

# LeidenGlobal

Annual Overview: Highlights 2023



Global  
questions  
local sources

## Index

<b>Introduction</b>	<b>2</b>
<b>A. Impact through LeidenGlobal Initiatives</b>	<b>3</b>
1. Lecture and Fashion show	3
2. Crafting Cultures	3
3. Leiden City World Walks	3
4. Partner Presentation	6
5. Annual Signature Event	6
6. The Leiden Currents Affairs Lecture	6
7. Graduate Courses	8
<b>B. Impact by Communication</b>	<b>9</b>
1. Offline: Posters & Flyers	9
2. Website & Social Media	10
3. Newsletters and Expert interviews	11
4. General media attention	13
5. Communication meeting	13
<b>C. Collaboration</b>	<b>14</b>
<b>D. Organisation</b>	<b>15</b>
1. The LeidenGlobal Board	15
2. The LeidenGlobal Team	15

## Introduction

### LeidenGlobal: Bridging academia, culture, and society

*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 2023 marks the first year since 2019 that things are operating 'more normally', leaving the 2020-2022 pandemic behind. This means that starting in 2023, more in-person activities could take place again, rather than online. It also meant that, at times, more effort was required to restart certain activities and to revive existing relationships.

After the year 2022, which featured special activities as part of 'Leiden City of Science', LeidenGlobal continued with various projects that were initiated before and during 2022. In addition LeidenGlobal also started new projects and kicked off the celebration of its 10 years anniversary in November 2023.

Throughout 2023 LeidenGlobal engaged with a wide and diverse audience by offering a broad range of activities. These included courses for PhD and Research Master students, walking tours for the general public, an international signature event conducted in English, and regionally-focused lectures on current topics, delivered in Dutch. The highlights of LeidenGlobal in 2023 are shown in this overview.

#### 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)

## A. Impact through LeidenGlobal Initiatives

LeidenGlobal achieved a significant portion of its societal impact through the development, coordination, participation, and implementation of various activities and events. In collaboration with other organisations, LeidenGlobal successfully brought these events to a broad audience.

### 1. Lecture and fashion show: “The wardrobe of Tutankhamon”

*26 January 2023 (was postponed from November 18th 2022)*

Lecture by Gillian Vogelsang from the Textile Research Centre Leiden, as part of the Month of Tutankhamon which was organised in November 2022. This lecture got postponed to January 26th (as the lecture of the original date November 18th had to be cancelled due to illness).

#### RESULT

- More than 50 visitors of different ages joined the lecture at the National Museum of Antiquities.
- Collaboration of National Museum of Antiquities, Leiden University Faculties of Archaeology and Humanities, NINO, the Textile Research Centre and LeidenGlobal

### 2. Crafting Cultures: LeidenGlobal exhibition

*30 January– 28 March 2023*

The LeidenGlobal photo exhibition "Crafting Cultures" (originally opened in May 2022) moved to the Pieter de la Court building in Leiden on January 30, 2023, in collaboration with the Art Committee of Social Sciences.

On February 9, a special opening to the event was held, with a special lecture by researcher and exhibition participant dr. Erik de Maaker providing an explanation of his research.

#### RESULT

- Participation: Approximately 30 attendees at the opening, including researchers and students from various disciplines and institutes
- Collaboration with the Art Committee of Social Sciences and the institute of Cultural Anthropology

### 3. Leiden City World Walks

*Throughout 2023*

Following the success of the World Walks that were launched during Leiden2022 in collaboration with various partners, LeidenGlobal continued to develop these walks.

A new world walk has been added: "Traces of Slavery in Leiden". This can be downloaded as a PDF from our website (and the websites of some partners).

For four of the existing walks an English translation has been created, which can also be downloaded as a PDF on our website (in addition to the Traces of Indonesia, which is already available in three languages). These include the Traces of Africa, Traces of the Middle East, Traces of Poetry, and Traces of Migration in Leiden.

