

LeidenGlobal

Annual Overview 2019



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Introduction

Leiden has an international reputation as a stronghold of knowledge about cultures worldwide. In 2013 eight academic and cultural institutions* started LeidenGlobal to increase the impact of this knowledge with partners and audiences in society at large.

To make this knowledge, collections, research and education in the field of global and regional studies more visible to a wide audience and increase its impact, LeidenGlobal realises all kinds of activities. For the realisation of these activities LeidenGlobal connects with local communities, media, government, business, and NGOs. These cooperations are essential for LeidenGlobal.

An important focus of LeidenGlobal is increasing the valorisation of knowledge and societal impact. All activities initiated by LeidenGlobal aim to raise the impact of scholarship, across the full range from cultural events and public debate to graduate education and research projects.

In this annual report, LeidenGlobal provides an overview of the 2019 initiatives & results, the collaboration with different parties and the distribution of knowledge throughout the different communication channels of LeidenGlobal.

LeidenGlobal partners*

- Leiden University (LU) 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)
- the National Museum of World Cultures (NMvW)
- the Roosevelt Institute for American Studies (RIAS)

A) Impact through Activities & Events

LeidenGlobal reaches a huge part of the societal impact with the development, coordination, participation and implementation of activities and events. In 2019 in cooperation with other organisations, LeidenGlobal brought these events to a wide public.

An overview of LeidenGlobals activities in 2019:

1. LeidenGlobal StepTalk 'What can we learn from the Slave Refugee Crisis in 19th-Century North America?'

Cancelled: 19 February 2019

Prof. Damian Pargas would give this lecture at the Wijnhaven Building in The Hague. Due to unforeseen circumstances, the lecture had to be cancelled last minute in February. Originally it was postponed to September but eventually cancelled due to other circumstances. On forehand, a lot of students and researchers had shown great interest to join in.

RESULT

Collaboration: LU Faculty of Government and Global Affairs and LeidenGlobal partner RIAS

2. Screening Cobblestone Stories including Q&A by filmmaker Mark Neupert

24 February 2019

The documentary 'Cobblestone Stories' by American Professor of Anthropology Mark Neupert was screened at the Central Public Library in Leiden (BplusC) followed with a Q&A by professor Neupert.

RESULT

Participants: More than 170 people (mostly from Leiden and surroundings) attended the screening

Collaboration: BplusC, Studium Generale, HOVO Leiden, Leiden University Libraries, Erfgoed Leiden (together Kennispodium071) and LeidenGlobal partner Department of Cultural Anthropology and Development Sociology (LU).

3. Presentations at International Day at Hogeschool Leiden (University of Applied Sciences Leiden)

05 March 2019

The aim of the International Day is to encourage students to gain international experience, through research, study or internship abroad. LeidenGlobal experts Bart Luttikhuis and Tycho van der Hoog both gave a presentation.

RESULT

Participants: 10-15 students attended each presentation

Collaboration: Hogeschool Leiden, and LeidenGlobal partners KITLV & ASCL

4. Annual High School Conference: 'International Children's Rights'

02 April 2019

At the fourth edition of the Leiden High School conference, under coordination of LeidenGlobal and Stichting Confessioneel Onderwijs Leiden, 13 students of two Leiden high schools organised an informative and interactive event for their co-students within the theme 'International Children's Rights'. It consisted of an opening by Ton Liefwaard (Professor of Children's Rights at Leiden University), several interactive workshops and a discussion led by Katrien Klep (Assistant Professor at Leiden Law School). Each workshop was assigned a country and the students set up a treaty with their idea of the main children's rights for that country. The outcome of the conference was later presented at the Presentation Dinner.

RESULT

Participants: 83 high school students (including the organising students)

Collaboration: Stichting Confessioneel Onderwijs Leiden (SCOL), BplusC, Leiden Kennisstad, scholars from Visser 't Hooft Lyceum & Bonaventura College, students of Leiden Law School, and experts from LeidenGlobal partners KITLV, VVI, LU Faculties of Law, Humanities and Archaeology ASCL & CAOS

Extra: The organising students filmed this day under coordination of ScriptFactory. See [LeidenGlobal Youtube channel](#). The news page Unity FM published an article and film on the Unity FM [website](#): 'Leidse scholierenconferentie levert 8 kinderrechtenverdragen op'.

