

LeidenGlobal

Annual Overview 2021





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Introduction

Leiden has an international reputation as a stronghold of knowledge about cultures worldwide. LeidenGlobal functions as a meeting place for the Leiden researchers, cultural and academic institutions, social organisations, government, companies and the citizen, with the aim of a better understanding of (human) culture and societies throughout the world.

Building on world-class museum- and library collections, it aims to increase the knowledge valorisation and societal impact, across the full range of cultural events and public debate to graduate education and research projects, contributing to a better understanding of the numerous cultures of the world and their different modes of interactions.

LeidenGlobal also serves as an open platform showcasing the wealth of knowledge and experience to be found in Leiden to a national and international audience.

The year 2021 was a year of reorganising; it has been a year with adaption of living during a pandemic in which our common channels for spreading knowledge changed. It was also a year in which LeidenGlobal wrote and presented a renewed strategy. And last but not least, it was a year full of preparations for the year of 'Leiden 2022; Leiden City of Science'.

In 2021, eight years after its foundation, LeidenGlobal presented a new strategic plan to the LeidenGlobal board, with a greater focus on knowledge transfer and making impact. LeidenGlobal aims to increase the social impact of scientific education and research by facilitating and stimulating contact between the scientist and 'the outside world'. Conversely, contact with the outside world also contributes to better education and research. LeidenGlobal is a liaison between the partners themselves as well as between its partners and the outside world and helps the researchers and scholars to reach a wide audience through communication and activities. LeidenGlobal also continues to offer workshops and training courses to increase knowledge, where possible in collaboration with other services within the university.

Within its strategic framework LeidenGlobal continued to broaden the online network. LeidenGlobal reached out to a more global public, using Social Media and changing some Social Media strategies.

The year 2021 was a transition year towards a renewed strategy, and the year was used to develop and prepare Leiden2022 activities, to raise the impact of scholarship to a broader public.

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)*

The RIAS was LeidenGlobal partner until November 2021 and is not a LeidenGlobal partner since the inception of the new LeidenGlobal Strategy*

Date: 8 July 2021
Time: 16:30-17:45
Location: Online

Annual LeidenGlobal Lecture:

The Power of Religion and Human Rights

An interreligious dialogue from a global perspective

By Prof.dr. Azza Karam



More info & registration: leidenglobal.org

The Annual LeidenGlobal Lecture 2021 is organised in collaboration with the Roosevelt Institute for American Studies, Leiden University Faculty of Humanities, the International Institute for Asian Studies. With special thanks to the international organisation Religions for Peace



A. Activities & Events

In 2021 – besides writing a new strategic plan – LeidenGlobal developed several projects towards Leiden2022 and continued other ongoing projects.

Activities organised by LeidenGlobal in 2021:

1. LeidenGlobal Annual Event (online)

8 July 2021

Online Keynote: The Power of Religion and Human Rights, an interreligious dialogue from a global perspective, by Professor Azza Karam, who in 2020 received a Roosevelt Freedom Award on behalf of the international organisation Religions for Peace. Focusing on the nexus between religions and human rights, Professor Karam addressed the challenges and opportunities of religions and human rights from a global perspective. Professor Damian Pargas moderated the event.

RESULT

- Participation: The online meeting had more than 60 registrations and was followed live by 45 attendees, from several continents: North America, Africa, Asia and Europe.
- Collaboration: Roosevelt Institute for American Studies, the International Institute for Asian Studies, Religions for Peace and the LU Faculty of Humanities
- The recording of the Lecture was later also published [online](#)

2. LeidenGlobal Graduate Courses:

a) Methodologies in the Social Sciences and the Humanities

February-April 2021

This twelve-week course organised and coordinated by dr. Maaïke Warmaar, is a 'fat course' that allows beginning scholars to develop a critical understanding of the methodologies in the social sciences and the humanities (SSH)

RESULT

- Participation: In this course 12 Research Master students and 17 PhD candidates participated. Their fields of studies were from a huge variety such as Middle Eastern Studies, History, Performing Arts, Political communication, Anthropology and Turkish modern history.
- Collaboration: LU Faculty of Humanities, the Royal Institute for Southeast Asian Studies (KITLV)

b) Beyond Discipline and Place in the Social Sciences and the Humanities

September – November 2021

After the online series of 2020, the lectures of 2021 were again given in person. Dr. Elena Burgos Martinez coordinated the course with lectures by 14 different speakers. The course highlights the interaction of disciplinary theory and method with realities, representations and issues of place.