Various Leiden City World Walks were also offered as physical guided tours this year:



- **Traces of Africa in Leiden / Sporen van Afrika in Leiden**
  - 29 May 2023
  - 25 June 2023
  - 23 July 2023
  - 20 August 2023
  - 10 September 2023
  - 3 October: two extra world walk tours during the 'Leids Ontzet' celebration
  
- **Traces of the Middle East in Leiden / Sporen van het Midden-Oosten in Leiden**
  - 20 May 2023 *cancelled due to a lack of registrations*
  - 3 June 2023
  - 17 June 2023
  - 8 July 2023
  
- **Traces of Migration in Leiden / Sporen van Migratie in Leiden**
  - 16 June 2023
  
- **Traces of Poetry in Leiden / Sporen van Poëzie in Leiden**
  - May 21, 2023
  - June 18, 2023
  - July 16, 2023
  - 18 & 19 November: two extra world walk tours during the festival 'Letterlijk Leiden' of which especially the 2nd day was very successful
  
- **Traces of Slavery in Leiden / Sporen van Slavernij in Leiden**  
Provided by Mapping Slavery Leiden
  - 16 April 2023
  - 30 April 2023
  - 21 May 2023
  - 11 June 2023
  - 18 June 2023
  - 25 June 2023
  - 22 October 2023
  - 12 November 2023
  - 10 December 2023

The Leiden City World Walks can be seen and downloaded as pdf via:

- Website of LeidenGlobal (ENG/NL)
- Website of Leiden University (Faculty of Humanities; ENG/NL)
- Website of the International Centre Leiden (ENG)
- The Leiden Convention Centre also includes the world walks in its mailings.

#### RESULT

- **Participation:** Since the PDF is offered online through various channels, there is no visibility on the number of downloads. However, LeidenGlobal occasionally receives positive feedback. On average, there were 8-10 registrations per session in person, followed by enthusiastic responses from both participants and guides.
- **Collaboration:** Leiden University Faculty of Humanities (LUCAS, Philosophy & LUCIS), the African Studies Centre (ASCL), the Royal Netherlands Institute of Southeast Asian and Caribbean Studies (KITLV), Mapping Slavery Leiden, Leiden & Partners, Leiden International Centre, Leiden Convention Centre.

#### **4. Partner Presentation**

*6 March 2023*

LeidenGlobal gave an (online) presentation to researchers and staff from the African Studies Centre Leiden (ASCL) to create more awareness about LeidenGlobal. In addition to providing information on the background, policies, and activities of LeidenGlobal, the presentation primarily focused on the opportunities that LeidenGlobal can offer to researchers and possibly staff, as well as areas for potential collaboration.

##### **RESULT**

- This was the first time we gave such a presentation, and it is definitely worth repeating with other partners. The attendance was good and the ASCL researchers and staff reacted very positive.

#### **5. Annual Signature Event: The Power of Apology - In Conversation with Jacob Dlamini**

*3 July 2023*

The Annual LeidenGlobal event of 2023 consisted of a Graduate Workshop (which later turned into an informal discussion), and a Conversation on The Power of Apologies. Just two days after the Dutch King apologised for the Netherlands' role in colonial-era slavery, the participants discussed the meaning, importance and need of Apologies, with South African journalist, historian and author Jacob Dlamini (Princeton University).

At the event Dlamini was in conversation with Wayne Modest (Director of Content, National Museum of World Cultures), moderated by Carine Zaayman (Researcher, Research Centre for Material Culture). The conversation reflected on our current moment in time, marked by intensified focus on global inequality and discrimination.

##### **RESULT**

- Participation: Due to a limited amount of Graduate Students but many other interested parties, the Graduate Workshop was last minute turned into an informal discussion, with 20 persons of different backgrounds and studies present. At the Annual Event there were 45 participants.
- Collaboration: Museum of Ethnology (Museum Volkenkunde / National Museum of World Cultures) and the Research Centre for Material Culture.

#### **6. The Leiden Currents Affairs Lecture / Het Leids Actualiteitencollege**

*21 November 2023*

LeidenGlobal started its 10-years anniversary celebration with a kick-off of a new initiative: the 'Leiden Current Affairs Lecture'. This initiative is a series of activities organised by LeidenGlobal in which experts provide concise background information on current topics related to specific regions and cultures. Afterwards a 15-minute introductory talk by the expert, the audience can ask questions and exchange knowledge. During this first session, Prof. Mirjam de Bruijn talked about the role of social media in stirring up conflicts in the Sahel region.

##### **RESULT**

- Participation: 35 attendees
- Collaboration: The National Museum of Antiquities (RMO) and the faculty of Humanities at Leiden University.