5. Presentation Dinner: 'International Children's Rights'

12 April 2019

The organising high school students of the Conference on International Children's Rights presented the results of the conference during a presentation dinner with special guests, LeidenGlobal partners and sponsors of the conference. Paul Dirkse, Leiden Alderman for Knowledge, Education, Sports and Finance opened this presentation dinner and Children's ombudsman Margrite Kalverboer gave a concluding speech.

RESULT

Collaboration: Stichting Confessioneel Onderwijs Leiden (SCOL), Bonaventura College & Visser 't Hooft Lyceum, Gemeente Leiden, Leiden Kennisstad, De Kinderombudsman and LeidenGlobal partners KITLV and the LU Faculties of Humanities, Archaeology & Law

Extra: There is a [film of the dinner presentation](#)

6. Annual LeidenGlobal Lecture: 'The Return of History in the Global Order'

15 May 2019

The Annual LeidenGlobal Lecture was given by dr. Haroon Sheikh (Vrije Universiteit, Wetenschappelijke Raad voor het Regeringsbeleid) on 'Embedding global diversity: The Return of History in the Global Order' in the Taffeh Hall of the National Museum of Antiquities Leiden (RMO). Prof. Miguel John Versluys delivered the introduction of the Lecture and afterwards musician Sophie Anglionin performed a musical intermezzo with an international theme. The lecture was concluded with drinks and a selected group of guests was invited for a special dinner afterwards.

RESULT

Participation: Of the 94 registered participants, 70 people attended the event

Collaboration: LGi Global Interactions and LeidenGlobal partners RMO & LU Faculty of Archaeology

7. Annual LeidenGlobal Graduate Workshop: The Return of History in the Global Order'

15 May 2019

Prior to the Annual Lecture, a Graduate Workshop for Research Master and PhD students was organised. Dr. Haroon Sheikh provided the introduction, together with Prof. Miguel John Versluys. Haroon Sheikh, Miguel John Versluys and Gert Oostindie moderated the smaller groups. In order to prepare for the Workshop, Leiden Global Interactions made it possible to offer all participants the book of Haroon Sheikh 'Embedding Technopolis'.

RESULT

Participation: 19 of the 21 registered students were present.

Collaboration: LeidenGlobal partners LU Faculties of Humanities and Archaeology & KITLV

8. LeidenGlobal Pitch at PWS Market High Schools Leiden

20 June 2019

During the second Information market on 'Profielwerkstukken' (PWS), organised at Bonaventura College by Stichting Leidse Aanpak, LeidenGlobal gave a pitch to inspire the attending students to do a collaborative research on a social sciences theme using expertise from Leiden, especially on global themes, such as religion, history and migration.

RESULT

Participation: approximately 60 high school students

Collaboration: Stichting Leidse Aanpak, Stichting Confessioneel Onderwijs Leden (SCOL), Bonaventura College and all participating organisations from Leiden

9. The International Convention of Asia Scholars

16 – 19 July 2019

The International Convention of Asia Scholars (ICAS) is the most inclusive international gathering in the field of Asian Studies. More than 2000 Asia specialists came to Leiden in order to participate in lectures, workshops, film screenings and a book fair. LeidenGlobal contributed to the programme of ICAS11 through the display of photographs from the exhibition 'Heritage on the Move' at the Law Faculty.

RESULT

Participation: More than 2000 Asia specialists and representatives of civil society attended the ICAS Convention. Many of them passed by the Law Faculty 'Kamerlingh Onnes Building' and will have seen the exhibition.

Collaboration: ICAS/IIAS, LU Law Faculty

10. 'Uni for City' themamiddagen

October 2019 – January 2020

The Uni for City theme afternoons are an initiative of the Faculty of Humanities and PLNT - Leiden Center for innovation and entrepreneurship, on the occasion of the 444th anniversary of Leiden University. Through thematic afternoons, the university engaged in a dialogue with residents of Leiden and The Hague to gain a better understanding of the social themes in which the university can help the city. LeidenGlobal assisted in making these theme afternoons possible by participating in preparatory meetings and provide content for the lectures.