RESULT:

- Participation: Of the 12 participants (7 PhD candidates and 5 Research Master students) that registered, 9 students finished the whole course. The course was evaluated by the students and has a very positive outcome. All participants who successfully completed the course, received a certificate of participation.
- Collaboration; LU Faculties of Humanities, Social Sciences and Archaeology, the Van Vollenhoven Institute, African Studies Centre Leiden, the Royal Institute of Southeast Asian Studies (KITLV)



Methodologies



Projects towards Leiden 2022

❖ Call for Photo Exhibition

As the submissions for the first call for the LeidenGlobal photo exhibition 'Crafting Cultures' in the fall of 2020, did not deliver enough entries that met all the criteria, in 2021 a second call was announced. The second call resulted in enough submissions to select for the exhibition. In 2021 the preparations started to have the exhibition on display in 2022 during Leiden2022. Primarily organised in collaboration with the Leiden University Faculties of Humanities and Archaeology, with submissions from all partners.

❖ Leiden City World Walks

During the whole year, LeidenGlobal managed and led the project for the World Walks, named "Leidse Wereldwandelingen". The development of the walks was coordinated by LeidenGlobal in cooperation with the Faculty of Humanities (LUCAS, Philosophy, History, LUCIS), the African Studies Centre Leiden and the Royal Institute of Southeast Asian studies, for Leiden2022 European City of Science, as part of the *Gullivers' Travels* Project.

❖ Month of Tutankhamun

As on November 4th 2022, it will be 100 years since the world-famous pharaoh Tutankhamun was discovered beneath the sands, LeidenGlobal, the LU Faculties of Archaeology and Humanities, the Netherlands Institute of the Near East and the National Museum of Antiquities in Leiden started to make plans to organise a month full of activities to commemorate this find with the 'Month of Tutankhamun', in November 2022.

❖ Signature Event: Graduate School on Textile and Dyes

The International Institute for Asian Studies, Humanities Across Borders and LeidenGlobal made the first steps towards organising the Annual LeidenGlobal Event of 2022, as part of a special In-situ Graduate School, that would have a focus on Leiden, for Leiden2022

The efforts of LeidenGlobal towards Leiden2022, were not unseen. In November 2021, Leiden University also published a [special article](#) on the LeidenGlobal Activities for 2022.

B. Communication

LeidenGlobal uses communication to raise awareness and transfer knowledge to a broad audience, next to organising the activities mentioned in the first chapter. Especially online communication became more important, with a focus on different Social Media platforms. The website is used to show background information on LeidenGlobal and its partners, with a focus on news, activities and experts. The Social Media is used to create a place where the followers will be informed occasionally (daily on Twitter and Facebook and weekly on Instagram) on news, events and articles of LeidenGlobal partners.

1. Website

In the fall of 2021 LeidenGlobal started a project to refresh the website in its looks & feel and to make the website more accessible on mobile devices. The renewed website will be online in March 2022. The renewal of the website is part of the extra strategy to put more focus on online communication. The statistics are based upon the 'old' website. Mostly notable is that the average session duration decreased considerably 2021.

<i>Website Statistics</i>	2017	2018	2019	2020	2021
Users	4.060	4.512	5.327	4.831	4.934
Sessions	6.502	6.724	7.208	6.535	7.028
Page views	18,573	16,694	17,446	14,759	14,187
Avg. Session Duration	3:55	3:41	3:01	2:47	1:52

2. Social Media

The online communication platforms Twitter and Facebook continue to be LeidenGlobal's main Social Media channels to announce and promote news, media reports and activities of LeidenGlobal and its partners. Especially Twitter is doing very well, whereas Facebook seems to be a bit more stabilised.

<i>Twitter statistics</i>	2016	2017	2018	2019	2020	2021
Followers on December 31 st	338	546	816	1103	1520	1828
New followers/month	8	17	22	24	33	25
Avg. Tweet Impressions /month	20.000	49.000	79.000	100.625	116.259	85.891
Avg. nr. of new profile visits /month	1.000	1.200	1.500	1.100	1.325	6.142
Avg. nr. of mentions /month	5	9,5	23	23	40	50

The number of followers on Twitter continues to increase. According to the statistics tracked by Twitter itself, the average tweet impressions per month decreased a little, whereas the average number of new profile visits increased significantly. (We do consider that perhaps Twitter has changed some parts of its statistics as the numbers do not seem to match accordingly.)

<i>Facebook statistics</i>	2016	2017	2018	2019	2020	2021
Likes on December 31 st	85	316	474	699	886	913
Followers on December 31 st	92	336	505	783	945	1047
New followers/month	-	19	16	19	17	9



LeidenGlobal created a project plan to increase the followers and the information on Instagram. The execution of the project plan started in the spring of 2021. Part of the plan is a weekly overview with a selection of activities of partners: This overview shows a suggestion of events by different LeidenGlobal partners that week and is shown weekly as an Instagram story. With the extra effort that LeidenGlobal put in Instagram, Instagram is starting to increase further as a social media channel through which LeidenGlobal can reach a broader audience.

<i>Instagram statistics</i>	2019	2020	2021
Followers on December 31 st	102	284	469

3. Newsletters and Expert Interviews

The LeidenGlobal newsletter is sent to LeidenGlobal followers who registered for the newsletter. LeidenGlobal continued to publish a newsletter every two months, bringing the total to six published newsletters in 2021. In May of 2021 LeidenGlobal also used the newsletter outreach to send an extra announcement for the Annual LeidenGlobal Lecture, which was organised online.