## 7. Graduate Courses

### Methodologies in the Social Sciences and the Humanities

*February-May 2023*

For the 5th time this course is coordinated by dr. Maaïke Warnaar (Leiden University Faculty of Humanities). With expert lectures from the Faculty of Humanities: dr. Sanjukta Poddar, dr. Judith Naeff, dr. Tazuko van Berkel and dr. Eelco van der Maat.

#### RESULT

- Participants: A total of 27 students joined the course, of which 16 Research MA students and 11 PhD candidates. This was a the maximum number of participants. After the deadline more PhD candidates wanted to join, but had to be referred to next years' course. The students evaluated the course positively. The course was regarded as helpful in improving motivation for their methodological choices. And the peer review process and moderator were seen as useful to get feedback. The participants who completed the full program received a certificate.
- Collaboration: LU Faculty of Humanities

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

*September-December 2023*

For this lecture series a new coordinator had been appointed by Leiden Institute for Area Studies (Leiden University Faculty of Humanities), who is expected to manage the series for the next years: dr. Noa Shonmann. The course did undergo some changes in its structure, with fewer speakers and more opportunities for reflection and discussion, along with a clearer central theme. This adjustment addresses the feedback provided by students (and occasionally lecturers) from previous editions. The course also gained extra media attention as Noa Shonmann was interviewed for the Leiden University Newsletter, regarding this lecture series: LeidenGlobal seminar series on interdisciplinary offers a "license to creativity".

#### RESULT

- Participation: A total of 15 students registered for the course, of which 12 PhD, 2 Research MA students, and 1 applying for a PhD. In total, 10 students successfully completed the whole course and received a certificate, and 2 students participated a part of the course.
- Collaboration: The Royal Netherlands Institute of Southeast Asian and Caribbean Studies (KITLV), Leiden University Faculty of Humanities and Faculty of Social Sciences
- The course was regarded as highly beneficial due to the insights provided by the researchers and the valuable lessons students could take away from them. While students were generally enthusiastic about the diversity of guest lectures, they noted that many of the guest speakers were more rooted in the humanities than in the social sciences. The group discussions, in particular, were highly appreciated, as was the role of the series moderator.

## B. Impact by Communication

To increase the impact of (Leiden's) cultural knowledge, to share this knowledge, and to demonstrate its importance to a broad audience, LeidenGlobal employs various forms of communication. Online communication has become particularly important, with a focus on various social media platforms. The website serves as a hub for background information on LeidenGlobal and its partners, highlighting news, activities, and experts. Social media channels are used to engage followers by providing regular updates—daily on X (formerly Twitter), Facebook, and Instagram. In addition LeidenGlobal also creates newsletters for its network. Next to these online channels, this year LeidenGlobal also increased 'hardcopy' communication, through flyers and posters.

### 1. Offline: Posters & Flyers

For LeidenGlobal's initiatives as mentioned above (see chapter A), LeidenGlobal occasionally conducted posters and sometimes also flyers to promote the activities. The posters and flyers were spread around the different faculty buildings of the university.

#### Launch of campaign: Supercharge your University Experience

*August – September 2023*

To increase visibility for the activities of LeidenGlobal and its partners, LeidenGlobal launched a (poster) campaign titled "Supercharge your University Experience with the LeidenGlobal Calendar" during the introduction week for new students in Leiden (mid-August). The campaign aimed to encourage students to explore a wide range of events in and around Leiden, such as lectures, exhibitions, workshops, book launches, debates, webinars, conferences, and city walks, all featured on the LeidenGlobal Calendar. With a QR code, students were redirected to the LeidenGlobal website (Events page).

Next to a spread of posters and flyers throughout the whole university, the campaign was also shown online at Social Media and in the Newsletter.



**SUPERCHARGE  
YOUR  
UNIVERSITY  
EXPERIENCE**

LeidenGlobal

**Connect, learn and thrive.**

Discover exhibitions, workshops, lectures, book launches, debates, webinars, conferences, city walks, and more, on cultures worldwide.

with the  
**LeidenGlobal  
Event Calendar**

<https://www.leidenglobal.org/events>

african studies centre, KITLV, MUSEUM VOLKENKUNDE, NINO, Universiteit Leiden, RIJCKMUSEUM VAN OUDHEDEN

## 2. Website & Social Media

The website has been updated to highlight LeidenGlobal's projects more effectively.

- A new page is introduced, *LeidenGlobal initiatives*, to show an overview of the Leiden City World Walks and the LeidenGlobal (online) exhibitions.
- The LeidenGlobal website now also has an *archive*
- The LeidenGlobal previous events and the expert interviews conducted by LeidenGlobal in the past years, are now easily accessible on the website, both via the archive and the expert page.