1) **Uni for City: Laaggeletterdheid in het Gezin**

Cancelled 27 September 2019, postponed to January 2020

2) **Uni for City: Kunst in de Buurt**

(Location PLNT Leiden)

18 October 2019

3) **Uni for City: Diversiteit in de Klas**

(Location: Leiden University Campus Den Haag)

15 November 2019

4) **Uni for City: Armoede in de Stad**

(Location PLNT Leiden)

13 December 2019



RESULT

Participation: Each meeting had 30-40 participants from a very diverse background, all related and/or interested in the subject.

Collaboration: PLNT, LU Faculty of Governance and Global Affairs, Municipality of Leiden and LeidenGlobal partner LU Faculty of Humanities

11. Expert Talks at Ministry of Foreign Affairs

LeidenGlobal, in collaboration with the Academy of International Relations, started a series of lectures at the Ministry of Foreign Affairs on current international topics, given by experts affiliated with LeidenGlobal. Leiden has a lot of expertise on cultures worldwide and can provide (academic) input on current international matters to policy workers and governmental organisations. This expertise is shared in the Expert Talks for policy makers to use this information on the past and present, to make decisions about the future.

1) LeidenGlobal Expert Talk: Kunst als Internationaal Dilemma

22 November 2019

'Art as an international dilemma, concentrated on colonial arts & crafts. LeidenGlobal chairman Pieter ter Keurs (Prof. of Museums, Collections and Society at Leiden University), together with Robert Verhoogt (Ministry of Education, Culture & Science) discussed this dilemma in the fields of law, morality and politics in international debate.

2) LeidenGlobal Expert Talk: Hoe gaat Nederland om met haar koloniale verleden?

16 December 2019

Prof Gert Oostindie (director KITLV) presented a mini-lecture on the question 'How does the Netherlands deal with its colonial past?' There are many different views and different emotions to take into account when you are dealing with the colonial history of the Netherlands.

RESULT

Participation: Both lectures were fully booked by (70) employees of different ministries and other governmental institutions

Collaboration: Ministry of Foreign Affairs: Eenheid strategische Advisering, de Academie voor Internationale Betrekkingen, 'Connect with Culture' from Eenheid Internationaal Cultuurbeleid (ICE) and LeidenGlobal partners LU Faculties of Humanities and Archaeology & KITLV.

12. LeidenGlobal Exhibition: 'Heritage on the Move', bringing knowledge to a wide audience

Since the summer of 2017, the LeidenGlobal photo exhibition 'Heritage on the Move' travelled through Leiden and surroundings. With the exhibition, LeidenGlobal shows the broad research and cultural knowledge of our affiliated experts in different disciplines, to a wide audience. The exchange of knowledge through this exhibition at a broad public, is one of the examples of the societal impact LeidenGlobal makes.

The exhibition also gave LeidenGlobal the opportunity to organise extra lectures at the location where it was set up, to broaden our network and find new cooperation with other organisations.

1) Oude UB, Leiden

03 December 2018 – 07 January 2019

The complete exhibition with 18 photo banners could be viewed for the first time.



2) **Hogeschool Leiden / University of Applied Sciences Leiden**

25 February 2019 – 15 March 2019

The exhibition was a key element at the first International Day, where two LeidenGlobal researchers of whom a photograph is in the exhibition, presented their research and photo to the students.

3) **Rijksmuseum van Oudheden / National Museum of Antiquities, Leiden**

15 May 2019

During the Annual LeidenGlobal event, in collaboration with profile area Leiden Global Interactions, the exhibition was on display in the Taffeh Hall of the National Museum of Antiquities.

4) **Kamerlingh Onnes Building, Leiden Law School, Leiden University**

15 July 2019 – 19 August 2019

The exhibition was part of the 11th International Convention of Asia Scholars (ICAS) held in Leiden (15-19 July) and continued to be on display throughout the summer at the Leiden Law School.

5) **The Hague University of Applied Sciences / De Haagse Hogeschool, Den Haag**

24 September 2019 – 22 October 2019

The exhibition was on display at The Hague University of Applied Sciences, visible for all the students and staff members.

13. Impact through education: The LeidenGlobal Graduate Courses

1) **LG Course Mixed Methods in the Social Sciences and the Humanities**

Spring 2019: February – March

The LeidenGlobal Spring course 'Mixed Methods' for Research Master and PhD students, was organised by LIAS. Dr. Maaïke Warnaar coordinated this course for the first time.

RESULT

Participation: 21 students: 9 ResMA students (mandatory) & 12 PhD students.