<i>Newsletter statistics</i>	2016	2017	2018	2019	2020	2021
Subscribers on December 31 st	285	312	338	349	344	400
Number of Newsletters	3	6	6	6	6	6
Open Rate (%)	51,8	45,9	36,4	40,5	41,5	48,2

LeidenGlobal conducted and published interviews with 13 Experts:

1. **David Kloos:** South Asia: Religion and Climate Change (Royal Netherlands Institute of Southeast Asian and Caribbean Studies)
2. **Maartje Janse:** Dissenting Voices in the 19th Century (Leiden University Institute for History)
3. **Luc Amkreutz:** Telling Prehistoric Tales (National Museum of Antiquities)
4. **Hoko Horii:** The Human Aspect of Law (Van Vollenhoven Institute)
5. **Thijs Porck:** Old English Meets the 21st Century (Leiden University Centre for Arts in Society)
6. **Maikel Kuijpers:** Archaeology: beneath the tip of the iceberg (Leiden University Faculty of Archaeology)
7. **Marlou Schrover:** Power & Identity in Migration History (Leiden University Institute for History)
8. **Rahmane Idrissa:** The History of the Present (African Studies Centre Leiden)
9. **Corinne Hofman:** Between Science and Society (Royal Netherlands Institute of Southeast Asian and Caribbean Studies / Leiden University)
10. **Martin Berger:** Connecting Worlds ((Leiden University Faculty of Archaeology / Museum Volkenkunde)
11. **Gert Oostindie:** The End of an Era (Royal Netherlands Institute of Southeast Asian and Caribbean Studies / Leiden University)
12. **Maike Warnaar:** Mastering Methodology (Leiden University Institute for Area Studies)
13. **Anoma van der Veere:** A (not so) Different World (Leiden Asia Centre / Leiden University Institute for Area Studies)

4. Communication Meeting

LeidenGlobal organises communication meetings once or twice a year. In 2021, one communication meeting was held with communication officers from all partners, as well as Leiden Kennisstad.

C) Collaboration

In order to create a bigger impact in Leiden and surroundings, LeidenGlobal connects with innovative partners, beyond the seven / eight structural partners that LeidenGlobal has / had.

To create projects 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 seeks cooperation in its own activities or joins forces with other initiatives.

LeidenGlobal cooperates with partners such as:

- BplusC (Bibliotheek plus Centrum voor kunst en cultuur in Leiden eo)
- 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 Marketing
- Leiden University Centre for the Study of Islam and Society (LUCIS)
- PLNT
- Stichting Confessioneel Onderwijs Leiden (SCOL)
- Studium Generale Leiden
- Taalmuseum Leiden
- Universitaire Bibliotheken Leiden (UBLeiden)
- Voice4Thought



D. Organisation

The LeidenGlobal board

In 2021 LeidenGlobal changed from a General and Executive Board with chairpersons for both boards to a 'one-board' system. The General board was chaired by the Dean of the Faculty of Humanities prof. Mark Rutgers and the Executive Board was chaired by prof. Pieter ter Keurs, who had been elected as chairperson by the board in 2019. With the effect of the new strategy, LeidenGlobal has one board since November 1st, with Prof. Pieter ter Keurs as chairperson.

The board met twice in 2021 to discuss policy, finances and general performance of LeidenGlobal. These meetings were held on March 2nd and September 27th.

The strategic plan was officially presented to the LeidenGlobal board in April 2021, by chairperson of the (then still existing) General Board: Mark Rutgers. Since the strategic plan was presented to the LeidenGlobal board members, The RIAS has both withdrawn from the board as well as from participating in LeidenGlobal from November 1st 2021, the start of the new strategic plan, on.

The LeidenGlobal team

In 2021 the LeidenGlobal team mostly worked online from home, and met a few times in person to get acquainted and discuss the projects.

LeidenGlobal is supervised by manager drs. Aphroditi Zoulfoukaridis, for 0,6 fte. The manager has a central role in developing LeidenGlobal policy and activities and is responsible for all day-to-day operations.

Two project assistants succeeded each other in 2021. Jemima Sint Nicolaas assisted the manager until April 15th and as May 1st Roelie Mol became the project assistant. Roelie first worked for 15 hours per week, but from September extra help was needed with the Leiden2022 projects and the hours of the project assistant were extended to 21 hours per week.

LeidenGlobal had 3 interns in 2021. Karianne Ooievaar ended her four months internship on January 31st of 2021. Intern Nikki Schotman, succeeded her, in helping with the online communication, interviews, and projects, until June 30th. On August 15th Lisa van der Geest started her internship at LeidenGlobal (until late January 2022).

*September 2022
Aphroditi Zoulfoukaridis
Manager LeidenGlobal*