

# LeidenGlobal

## Annual Overview 2020



## **Index**

<b>Introduction</b>	<b>2</b>
<b>A) Impact through Activities &amp; Events</b>	<b>4</b>
<b>B) Impact through Communication</b>	<b>8</b>
<b>C) Participation &amp; Collaboration</b>	<b>11</b>
<b>D) Organisation</b>	<b>12</b>
<b>E) Towards 2021</b>	<b>14</b>

# Introduction

*LeidenGlobal was founded in 2013 as a consortium of academic and cultural institutions. It functions as a meeting place for researchers, cultural institutions, social organisations, government, companies and the Leiden citizen, with the aim of a better understanding of (human) culture and societies around the world.*

Also for LeidenGlobal, the year 2020 is marked by the global Covid-19 pandemic. From the beginning of March 2020 public life in the Netherlands changed in connection with the COVID-19 measures, following the outbreak of the pandemic. As many other organisations, LeidenGlobal was forced to postpone or even cancel activities that were supposed to take place on location in 2020, and change the approach in its activities towards knowledge transfer and making impact.

The crisis meant a delay of many actions and asked for a lot of creativity to still perform our tasks in increasing impact and the valorisation of knowledge:

The event ‘Training for Impact’ was focused to learn scholars new techniques to use in their methods to valorise their knowledge, their research. To help scholars in raising more awareness for their research, it had become clear that the scholars needed to learn what technique suits them best to spread their knowledge and how to use these techniques. After a year of preparations, the event – which had many registrations - had to be cancelled in April and postponed, which asked for a lot of time and effort. On top of this, just a day before the postponed event in November, again due to extra COVID-19 measures plans needed to change. A lot of work got lost and again a lot of time was needed to change plans. Finally the event took mostly place online, but it showed how difficult the organisation and implementation of activities on location was.

LeidenGlobal changed its focus towards more online communication, showing online work, research, exhibitions and other online activities of our partners. All partners needed to adjust to the new situation, and started to program a lot of webinars, online guiding tours through museums, online exhibitions and podcasts. LeidenGlobal promoted all these activities online and as most events were in English, they could be promoted more worldwide than before. This gave LeidenGlobal and its partners also new opportunities in reaching a more global public.

Thus, LeidenGlobals focus to increase the valorisation of knowledge and societal impact, in 2020 was mostly online, with audiences nearby (in Leiden, in the Netherlands), but also further away on other continents. In this report an overview is given of the activities and actions of LeidenGlobal in 2020 including the distribution of knowledge throughout different online communication channels.

## 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)



LeidenGlobal

23 January 2020

# Retrieving Cultural Heritage

## Combating Cypriot art trafficking and restoration

### Debate

**Moderator:**  
**Pieter ter Keurs**, Professor of Museums, Collections & Society at Leiden University

**Panel:**

- **Tasoula Hadjitofi**, Global cultural campaigner, author, Founder of Walk of Truth
- **Willy Bruggeman**, Former deputy director at Europol, President of the Belgian Federal Police Board
- **Blada Düring**, Archaeologist at Leiden University
- **Lucas Petit**, Archaeologist, Head of Collections & Research Department at RMO





## A) Impact through Activities & Events

To increase the social impact of academic education and research, LeidenGlobal realises a wide range of activities. Also in 2020 LeidenGlobal developed, coordinated and participated in several physical and online events and activities. With these activities LeidenGlobal reaches a broad public and tries to stimulate people to absorb, process and discuss this knowledge and use it in their work and/or daily life.

### An overview of activities (co-) organised by LeidenGlobal in 2020:

#### 1. Uni for City thematic afternoon: 'Laaggeletterdheid in het Gezin'.

17 January 2020

Last in the series of interactive thematic afternoons, in which the university was engaged in a dialogue with residents of Leiden to gain better understanding of the social themes in which the university can help the city. LeidenGlobal assisted in making these thematic afternoons possible, by participating in preparatory meetings and providing experts.