Collaboration: LeidenGlobal partners LU Faculties of Humanities and Archaeology & KITLV

Extra: The results of the evaluation showed that the students experienced the course as positive.

PhD students even requested an extra meeting after the planned series

2) **LG Course Discipline & Place in the Social Sciences and the Humanities**

Fall 2019: September – November

The LeidenGlobal Fall course 'Discipline and Place' for Research Master and PhD students, was coordinated by dr. Elena Burgos Martinez from LIAS.

RESULT

Participants: 21 applications; 6 ResMA students & 15 PhD students.

Collaboration: LeidenGlobal partners LU Faculties of Humanities, Archaeology, Social Sciences and Law / VVI and KITLV

Extra: The course was positively evaluated by the students.

14. Other activities (towards 2020)

Throughout 2019 more initiatives have been developed to increase societal impact of academic knowledge to a local, regional and global audience. These activities will take place and/or continue in 2020.

❖ Retrieving Cultural Heritage

In collaboration with the National Museum of Antiquities (RMO) and Walk of Truth, LeidenGlobal has been focussed on organising a symposium on combatting Cypriot art trafficking and restitution, telling this story of illicit trade in stolen cultural property from different angles. This symposium (January 2020) is linked to the exhibition in RMO on 'Cyprus, a dynamic Island' that started in October 2019.

❖ Training for Impact

LeidenGlobal, Taalmuseum and Voice4Thought are working together towards a day full of workshops in 2020 for (Research) MA and PhD Students to help them create impact with their research. In collaboration with BplusC, LeidenKennistad and LeidenGlobal partners, students will be taught techniques to enable them to transfer knowledge and research results from an academic format to more universal kinds of media.

❖ Knowledge Exchange with Ministry of Foreign Affairs

Next to the LeidenGlobal Expert Lunch Lectures, LeidenGlobal works together with the Ministry of Foreign Affairs in organising Table Discussions on current international matters, with academic experts and governmental institutions.



B) Impact through communication

LeidenGlobal raises impact by connecting academic and cultural institutions with local communities, media, governmental institutions, businesses and NGO's. Next to organising activities and events, LeidenGlobal uses its website, social media and the newsletter to raise awareness of the international, cultural knowledge, experts and collections in Leiden and create impact.

In 2019 the continuation of our strategy for all online communication, resulted in growth, which is mostly shown in the increase of users of Social Media channels Facebook and Twitter. On daily basis, messages are posted on these channels, announcing news and activities of LeidenGlobal partners. Next to partner messages, LeidenGlobal also conducted its own articles, such as interviews with LeidenGlobal experts, to highlight their research and/or expertise. These original items have been posted on all media: website, social media and newsletter.

1. Website

The most engaging pages at the website are the front page (highlights) and the events page. The amount of website users continued to increase, with more than 800 extra users since 2018. The number of sessions and page views increased a little since last year. The average session duration shortened even more. One of the conclusions for the low average session duration is that the highlights and events in most cases directly refer to the partner's webpage with the more specific information on the event, exhibition or news item.

<i>Website Statistics</i>	2017	2018	2019
Users	4060	4512	5327
Sessions	6502	6724	7208
Page views	18,573	16,694	17,446
Avg. Session Duration	3:55	3:41	3:01

2. Social Media

Twitter and Facebook remain LeidenGlobals most important channels to cover the latest information of the partners. The outreach on Twitter stays high and increased with 287 followers since 2018 to 1103 followers. Monthly Twitter reached approximately 100.625 views (tweet impressions).

<i>Twitter statistics</i>	2016	2017	2018	2019
Followers on December 31st	338	546	816	1103
New followers/month	8	17	22	24
Average Tweet Impressions /month	20.000	49.000	79.000	100.625
Average number of new profile visits /month	1.000	1.200	1.500	1.100
Average number of mentions /month	5	9,5	23	23

The Facebook network gained 278 followers, which is a huger increase than the years before.

<i>Facebook statistics</i>	2016	2017	2018	2019
Likes on December 31st	85	316	474	699
Followers on December 31st	92	336	505	783
New followers/month	-	19	16	19

In late 2018 LeidenGlobal had opened an Instagram account, without active posting. As Instagram is followed by a different target group than Twitter and Facebook, LeidenGlobal started a project in the fall of 2019 to create a broader attention to LeidenGlobal. Starting in October, LeidenGlobal posted weekly one of the photographs of the 'Heritage on the Move' exhibition on its Instagram with a short story about the corresponding research. LeidenGlobal will occasionally use Instagram. On December 31st LeidenGlobals Instagram had 102 followers.