LeidenGlobal's social media channels primarily include X (formerly Twitter), Facebook, and Instagram, each focusing on another target audience. The number of followers has grown across all three platforms. During the first half of the year, extra effort was focused on Instagram, aiming to attract more young followers (students, youth) and provide them with information.

A small overview of the LeidenGlobal Social Media:

X (Twitter)	2019	2020	2021	2022	2023
Followers on December 31 <sup>st</sup>	1.103	1.520	1.828	2.046	2.309
New followers/month	24	33	25	19	20
Avg. Tweet Impressions /month	100.625	116.259	85.891	35.825	31.225

Facebook	2019	2020	2021	2022	2023
Followers on December 31 <sup>st</sup>	783	945	1.047	1.131	1.233
New followers / month	19	17	9	7	8

Instagram	2019	2020	2021	2022	2023
Followers on December 31 <sup>st</sup>	102	284	469	611	758
Impressions / month	unknown	unknown	905	1.314	2.200

The Mastodon account that LeidenGlobal created when many researchers seemed to move from Twitter to Mastodon, doesn't seem very active. Thus LeidenGlobal has decreased its activity to one post a month awaiting what happens to this platform. This year LeidenGlobal started another to which more researchers seem to have transferred to, a Bluesky account. At this account we occasionally post LeidenGlobal events and news and so far we are gaining more followers than we had on Mastodon.

Since autumn 2023 LeidenGlobal is also part of the new SABO network, created by students from Leiden University, which connects students and alumni from various fields of study, with businesses and organisations interested in their expertise. The SABO network created the app *Momo*: a bridge between online and offline networking (which connects students at certain locations and promotes activities within their field of interest).

### 3. Newsletter and Expert interviews

Every 2 months a LeidenGlobal newsletter was sent to the LeidenGlobal network. For the LeidenGlobal Signature Event, an extra one-time special themed newsletter was sent in June 2023.

The regular newsletters, in addition to highlighting news, activities, and exhibitions, also gives special attention to research by Leiden experts that may receive less coverage but remains highly relevant. LeidenGlobal conducted and published interviews with these eight experts:

1. **Philippe Peycam:** From Local Capacity Building to Global Co-Creation of Knowledge (International Institute for Asian Studies)
2. **Annachiara Raia:** Archives & Ethnographies: Research on the Theory of Knowledge (African Studies Centre Leiden / Leiden University)
3. **Daniel Soliman:** Multiple Ways of Understanding Egypt (National Museum of Antiquities)
4. **Evelien Campfens:** Legal Complexities of Cultural Heritage (Leiden University Centre for Arts in Society)
5. **Adriaan Bedner:** Helping Indonesia Build a Strong Legal System (Van Vollenhoven Instituut / Royal Netherlands Institute of Southeast Asian and Caribbean Studies)
6. **Marja Spierenburg:** Including Local Communities for a Sustainable Africa (Cultural Anthropology and Development Sociology at Leiden University)
7. **Rogier Creemers:** Understanding the Digital Rise of China (Leiden University / Leiden Asia Centre)
8. **Liselore Thissen:** Is it ethical to 3D print a human skull? (Leiden University Centre for Arts in Society)

<i>Newsletter statistics</i>	2019	2020	2021	2022	2023
<b>Subscribers December 31<sup>st</sup></b>	349	344	400	476	494
<b>Number of Newsletters</b>	6	6	6	6	7
<b>Open Rate (avg.) %</b>	40,5	41,5	48,2	43,1	44,3



**Annachiara Raia**

African Studies Centre Leiden (ASCL) /  
Leiden University



**Daniel Soliman**

Rijksmuseum van Oudheden/National  
Museum of Antiquities



**Evelien Campfens**

Leiden University

**Helping Indonesia  
Build a Strong  
Legal System**



**Adriaan Bedner**  
Van Vollenhoven Institute  
/KITLV



*LeidenGlobal Interview*

**Understanding the  
Digital Rise of China**



**Rogier Creemers**

Leiden University



**How should humans  
engage with land and nature?**



**Marja Spierenburg**

Leiden University



#### **4. General media attention**

LeidenGlobal and its activities are occasionally highlighted by LeidenGlobal partners and collaborators on their websites, newsletters, and social media. Additionally, LeidenGlobal also gained some media attention with the Leiden City World Walks, which were promoted via several external newsletters and websites.