##### RESULT:

- Participation: The meeting had approximately 30 participants from a diverse background, all related and/or interested in the subject
- Collaboration: PLNT, LU Faculty of Humanities, Municipality of Leiden

#### 2. LeidenGlobal seminar 'Retrieving Cultural Heritage: Combatting Cypriot art trafficking and restitution'

23 January 2020

In the context of the exhibition 'Cyprus, a dynamic Island in the National Museum of Antiquities (RMO), LeidenGlobal organised a seminar on tracking down and repatriating stolen artefacts and the importance of protecting Global Heritage (in areas of conflict).

With Tasoula Hadijofi (Walk of Truth), Willy Bruggeman (former deputy director of Europol), Bleda Düring (Fac. Archaeology), Lucas Petit (RMO) and moderator Pieter ter Keurs (Fac. Humanities/Archeology).

##### RESULT:

- Participation: 90 visitors with very diverse backgrounds
- Collaboration: National Museum of Antiquities, Leiden University (Fac. Humanities, Archaeology and Law) and the NGO Walk of Truth
- More: The seminar led to some Publications:
- Article on website & in newsletter of Leiden University by Linda van Putten  
[Angels for sale: retrieving looted cultural property](#)
- Symposium report on website of Centre for Global Heritage and Development by Hande Özkayagan: [Lessons from Cyprus on Retrieving Cultural Heritage](#)

#### 3. LeidenGlobal Course 'Methodologies in the Social Sciences and the Humanities

February-April 2020

This Spring course (Formerly: Mixed Methods in the Social Sciences and the Humanities) was coordinated by Maaïke Warnaar of the Leiden Institute for Area Studies (Humanities). It was successfully completed in March/April.

##### RESULT

- Participants: 27 participants: 15 Research Master Students and 12 PhD Candidates
- Collaboration: Leiden University (Fac. Humanities) & KITLV (Royal Institute of Southeast Asian and Caribbean Studies)

#### 4. **LeidenGlobal Presentation at PWS Market High Schools Leiden**

4 March 2020

The Information market on 'Profielwerkstukken' (PWS) - this time held at the location Hogeschool Leiden - aims to help secondary school students with the theme of their Profile paper. LeidenGlobal contributed to the Market by explaining to students how to do a collaborative research on a social sciences theme using expertise from Leiden, and how they can approach Leiden experts especially on global themes, such as religion, history and migration.

##### **RESULT**

- Participation: approximately 50 students passed by the LeidenGlobal booth
- Collaboration: Stichting Leidse Aanpak, Stichting Confessioneel Onderwijs Leiden (SCOL), Hogeschool Leiden and the participating organisations from Leiden.

#### 5. **KunstShot Festival: LeidenGlobal Lecture by Damian Pargas**

25 September 2020

At the Annual Leiden Kunstshot festival, to learn high school students about culture, Prof. Damian Pargas gave a lecture on the history of the USA when the pilgrims set foot on land.

##### **RESULT**

- Participation: two Classes with high School students of the high school 'Stedelijk Gymnasium Leiden'
- Collaboration: BplusC Leiden, Stedelijk Gymnasium Leiden, Leiden University Fac. Humanities, Erfgoed Leiden

#### 6. **LeidenGlobal Course: Discipline and Place in the Social Sciences and the Humanities**

September-November 2020

The edition of this Autumn Course of LeidenGlobal was organised online for the first time: Most of the 14 lecturers pre-recorded their lecture, to be seen by students before live discussion with the expert took place. Elena Burgos Martinez coordinated the course.

##### **RESULT:**

- Participation: 20 students (5 Research Master students, 15 PhD Candidates)
- Collaboration: Leiden University (Fac. Archaeology, Humanities, Social Sciences, Law: Van Vollenhoven Institute), African Studies Centre, KITLV (Royal Institute of Southeast Asian and Caribbean Studies)

#### 7. **Training for Impact**

5 & 12 November 2020 (Original date: 16 April 2020)

A day full of workshops on Blogging, Filming, Photography, Podcast and Video logging for (Res) MA & PhD students, to learn how to make impact with their knowledge and research, and how to reach a bigger audience, using more universal kinds of media. Organisation by LeidenGlobal, in collaboration with Voice4Thought and Taalmuseum.

