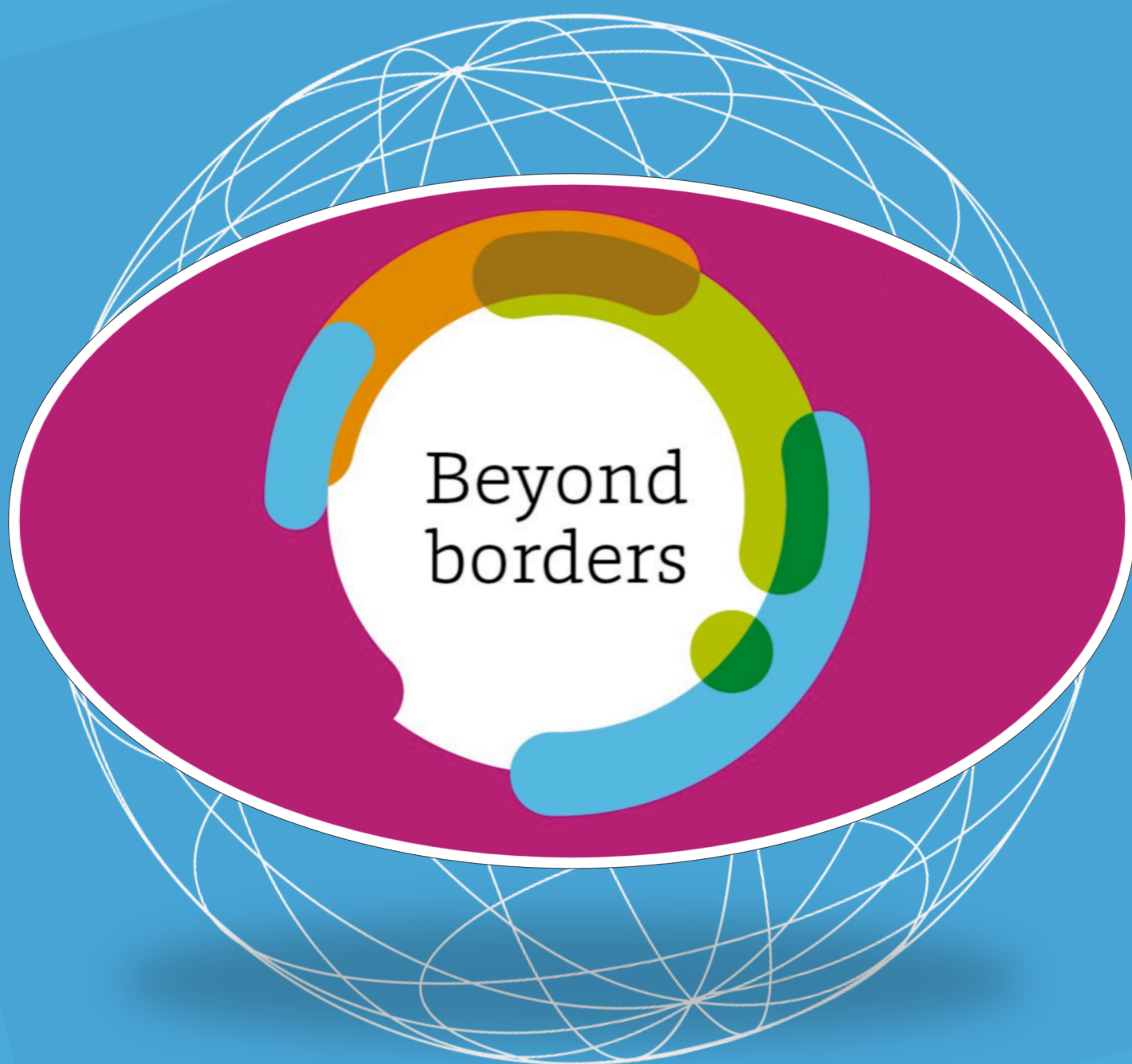


# LeidenGlobal

## Annual Overview 2022



# Index

<b>Introduction</b>	<b>2</b>
<b>A. Activities &amp; Events</b>	<b>3</b>
1. Leiden City World Walks	3
2. LeidenGlobal Exhibition	6
3. Signature event	7
4. Month of Tutankhamun	8
5. LeidenGlobal Courses	9
<b>B. Communication</b>	<b>10</b>
1. Website	10
2. Social Media	10
3. Newsletters, interviews & publications	12
4. Communication meeting	12
<b>C. Collaboration</b>	<b>13</b>
<b>D. Organisation</b>	<b>14</b>