The new coordinator for the course Beyond Discipline and Place, Noa Schonman, was interviewed on the course on the Leiden University general website and afterwards the course was also mentioned on the general website concerning interdisciplinary research

#### **5. Communication meeting**

Two communication meetings took place. In addition to the communication officers of the partners, also Leiden Kennisstad, Leren met de Stad, and the Leiden Convention Bureau were present. The latter gave a presentation, which increased the opportunities for collaboration between them and the partners.

## C. Collaboration

To expand its impact in Leiden and the surrounding areas, LeidenGlobal collaborates with innovative partners beyond its core group of the structural partners. In developing projects, LeidenGlobal actively engages with local civil society and the municipality of Leiden. Where possible, alongside its existing partnerships, LeidenGlobal seeks collaboration in its own activities or joins forces with other initiatives.

In 2023 LeidenGlobal also engaged in discussions with various partners regarding collaboration for knowledge valorisation and exchange: secondary schools, regional library, Leiden International Centre, Leiden Kennisstad, and Letterlijk Leiden.

Some of the collaborative partners that LeidenGlobal works with include:

- BplusC (Bibliotheek plus Centrum voor kunst en cultuur in Leiden eo)
- Erfgoed Leiden en Omstreken
- Gemeente Leiden
- HOVO Leiden
- LDE Centre for Global Heritage and Development (Leiden-Delft-Erasmus)
- Leiden Africa Studies Assembly (LeidenASA)
- Leiden Asia Centre
- Leiden International Centre
- Leiden Kennisstad
- Leiden & Partners
- Leiden University Centre for the Study of Islam and Society (LUCIS)
- Letterlijk Leiden
- LURIS
- Mapping Slavery Leiden
- Museum de Lakenhal
- PLNT
- Research Centre for Material Culture
- Studium Generale Leiden
- The SABO Network
- The Textile Research Centre Leiden
- Universitaire Bibliotheken Leiden (UBLeiden)
- Voice4Thought

## D. Organisation

### 1. The LeidenGlobal Board

Together with chairperson Pieter ter Keurs, a lot of attention was given to the progress of LeidenGlobal, with discussions on possibilities and projects, which were also submitted to the board. As of July 1st, LeidenGlobal welcomed a new chairperson, Professor Remco Breuker, who had already been involved in LeidenGlobal projects since May.

The LeidenGlobal board further consists of representatives from the partner institutions. In 2023, these were, in addition to the chair person: Mark Rutgers & Ab de Jong (Humanities), Marleen Dekker & Jos Damen (ASCL), Willemijn Waal (NINO), David Kloos (KITLV), Philippe Peycam & Martina van den Haak (IIAS), Wayne Modest (Volkenkunde museum), Marja Spierenburg (Cultural Anthropology), Lucas Petit (RMO), Jan Kolen (Archaeology) and Adriaan Bedner (VVI).

The board met three times for board meetings: on January 23<sup>rd</sup>, July 4<sup>th</sup>, and November 30<sup>th</sup> 2023.

### 2. The LeidenGlobal Team

Manager Aphroditi Zoufoukaridis (for 0,6 fte) not only set up projects and intensified (online) communication, but also supervised the project assistant (0,5 fte) and intern (0,6 fte). Project assistant Lisa van der Geest worked at LeidenGlobal for a full year but had to end her work on May 31st as LeidenGlobal can only offer project assistant positions for a maximum of one year. For the vacancy that arose, 28 applications were received in a short time, after which Killian van der Kraan worked at LeidenGlobal as project assistant for six months starting June 1st, 2023. Isa Lefering succeeded him on December 1st.



The LeidenGlobal team members in 2023

LeidenGlobal also had several interns in 2023. The interns mainly focused on online communication, supporting projects, and conducting expert interviews. On February 1st, Nina Janssen succeeded intern Judith Dijkzeul, whose five-month period ended on January 31st. Nina enthusiastically contributed to LeidenGlobal until June 30th and was succeeded after the summer recess by Michon Leenders on September 1st. However, due to some academic pressure, Michon had to stop early and worked at LeidenGlobal until November 1st.

The LeidenGlobal team now works mostly at the office, combined with occasionally working at home.

*September 2024*  
*Aphroditi Zoufoukaridis*  
*Manager LeidenGlobal*