*Due to Covid19 circumstances the original event (with approximately 40 participants) had to be postponed. Originally intended to give the workshops at Leids Volkshuis (BplusC) on November 5th, it became clear on November 4th that workshops on location would not be possible. With the help of the lecturers the workshops on video logging, podcast and photography could be given online on November 5th, and afterwards on November 12th the film workshop was given on location at Leiden University. The workshop on blogging had to be cancelled due to illness of the workshop leader.*

##### **RESULT**

- Participation: Of the 20<sup>1</sup> registrations 19 PhD & ResMA students attended two workshops
- Collaboration: Voice4Thought & Taalmuseum (both co-organisers), BplusC, Leiden University, Gemeente Leiden, Leiden Kennisstad, LUF
- More: One of the students wrote a blog on this day (Loes Oudenhuijsen), which was published

---

<sup>1</sup> As the workshops were supposed to take place on location under Covid-19 measures, it was not possible to accept more than 20 participants

### **Cancelled activities**

Although these activities did not take place in 2020, it is worth mentioning shortly the other activities LeidenGlobal organised during the year. Some activities are postponed.

#### **1. Round Table Discussion**

Cancelled: 2 April 2020

In the context of the collaboration with the Academy for International Relations for the LeidenGlobal Expert Talks, a first Round Table Discussion at Dutch Ministry of Foreign Affairs was initiated with expert Maartje van de Woude for a small group of staff members of the Ministry.

#### **2. LeidenGlobal Lunch Lecture** on Innovation, the Knowledge Economy and Development in the Gulf

Cancelled 30 April 2020

Crystal Ennis would provide this LeidenGlobal Lunch Lecture at the Dutch Ministry of Foreign Affairs, in collaboration with the Academy for International Relations.

#### **3. LeidenGlobal Annual Event**

Cancelled May 2020

In the context of the Pilgrim Year in Leiden, Four Freedom Award Winner Azza Karam for the organisation Religions for Peace, was asked to give the Annual LeidenGlobal Lecture, in collaboration with the Roosevelt Institute of American Studies.

#### **4. Exhibition Heritage on the Move at Hooglandse kerk Leiden**

Cancelled 18-30 Mei 2020

As part of the activities for the Pilgrim Year in Leiden on the themes migration and heritage, LeidenGlobal and the Hooglandse Kerk planned to have the LeidenGlobal exhibition on display in May.





## B) Impact through Communication

LeidenGlobal is committed to increasing the impact of (Leiden) cultural knowledge, raising awareness, transferring knowledge to a wide audience and connecting people. To achieve this, LeidenGlobal is not only organising events, courses, workshops and other (physical) activities, but also uses (online) communication: the website, newsletters and especially Social Media.

Since the start of Covid-19 measures in the Netherlands in March, LeidenGlobal intensified its online communication, which led to an increase of users and followers on LeidenGlobal Social Media channels Twitter, Facebook and also Instagram. LeidenGlobal put extra focus in reaching scholars and organisations worldwide with the online activities (offered in English) by LeidenGlobal partners. A broader and new public was reached, which is shown in the statistics of the users of the Social Media Channels.

Next to the daily basis social media announcements of news, events and articles of the LeidenGlobal partners, LeidenGlobal put more effort in creating its own online articles and did extra research in knowledge transfer via online communication.

### 1. Website

Activities, exhibitions and news items distributed by LeidenGlobal, its partners and affiliated organisations are published on the LeidenGlobal website. The website is mostly used for background information and to publish interviews and other articles of the LeidenGlobal newsletter. The most visited pages are still the highlights and events. Nevertheless in 2020 the website was less used by visitors than the previous two years, whereas the social media is still increasing its visitors.

<i><b>Website Statistics</b></i>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Users	4.060	4.512	5.327	4.831
Sessions	6.502	6.724	7.208	6.535
Page views	18,573	16,694	17,446	14,759
Avg. Session Duration	3:55	3:41	3.01	2:47

### 2. Social Media

Worldwide, and also in the Netherlands, the focus on the online dissemination of information increased. LeidenGlobal mostly used the social media channels Twitter and Facebook to announce and promote news, media reports and (online) activities of partners. These were mainly reports on online (university) courses, interesting news items from the experts, virtual tours of the museums as well as online collections, and LeidenGlobal's own online exhibition 'Heritage on the Move'.