# Introduction:

## LeidenGlobal connects research and culture

LeidenGlobal functions as a meeting place for the Leiden researchers, cultural institutions, social organisations, government, companies and the citizen who are interested in the cultural richness of our world. Our aim is to be a bridge-builder between these parties, to connect to and learn from each other, and to showcase the available expertise to the outside world.

To realise this aim, LeidenGlobal has seven official partners: two prominent Dutch museums and five international research and teaching institutes, including Leiden University. Each of our partners has an expertise in specific areas of the world. LeidenGlobal helps our partners connect with each other and a broader society, but also vice versa. After all, society can benefit from our partners' research, collections and programs, but they in turn also benefit from societal engagement.

The year 2022 was a special year for Leiden, as the city carried the title 'Leiden, City of Science'. During that year LeidenGlobal developed extra activities to demonstrate the knowledge that is present in Leiden and to create interaction with a broader audience. With this valorisation, the partnership between several cultural and academic institutions in Leiden matches the theme of Leiden City of Science: Who Knows.

One of the most notable projects for 'Leiden 2022, Leiden City of Science' is the project 'Leiden City World Walks', which LeidenGlobal developed and coordinated for the Leiden University Faculty of Humanities, in collaboration with the African Studies Centre and the Royal Netherlands Institute of Southeast Asian and Caribbean Studies. This initiative stands out as one of the flagship endeavours of the commemorative year.

Further more, marking the centenary of the discovery of the tomb of the Egyptian pharaoh Tutankhamun, LeidenGlobal initiated a cooperation between the National Museum of Antiquities, the Netherlands Institute for the Near East and Leiden University that lead to the 'Month of Tutankhamun', which resulted in an impactful month of activities and a new audience.

The LeidenGlobal activities and projects throughout 2022 were diverse, including the LeidenGlobal Signature event at the Graduate School hosted by the International Institute for Asian Studies. And additionally a new photo exhibition on Craftsmanship which was developed in collaboration with various partners, and opened at the Leiden University Faculty of Archaeology. This overview shows all activities and events of LeidenGlobal in 2022.

### 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 (Volkenkunde, NMvW)
- the Roosevelt Institute for American Studies (RIAS)

# A. Activities & Events

## 1. Leiden City World Walks for Leiden2022

*January – December 2022*

LeidenGlobal managed and lead the “Leidse Wereldwandelingen” (Leiden City World Walks) project, commissioned by the Leiden University Faculty of Humanities. Several experts contributed texts for the City Walks in Leiden, highlighting traces of the past and diverse cultural influences. These texts, accompanied with photographs and maps, were compiled into freely downloadable pdf documents (mostly in Dutch) from our website, for individuals to make their own personalised tour through Leiden City.

In addition to self-guided tours, these walks were also offered as guided tours by the authors, including students, professors, and other researchers, conducted in both English and Dutch. To prepare the 'tour guides,' a **workshop** was organised on February 10th by 'het Gilde Leiden,' providing guidance on the leading a walking tour in Leiden.



All the Leiden City World Walks of 2022, and the dates of the guided tours:

- **Traces of Poetry in Leiden / Sporen van Poëzie in Leiden**
  - 26 March
  - 30 April
  - 28 May
  - 25 June
  - 30 July
  - 11 December: An extra tour of this World Walk was given to the participants of the Festival “Letterlijk Leiden” in December.





