, it is regularly checked whether the expert page is up to date. The website is also used for registrations of PhD students for the LeidenGlobal courses.

In regard to the General Data Protection Regulation (GDPR: Privacy legislation that was implemented on May 25th), new agreements are being made with the web builders, which will be added to the current contract. The website was encrypted in June with an https connection for extra security.

In comparison with 2017, the website has almost 500 new users, but the number of page views has decreased. With the rise of the Social Media this is a well-known phenomenon. Websites are used as a basis or as referral to background information, while Social Media is used for news and activities. The average session duration seems relatively short. This is explained by the setup of the website: in most cases the overview of highlights and events (the pages that draw the most attention) directly refer to the partner's webpage with the specific information on the event, the exhibition or the news item.

<i>Website Statistics</i>	<b>2017</b>	<b>2018</b>
<b>Users</b>	<b>4060</b>	<b>4512</b>
<b>Sessions</b>	<b>6502</b>	<b>6724</b>
<b>Page views</b>	<b>18,573</b>	<b>16,694</b>
<b>Avg. Session Duration</b>	<b>3:55</b>	<b>3:41</b>

### 2. Social Media

The LeidenGlobal Intern is also supporting our activities on the Social Media. On a daily basis, messages are posted on our Twitter and Facebook channels. The most important coverage remains the news and the activities of the partners. Next to Twitter and Facebook, LeidenGlobal also started an account on Instagram – but is not yet actively involved with this channel – and uses YouTube for the films that are usually made for the Annual High School Conference.



### a) Twitter

Of all communication channels, Twitter has LeidenGlobal's best outreach. The number of LeidenGlobal followers increased to 816 (on Dec 31<sup>st</sup> 2018), which is an increase of 270 followers in a year. The number of people who see a LeidenGlobal Tweet has grown from with 30,000, not only due to the increase of followers, but also LeidenGlobals posts are more liked and retweeted and our organisation is also mentioned more often in other posts.

<i>Twitter statistics</i>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>Followers on Dec 31<sup>st</sup></b>	338	546	816
<b>New followers/month</b>	8	17	22
<b>Average Tweet Impressions</b>	20.000	49.000	79.000
<b>Average number of Profile Visits per Month</b>	1.000	1.200	1.500
<b>Average number of Mentions per month</b>	5	9,5	23

### b) Facebook

LeidenGlobal is still active on Facebook and uses Facebook for a broad audience; from students abroad to citizens of Leiden. The number of followers continues to grow, but less rapidly in the past year than in 2017. The best read topics are our own LeidenGlobal activities (events, exhibitions, courses).

<i>Facebook statistics</i>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>Likes on Dec 31<sup>st</sup></b>	85	316	474
<b>Followers on Dec 31<sup>st</sup></b>	92	336	505
<b>New followers/month</b>	-	19	16

### c) Newsletter

LeidenGlobal continued to send the 'LeidenGlobal News' once in two months to the members of LeidenGlobal and all others who have registered for it. Within the framework of the General Data Protection Regulation (GDPR), an extra email was sent out in the first semester in which the recipients were informed of the change in legislation, the state of affairs via our provider 'mailchimp' and the option to unsubscribe. Nevertheless the number of registrations continued to increase steadily, towards the amount of 338 subscribers on December 31<sup>st</sup> (increase of 26 compared with last year).

The newsletter continues to inform its subscribers on LeidenGlobal (& partner) news and activities in past, present and future. In 2018 LeidenGlobal started writing an extra column for the item 'Meet the Expert' and added a new item by also interviewing one of the experts.

<i>LeidenGlobal News statistics</i>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>Subscribers on Dec 31<sup>st</sup></b>	285	312	338
<b>Number of Newsletters</b>	3	6	6
<b>Open Rate</b>	51,8	45,9	36,4
<b>Click Rate</b>	15,5	17,1	12,0

## 3. Communication Meeting

LeidenGlobal organises a meeting twice a year for all the communication officers of the LeidenGlobal partners, which is also attended by other institutions such as LeidenMarketing and Leiden Kennisstad. These meetings are organised to increase awareness of each other's activities and to stimulate cooperation between the partners. The meetings also bring up discussions on how we can help each other to improve our communication and marketing. In 2018 the meetings were held on April 12<sup>th</sup> and November 1<sup>st</sup>.







## D) Documentation

For the professionalisation and optimisation of processes, LeidenGlobal documents multiple methods and organisational steps of activities. A format for the student conference, a manual for the LeidenGlobal Course and a Marketing & PR implementation plan were already completed in 2016. The following documents were produced in 2017:

- ❖ **The Annual Report 2017:** The second annual report, in English, has been placed on the website after approval by the board.
- ❖ **Midterm 2018:** LeidenGlobal wrote an internal midterm report, looking back on the first half of 2018 and looking forward on the intentions were for the continuation of the year.
- ❖ An update was made to the original 2016 manual for organising the Annual High School Conference.
- ❖ Some financial manuals have been written and updated.

## E) Organisation

LeidenGlobal has a General Board and an Executive Board. The General Board meets once a year to discuss LeidenGlobal policy, finances and general performance and is chaired by the Dean of the Faculty of Humanities: Prof. Mark Rutgers. The directors of each partner institution are members of the General Board. The Executive Board consists of representatives of the participating partners and meets three to four times a year to discuss ongoing projects, new project proposals and any other matters concerning the day-to-day activities of LeidenGlobal. The executive board is chaired by an elected representative of one of the partners: Prof. Gert Oostindie (director of KITLV).

The LeidenGlobal office is supervised by the manager (0,6 fte): drs. Aphroditi Zoulfoukaridis. The manager has a central role in developing LeidenGlobal policy and activities and is responsible for all day-to-day operations. From February 1<sup>st</sup> 2018 the LeidenGlobal Office was extended with a Project Assistant (0,4 fte): Harkirat Singh.

In 2018, three interns, Rosanne Mulder (August 2017-January 2018), Jolieke van 't Hoff (February -June 2018) and Sanne Meier (August-December 2018) were employed by LeidenGlobal. They assisted the manager with the various projects, activities and PR & Marketing (0.6fte).