<i><b>Twitter statistics</b></i>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Followers on December 31 <sup>st</sup>	338	546	816	1103	1520
New followers/month	8	17	22	24	33
Average Tweet Impressions /month	20.000	49.000	79.000	100.625	116.259
Average number of new profile visits /month	1.000	1.200	1.500	1.100	1.325
Average number of mentions /month	5	9,5	23	23	40

This approach worked well and the statistics also show that there was a need for this. The growth is shown in our Social Media channels: Not only did the Twitter following grow from 1109 followers in 2019 to 1520 followers in 2020 and Facebook from 783 to 945 followers, but the statistics also show that the LeidenGlobal posts are well read. Records were broken on both social media channels, including the highest number of retweets and likes on Twitter and our highest reach ever on Facebook.

<b>Facebook statistics</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Likes on December 31 <sup>st</sup>	85	316	474	699	886
Followers on December 31 <sup>st</sup>	92	336	505	783	945
New followers/month	-	19	16	19	17

The Communication Twitter and Facebook continue to be LeidenGlobals main channels to cover the latest information of the partners. LeidenGlobal also started using Instagram more than before, but less regularly than on Twitter and Facebook. All of LeidenGlobals own events and publications are published on Instagram, and steps are being made to use Instagram more often. The target group of Twitter is younger, and therefor interesting to reach more (new) students.

<b>Instagram statistics</b>	<b>2019</b>	<b>2020</b>
Followers on December 31 <sup>st</sup>	102	284

### 3. Newsletter and Expert interviews

In continuation of the previous years and strategy, six newsletters were published in 2020: once every two months. In May 2020 the Newsletter has partially been redesigned, with an extra overview of partner news.

A regular item in the newsletter is the 'Meet the Expert' section, in which special attention is given to a LeidenGlobal expert, often by an interview. In April, LeidenGlobal decided to pay more attention to these experts and show the world the available knowledge that is based in Leiden. Thus, during the corona period, more frequently interviews were conducted with experts. With the cancellations of (live) activities, there was also more time to pay attention to this.

Interviews with these experts were published on the website, and spread not only in the Newsletter, but also via the Social Media:

LeidenGlobal Experts:

- **Ahab Bdaiwi** (Philosophy – Humanities – Leiden University)
- **Angus Mol** (Centre for Digital Humanities – Leiden University)
- **Jasper de Bruin** (National Museum of Antiquities)
- **Maghiel van Crevel** (Leiden Institute for Area Studies – Humanities – Leiden University)
- **Marleen Dekker** (African Studies Centre Leiden)
- **Michiel van Groesen** (History – Humanities – Leiden University)
- **Peter Alexander Kerkhof** (Centre for Linguistics – Leiden University)
- **Sara Polak** (Centre for Arts in Society – Humanities – Leiden University)
- **Willemijn Waal** (Netherlands Institute for the Near East)

Extra interviews on with a focus on making impact with the Leiden (Cultural) Knowledge:

- **Jeroen Windmeijer** (author, alumnus of Cultural Anthropology - Leiden University)
- **Tanja de Bie** (Centre for Innovation - Leiden University)

The amount of registered readers on the LeidenGlobal News remained stable, just like the other statistics on the open rate and click rate:

<b>Newsletter statistics</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Subscribers on December 31 <sup>st</sup>	285	312	338	349	344
Number of Newsletters	3	6	6	6	6
Open Rate	51,8	45,9	36,4	40,5	41,5
Click Rate	15,5	17,1	12,0	12,8	12,33



## C) Participation & Collaboration

### Participation

Various partnering organisations occasionally invite LeidenGlobal to participate in think tanks and meetings on innovative education, on increasing the impact of academic knowledge on a larger scale and on joining in organising specific events.

In 2020 LeidenGlobal participated in several meetings of Leiden Kennisstad and Leiden2022 to think along of what LeidenGlobal and its partners can do for the city, especially towards 2022, when Leiden will become the European City of Science.

Further more LeidenGlobal participated in a ThinkTank of the Faculty of Humanities to think along with the societal impact strategy of the university, in particular for this faculty.