LEIDSE WERELDWANDELING

SPOREN VAN  
HET MIDDEN OOSTEN  
IN LEIDEN

Ga zelf op pad en  
Download de wandeling via  
[www.leidenglobal.org](http://www.leidenglobal.org)



Universiteit  
Leiden  
Geesteswetenschappen

LEIDEN  
stadvanontdekkingen



- **Traces of Africa in Leiden / Sporen van Afrika in Leiden**
  - 10 April
  - 6 June
  - 11 September
  - 21 September: An extra tour of this World Walk was given to the participants of the Graduate School on Textile and Dyes (see point 3) in September.
  - 9 October
- **Traces of Indonesia in Leiden / Sporen van Indonesië in Leiden**
  - 21 May
  - 4 June
  - 2 July
- **Traces of Migration in Leiden / Sporen van Migratie in Leiden**
  - 25 June, as part of the Symposium 'Leiden, stad van Migranten'
  - 31 August
- **Traces of the Middle East in Leiden / Sporen van het Midden-Oosten in Leiden**
  - 1 April
  - 21 May
  - 4 June
  - Extra: A printed version of this World Walk has been handed out to the participants of the LUCIS Middle Eastern Culture Market 2022 at RMO on 12-13 November.
- **Traces of Early-Modern Scholarship in Leiden / Sporen van Vroegmoderne Geleerdheid in Leiden** (only pdf, no guided walks).

## RESULT

- Collaboration: Faculty of Humanities (LUCAS, Philosophy, LUCIS), the African Studies Centre, the Royal Netherlands Institute of Southeast Asian and Caribbean Studies, Leiden2022 European City of Science, Het Gilde Leiden, Leiden & Partners, Expat Centre Leiden.
- The walking tours were also downloadable on the website and in newsletters of Leiden University and Leiden City of Sciences.
- The walking tours have been very successful. For almost every walk registration had to be shut down several days (sometimes weeks) before the tour took place, as there were many participants.
- Several articles mentioned the walking tours and even some articles were written especially on the walking tours (see B. Communication)



## 2. LeidenGlobal Exhibition: Crafting Cultures (during Leiden2022)

May – December 2022

LeidenGlobal curated a second interdisciplinary photo exhibition, focusing on Crafts and Craftsmanship across different cultures. The showcased photographs, captured by researchers affiliated to LeidenGlobal partners, relate to the theme of craftsmanship, highlighting the fusion of tradition and innovation with various craft practices.

Following selection rounds amid the pandemic in autumn 2020 and autumn 2021, LeidenGlobal collaborated with Professors Pieter ter Keurs and Maikel Kuijpers from the Faculty of Archaeology to narrow down the selection to 11 photographs. The exhibition was assembled in 2021-2022 to be opened in spring of 2022 as part of the celebrations for Leiden, City of Science.

- 31 May: **Opening of the exhibition at the Faculty of Archaeology** of Leiden University, by prof Pieter ter Keurs (chair person of LeidenGlobal), Maikel Kuijpers (organising comity), with introductory talks by prof. Luc Amkreutz on 'Traces of Ancient Glue'.  
*Exhibition period 31 May – 6 July*
- 7 July: **Opening of the exhibition at Public Library BplusC** location Nieuwstraat by Willem van den Broek (director of BplusC), with the opening lecture "Women's Gold" in Ghana by Eza Doortmont.  
*Exhibition period 7 July – 28 August*
- 6 October: **Opening of the exhibition by the Art Committee of Oude UB** with an introduction by prof. Fridus Steijlen (KITLV) on the Crafts of Tau-Tau Puppetry Arts in Sulawesi, Indonesia.  
*Exhibition period: 6 October – 30 November*

### RESULT

- Collaboration: Leiden University Faculty of Archaeology, Public Library BplusC Leiden, Oude UB Leiden, LDE Centre for Global Heritage, Leiden2022 City of Science,
- Participants: Leiden University (Humanities, CAOS, Archaeology), KITLV, IIAS, ASCL and RMO. (Other entries also included NINO, VVI, Leiden Law School and the Royal Academy of Arts The Hague/ACPA, but they did not make it to the final cut.)
- Extra: a report on the exhibition was made by Laura van Alden and published at LDE Centre for Global Heritage.