LeidenGlobal also owns a YouTube account, which is mainly used for LeidenGlobal films online, of which a link is used in other social media, such as the films from the high school conference and presentations. The YouTube channel itself is not used as a social media platform for the organisation.

3. Newsletter

The LeidenGlobal News is spread every two months, to LeidenGlobal followers who registered for this newsletter. The amount of subscribers is stable and steadily increased with 11 new subscribers. In 2019 LeidenGlobal published more original posts (interviews with experts) and will continue to do so in 2020.

<i>Newsletter statistics</i>	2016	2017	2018	2019
Subscribers on December 31st	285	312	338	349
Number of Newsletters	3	6	6	6
Open Rate	51,8	45,9	36,4	40,5
Click Rate	15,5	17,1	12,0	12,8

4. Extra Communication tools

- ❖ In the summer of 2019 LeidenGlobal developed a (birthday) **Calendar** of the exhibition photographs 'Heritage on the Move' as a give away at special occasions. The first copy was handed out to Prof. Gert Oostindie at his farewell as chairman of LeidenGlobal in June 2019.
- ❖ In December 2019 LeidenGlobal also developed a **film** with an overview of the past year with photographs of LeidenGlobals activities. This film was used on the online communication channels to thank all partners and participants for joining and collaborating in LeidenGlobal activities.

5. News & Press

- ❖ A news item and film were published on the website of Unity.nu a local news website of Leiden and surroundings. This news item was about the high school conference on Children's Rights: [Leidse Scholierenconferentie levert 8 Kinderrechtenverdagen op.](#) (April 2019)
- ❖ A news item on the LeidenGlobal exhibition at the Leiden Law Faculty, was published on the staff members page: [Exhibition 'Heritage on the Move' at Kamerlingh Onnes Building.](#) (July 2019)
- ❖ An article on LeidenGlobal appeared on the website of Leiden University: ['Knowledge of worldwide cultures'](#). This article was also shared in the overall Leiden University Newsletter. (August 2019)

6. Communication meetings

LeidenGlobal organised two communication meetings (in April and in October), with representatives of LeidenGlobal partners and Leiden Kennisstad to exchange news, event information and ideas and to explore where collaboration would be possible. At both meetings a special guest was invited to announce and clarify important upcoming events in which partners could participate and/or collaborate. The focus of the meeting is working together towards creating more impact of the activities of all partners.

C) Participation & Collaboration

Collaboration activities

LeidenGlobal is part of a team of Faculty of Humanities that discusses how to focus more on the societal impact, giving advice towards the strategy that is formed.

❖ Meeting on Societal Impact

11 March 2019

Meeting to discuss ways in which the Faculty of Humanities (Leiden University) can support initiatives that aim to achieve better societal relevance. LeidenGlobal moderated several groups within the meeting, organised by Department of Management Support of the faculty.

Participation activities

LeidenGlobal is invited occasionally by different partners in the city to join thinktanks / meetings on innovative education, improve impact of academic knowledge on a wider scale, and to take part in advisory boards, such as LeidenASA and Taalmuseum. In 2019 LeidenGlobal participated in these events:

❖ Leiden European City of Science 2022

18 November 2019

Brainstorm and panel discussion to develop initiatives and projects towards the celebration of Leiden City of Science in 2022. Representatives of governmental, knowledge- and cultural institutes were invited to join the discussions, including LeidenGlobal

❖ Evening Symposium Leiden Kennisstad

9 December 2019

Annual symposium of Leiden Kennisstad partners, for input on new strategies and collaborations in 2020, with thematic panel discussions.

❖ Vormgeving van Maatschappelijke Impact door Alfa- en Gammawetenschappen

11 December 2019

Conference on the Impact of Societal Impact of Social Sciences and Humanities on Society, with a focus on co-creation and alliances, organised at Campus Den Haag, Leiden University

Partners

LeidenGlobal itself is a collaboration of eight partners. In order to create more impact in Leiden and surroundings, LeidenGlobal also connects with other innovative partners.