### Collaboration

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 seeks connection with Leiden civil society, the municipality of Leiden and the business community. Where possible (in addition to cooperation with the LeidenGlobal partners) LeidenGlobal looks for cooperation in its own activities or joins forces with other initiatives

LeidenGlobal interacts as a link between its partners from the academic and cultural institutions and these cooperation partners from a broader network:

- Academie van Internationale Betrekkingen
- BplusC (Bibliotheek plus Centrum voor kunst en cultuur in Leiden eo)
- De Leidse Aanpak
- Erfgoed Leiden en Omstreken
- Expat Centre Leiden
- Gemeente Leiden
- Hogeschool Leiden
- HOVO Leiden
- Kennispodium071
- LDE Centre for Global Heritage and Development (Leiden-Delft-Erasmus)
- Leiden African Studies Assembly (LeidenASA)
- Leiden Kennisstad
- Leiden University Centre for the Study of Islam and Society (LUCIS)
- Ministerie van Buitenlandse Zaken
- PLNT
- Stichting Confessioneel Onderwijs Leiden (SCOL)
- Studium Generale Leiden
- Taalmuseum Leiden
- Universitaire Bibliotheken Leiden (UBLeiden)
- Voice4Thought



## D) Organisation

### 1. The LeidenGlobal Board

LeidenGlobal has a General Board and an Executive Board. The Dean of the Faculty of Humanities (Prof. dr. Mark Rutgers) chairs the General Board in which LeidenGlobal policy, finances and general performance are discussed. The directors of each partner institution are members of the General Board. The Executive Board consists of representatives of the participating partners and focuses more on ongoing projects, new project proposals and any other matters concerning the day-to-day activities of LeidenGlobal. An elected representative of one of the partners is chairperson of the Executive Board: Prof. dr. Pieter ter Keurs. Due to the circumstances the Board (with members of the General and Executive Board) met once online, on July 7<sup>th</sup> 2020.

During the year Pieter ter Keurs (mostly together with the LeidenGlobal manager) spoke several partners separately to discuss the progress of LeidenGlobal and the possible change in a new strategy.

### 2. The LeidenGlobal Team

LeidenGlobal has a manager Aphroditi Zoulfoukaridis (0.6fte), who has a central role in developing LeidenGlobal policies and activities and is responsible for day-to-day operations, including website and social media management, communication strategy, financial administration, secretarial and organisational tasks. The manager keeps regular contact with the chairperson of the Executive Board to discuss LeidenGlobal's activities and policies.

The project assistant (0,4fte) supports the manager in particular in the field of graduate courses and projects in the field of knowledge valorisation. In 2020 had two project assistants: Harkirat Singh (who was employed at LeidenGlobal since February 2018) assisted until September 15<sup>th</sup>, 2020 (when her contract ended) and Jemima Sint Nicolaas from September 1<sup>st</sup> 2020.

Jemima Sint Nicolaas had also been an intern until February 1<sup>st</sup> 2020 (since August 2019), after which intern Merel Snoep followed her up (1 February – 1 July 2020). After some months of uncertainties, LeidenGlobal finally decided to again contract an intern while working from home. Therefor Karianne Ooievaar started her internship at LeidenGlobal on October 1<sup>st</sup> (until February 1<sup>st</sup> 2021). The interns are directed by the manager and perform a wide range of tasks, including managing the website and social media, organizing activities, preparing meetings and taking minutes.

Since March 2020, due to Covid-19 measures, everyone started working from home. Team meetings were held online via MS Teams. The manager also used MS Teams, Whatsapp and phone contact for weekly guidance, support and progress of the interns and assistants.



## **E) Towards 2021**

In 2020 LeidenGlobal started writing on an improved Strategy for the years 2021-2025, as the current strategy (2017-2021) is written and financed until October 2021. In the first half of 2021 the strategy will be finished and presented to the LeidenGlobal Board.

LeidenGlobal realises a very wide range of activities, and will put more focus in these activities: On one hand LeidenGlobal will reach out more international to attract attention worldwide to the available knowledge, collections and experts in Leiden. On the other hand, LeidenGlobal also reaches out to the public in Leiden, especially with the year 'Leiden City of Science 2022' that is coming up.

In 2021 LeidenGlobal will take steps in organising joint activities and events that will take place during Leiden City of Science in 2022. Successful activities such as the Annual LeidenGlobal Lecture and the LeidenGlobal interdisciplinary courses will continue. Some postponed activities (due to the Covid-19 measures) will be re-organised.

*August 2021, Aphroditi Zoulfoukaridis, Manager LeidenGlobal*