### 3. Signature event: Graduate School on Textiles and Dyes (within Leiden2022)

September 2022

The International Institute for Asian Studies and Humanities Across Borders organised this years Signature event with LeidenGlobal. The event, A Roundtable on Blind spots in Itineraries of Museum Collections, was part of a six days intensive, interactive In Situ Graduate School.

- 18 – 23 September: **Graduate School** on Textile and Dyes
- 21 September: **Leiden City World Walk** 'Traces of Africa in Leiden' by Jos Damen
- 23 September: **Public Roundtable** on the Provenance Question: Blind Spots in Itineraries of Museum Collections.

The Roundtable discussion included the speakers prof. Pieter ter Keurs (Leiden University, LeidenGlobal), Annette Schmidt (RCMC, Museum Volkenkunde), AJ Salter (TRC Leiden), Jos Damen (ASCL Library), Jody Benjamin, (UC Riverside), Neelam Raina (Middlesex University), Pedro Pombo (university of Mauritius)

#### RESULT

- Collaboration: International Institute for Asian Studies, Humanities Across Borders Leiden, Leiden University, African Studies Centre, Textile Research Centre Leiden, Museum Volkenkunde, Leiden2022 City of Science.
- Approximately 22 international participants to the Graduate School. More than 60 attendees to the Roundtable Discussion.



#### 4. Month of Tutankhamon for Leiden2022 November 2022

On November 4<sup>th</sup> of 2022, it was 100 years since the world-famous pharaoh Tutankhamun was discovered beneath the sands. As Leiden contains lots of knowledge, collections and expertise on Egyptian antiquities also from the period of Tutankhamun, LeidenGlobal brought together several partners to organise a special commemoration, which led to the organisation of the 'Month of Tutankhamon' hosted at the National Museum of Antiquities in Leiden. Together we organised 4 main events, next to extra lectures organised by the museum:

- 4 November: **Egyptian-themed party** as kick off the Month of Tutankhamon, for free for large public, including guided tours, lectures, games and children's activities.
- 11 November: **Discussion night**: Tutankhamon on Tahrir Square, a conversation about contemporary Egypt and its ties to the ancient empire
- 18 November: **Lecture and fashion show** "The wardrobe of Tutankhamon" *Cancelled and postponed due to absence of the speaker because of illness.*
- 25 November: **A Tutankhamon Pub quiz**

#### RESULT

- Collaboration of National Museum of Antiquities, Leiden University Faculties of Archaeology and Humanities, NINO and LeidenGlobal
- This month was a huge success, especially the kick off which attracted approximately 750 visitors, many of who were new visitors to the museum and to our activities.



## 5. LeidenGlobal Graduate Courses in 2022

LeidenGlobal continued with its Graduate Courses:

### Methodologies in the Social Sciences and the Humanities

*Spring 2022*

Dr. Maaïke Warnaar coordinated the graduate course. Expert lectures were provided by dr. Judith Naeff, dr. Deniz Tat, dr. Tazuko van Berkel and dr. Elena Burgos Martinez.

#### RESULT

- 18 PhD candidates and Research MA students followed and completed this course. The course received a positive evaluation by the students. All 18 participants received a Certificate of Participation.

### Beyond Discipline and Place in the Social Sciences and the Humanities

*Fall 2022*

As the previous course coordinator dr. Elena Burgos Martinez, who coordinated the course successfully for several years, was not able to coordinate in Fall 2022, a temporary successor was appointed for Fall 2022 by LIAS: dr. Joel Bordeaux. Expert lectures were provided by prof. Pieter ter Keurs, prof. Adriaan Bedner, dr. Ieke de Vries, prof. Erik Bähre, prof. Ab de Jong, dr. Athanasios Stathopoulos, prof. Ariadne Schmidt, prof. Ward Berenschot, dr. Sara Brandellero, dr. Annachiara Raia, prof. Jozanneke van der Toorn, dr. Ahab Bdaiwi and dr. Letty ten Harkel.