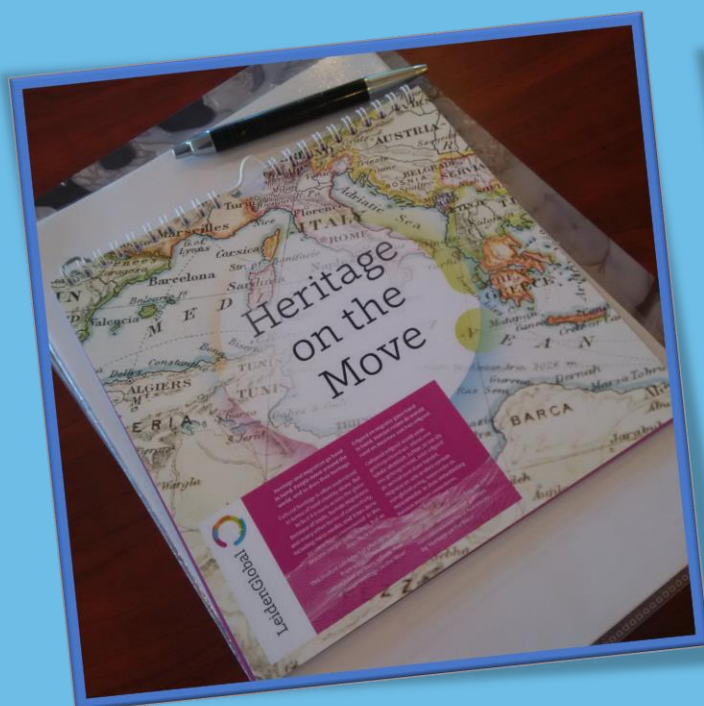
LeidenGlobal Partners



Other partnerships

To valorise knowledge to the society in Leiden, the collaboration with several existing partnerships intensified and new networks have been set up.

- Academie van Internationale Betrekkingen
- BplusC (Bibliotheek plus Centrum voor kunst en cultuur in Leiden eo)
- Centre for Global Heritage and Development (Leiden-Delft-Erasmus alliance)
- De Leidse Aanpak
- Erfgoed Leiden en omstreken
- Expatcentre Leiden
- Gemeente Leiden
- Global Interactions Leiden (LGi)
- Haagse Hogeschool
- Hogeschool Leiden
- HOVO Leiden
- Leiden African Studies Assembly (LeidenASA)
- Leiden Kennisstad
- Leiden Marketing – Leiden Stad van Ontdekkingen
- Leiden University Centre for the Study of Islam and Society (LUCIS)
- Ministerie Buitenlandse Zaken
- Stichting Confessioneel Onderwijs Leiden (SCOL)
- Studium Generale Leiden
- Taalmuseum Leiden
- Universitaire Bibliotheken Leiden (UBLeiden)
- Voice4Thought



D) Organisation

General and Executive Board

A General Board and an Executive Board, both with representatives of the eight LeidenGlobal partner institutions, supervise the activities of LeidenGlobal. The General Board, chaired by the Dean of the Leiden Faculty of Humanities Prof. Mark Rutgers, met twice in 2019, discussing the policy, finance and general performance of LeidenGlobal. In June 2019 the General Board also elected a new chairperson for the Executive Board.

The Executive Board meets three to four times a year to discuss on-going projects, new project proposals and other matters concerning day-to-day activities of LeidenGlobal. As the three-year period of Chairman Gert Oostindie (KITLV) finished on June 30th 2019, LeidenGlobal searched for a new Chairperson for the Executive Board from July 1st 2019. In June the General Board elected a new chairperson, starting July 1st: Prof. Pieter ter Keurs (at that time representative for National Museum of Antiquities and since September 1st representative for Faculty of Humanities).

LeidenGlobal Team

The management and project support are both unchanged:

Manager (0,6 fte) drs. Aphroditi Zoulfoukaridis

Project Assistant (0,4 fte) Harkirat Singh

LeidenGlobal had two interns in 2019:

Roelie Mol (0,6 fte, February-June 2019)

Jemima Sint Nicolaas (0,6 fte, August 2019-January 2020)

The team operates from an office at the Leiden Institute of Area Studies (Faculty of Humanities, Leiden University).

June 2020, Aphroditi Zoulfoukaridis, Manager LeidenGlobal