#### RESULT

- The programme started with 17 applicants (Research Master students and PhD candidates), although 7 students remained until the end. The remaining 7 students (from different disciplines) continued to organise get-togethers and a whatsapp group to stay in touch and to continue learning from each other and getting each others advice on their research in the future. The 7 students, who succeeded the course, received a Certificate of Participation.





## B. Communication

### 1. Website

The LeidenGlobal website has been refreshed between December 2021 and March 2022 in its looks & feel and was changed to be more readable on mobile devices. The update included incorporating new logos from our partners. The refreshed website provides us with greater autonomy in organising its content and offers more functionalities for posting items without relying heavily on website management for assistance.

*Due to ongoing issues with the analytics page after the website was renewed, we lost access to website statistics. Therefore, we currently do not have statistical data available for the year 2022.*

### 2. Social Media

Twitter continues to serve as LeidenGlobal's primary channel for broadcasting and promoting news, media reports, and activities involving LeidenGlobal and its partners. Next to Twitter LeidenGlobal also relies on the online communication platforms Facebook and Instagram.

While the number of Twitter followers increased overall during this period, there was a significant loss of followers for LeidenGlobal in November 2022. This decline coincided with Twitter's acquisition by another company, resulting in a worldwide decrease of Twitter followers across various accounts. While Twitter is still thriving, Facebook statistics appears to have stabilised.

In 2022 LeidenGlobal shifted its focus from Facebook to the communication platform Instagram. Our weekly stories, highlighting activities in Leiden, have gained significant attention and engagement on Instagram.

<b>Twitter statistics</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Followers on December 31 <sup>st</sup>	338	546	816	1103	1520	1828	2046
New followers/month	8	17	22	24	33	25	19
Avg. Tweet Impressions /month	20.000	49.000	79.000	100.625	116.259	85.891	35.825
Avg. nr. of new profile visits /month	1.000	1.200	1.500	1.100	1.325	6.142	7.588
Avg. nr. of mentions /month	5	9,5	23	23	40	50	35

<b>Facebook statistics</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Likes December 31 <sup>st</sup>	85	316	474	699	886	913	966
Followers on December 31 <sup>st</sup>	92	336	505	783	945	1047	1131
New followers / month	19	16	19	17	9	7	

<b>Instagram statistics</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Followers on December 31 <sup>st</sup>	102	284	469	611

LeidenGlobal also started an account on the communication platform Mastodon in November 2022 due to numerous LeidenGlobal Twitter followers transitioning to this platform. Presently, our activity on Mastodon is limited as we evaluate its effectiveness in reaching our audience. We're closely monitoring the account and, for now, only posting once a week about interesting news or events.



**Maaïke Warnaar**  
Leiden University



**Anoma van der Veere**  
LeidenAsiaCentre



**Olaf Kaper**  
Leiden University



**Ariadne Schmidt**  
Leiden University



**Petra Sijpesteijn**  
Leiden University



**Tycho van der Hoog**  
African Studies Centre  
& Leiden University

### 3. Newsletters, interviews & publications

The LeidenGlobal newsletter is distributed to followers who have subscribed to receive it. Throughout 2022, LeidenGlobal consistently published a newsletter every two months, totaling six newsletters for the year: In January, March, May, July, September, and November.

<b>Newsletter statistics</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>Subscribers December 31<sup>st</sup></b>	285	312	338	349	344	400	476
<b>Number of Newsletters</b>	3	6	6	6	6	6	6
<b>Open Rate (avg.) %</b>	51,8	45,9	36,4	40,5	41,5	48,2	43,1

LeidenGlobal has conducted and published interviews with Experts:

1. Dr. Maaïke Warnaar: Mastering Methodology
2. Dr. Anoma van der Veere: A (not so) Different World
3. Dr. Annemarieke Willemse: *An Eye on Medieval Collections*
4. Dr. Tycho van der Hoog: The connection between North Korea and Africa
5. Prof. Petra Sijpesteijn: Exchanging Knowledge on the Middle East
6. Prof. Fridus Steijlen: Connected through History
7. Prof. Ariadne Schmidt: The City as a Lab
8. Prof. Olaf Kaper: Digging for Knowledge

These interviews have been published on the LeidenGlobal website, and promoted through the LeidenGlobal Newsletter as well as the Social Media platforms Twitter, Facebook and Instagram.

#### Media attention

In 2022 there was also some extra media attention to LeidenGlobal and its activities:

- [Interview with Aphroditi Zoulfoukaridis](#), Manager LeidenGlobal, in newsletter by Leiden University Faculty of Humanities
- [Report on the exhibition 'Crafting Cultures'](#) at website of LDE Global Heritage
- Article on the Leiden City World Walks by LeidenGlobal and its partners, In [Leidraad - May 2022](#) and in [Leidraad - October 2022](#)
- Article on the Leiden City World Walks on [website of Leiden University](#)
- Article on the Month of Tutankamun, in [Leidraad](#) (October 2022)

### 4. Communication meeting

LeidenGlobal facilitated two communication meetings, convening representatives from our structural partners. These gatherings served as platforms for sharing communication strategies, exchanging event ideas, and collaborating on various communicative activities. The aim was to assist each other by sharing and developing innovative concepts for effective communication. The meetings were held on January 18<sup>th</sup> and June 23<sup>rd</sup>.



## C. Collaboration

In order to create a bigger impact in Leiden and surroundings, LeidenGlobal actively engages with innovative partners, extending beyond its core structural partners. Alongside its established partners, LeidenGlobal strives to forge connections with Leiden's civil society, the municipality of Leiden and the (local) business community.

LeidenGlobal actively seeks collaboration beyond its established partners, whether by engaging in its own activities or by aligning efforts with external initiatives. This approach allows for a broader network of cooperation and an increased impact within the community. LeidenGlobal interacts as a link, facilitating connections between its academic and cultural partners and a wider network of collaboration partners. This interaction enables the exchange of knowledge, resources, and expertise, fostering a more expansive and impactful network.

The collaboration with a number of existing partnerships has been intensified and new networks have been set up:

- **BplusC (Bibliotheek plus Centrum voor kunst en cultuur in Leiden eo)**
- **Erfgoed Leiden en Omstreken**
- **Expat Centre Leiden / International Centre Leiden**
- **Gemeente Leiden**
- **'t Gilde Leiden**
- **Humanities Across Borders**
- **LDE Centre for Global Heritage and Development (Leiden-Delft-Erasmus)**
- **Leiden2022**
- **Leiden Kennisstad**
- **Leiden & Partners (former Leiden Marketing)**
- **Leiden University Centre for the Study of Islam and Society (LUCIS)**
- **Letterlijk Leiden**
- **PLNT**
- **Universitaire Bibliotheken Leiden (UBLeiden)**
- **Voice4Thought**

# D. Organisation

## The LeidenGlobal Board

Prof. Pieter ter Keurs had extended his term as chairperson for LeidenGlobal for another year, starting from July 1<sup>st</sup> 2022. The Board of LeidenGlobal has conducted two meetings, focusing on discussions regarding the policy, finances and general performance on LeidenGlobal. These board meetings were held on May 30<sup>th</sup> and September 27<sup>th</sup>.

## LeidenGlobal team

Aphroditi Zoulfoukaridis continued to supervise LeidenGlobal as manager, with a central role in the development of LeidenGlobal's policy and activities and responsibility for all day-to-day operations.

Roelie van Mol, who primarily focused on Leiden2022 projects and assisted course coordinators and the manager, concluded her term as Project Assistant on April 30<sup>th</sup>, 2022. Lisa van der Geest, previously an intern until January 31<sup>st</sup>, 2022, succeeded Roelie, starting from June 1<sup>st</sup>.

Jade de Groen was intern from 1 February until June 30<sup>th</sup>, contributing to (online) communication tasks, interviews, reports, and projects. Judith Dijkzeul commenced her internship from September 1<sup>st</sup> for five months.

Since April 2022 the team members have resumed working at the office more frequently, combined with working from home.



September 2023  
Aphroditi Zoulfoukaridis  
Manager LeidenGlobal