

1–5 Registration form (basic details, fact sheet)

1. Project title

Traveling Caribbean Heritage

2. Principal applicant

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Date of birth: 4 July, 1955
Promotion date: 19 September, 1989

Institution: KITLV-KNAW, and Leiden University
Position: Director KITLV-KNAW and Full Professor Leiden University
Permanent position: Yes

3. Primary Caribbean partner(s)

Name: Rose Mary Allen
Gender: Female
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Position: Senior/Emeritus Researcher/lecturer
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4. Co-applicant(s)¹ (optional)

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Position: Full Professor (part-time)
Permanent position: Yes

In addition, a **project consortium** has been formed, comprising practically all relevant experts and institutions in this field in Aruba, Bonaire and Curaçao as well as in the Netherlands. The members of this consortium have been involved in the consultations prior to the writing of this proposal, are now co-applicants, and will be actively involved in the execution of the project if it is funded. Below is the letter of adhesion (in Dutch) as well as the list of signatories.

Verklaring van deelname aan 'Traveling Caribbean Heritage'

Wij, de ondertekenaars van deze verklaring, verbonden aan not-for-profit wetenschappelijke en/of erfgoedinstellingen in Aruba, Bonaire, Curaçao of Nederland, bevestigen hiermee dat wij als consortium partners deelnemen aan het project 'Traveling Caribbean Heritage'.

Wij zijn betrokken geweest bij het opzetten van het project, de meesten van ons in persoonlijke gesprekken met Gert Oostindie en Alex van Stipriaan tussen 6 en 13 mei 2016, voorts in digitaal overleg. De uiteindelijke tekst van de aanvraag is mede op basis van het overleg met ons als stake holders tot stand gekomen. Wij onderschrijven de definitieve versie zoals die bij NWO wordt ingediend.

Wij hebben alle vertrouwen in het kernteam van de onderzoeksgroep. Oostindie en Van Stipriaan hebben op onze eilanden een uitstekende wetenschappelijke reputatie en zijn reeds lang betrokken bij de thematiek van cultureel erfgoed. De beoogde postdoc Valika Smeulders promoveerde op een vergelijkbaar thema en is, mede gezien haar Antilliaanse afkomst, bij uitstek geschikt het erfgoedonderzoek op onze eilanden verder te brengen. Gezien de wetenschappelijke aard van het project ligt het voor de hand dat de primaire Caribische partners verbonden zijn aan de universiteiten van Aruba en Curaçao. Zowel Rose Mary Allen (Universiteit van Curaçao) als Luc Alofs (Universiteit van Aruba) heeft zich de afgelopen decennia onderscheiden in wetenschappelijk werk met een sterke maatschappelijke impact rond de thema's van geschiedenis en cultureel erfgoed.

Wij hopen uiteraard dat NWO deze aanvraag zal honoreren. Indien dit het geval is, dan zullen wij de komende jaren intensief samenwerken in het gevormde consortium, waarin Nederlandse en Antilliaanse wetenschappers, deskundigen in cultureel erfgoed alsmede betrokken (semi)overheidsdiensten zullen samenwerken.

Wij spraken met de aanvragers af dat, bij honorering van het project, de start zal worden gemarkeerd met een gezamenlijke conferentie op een van de drie eilanden, waar onder meer beslissingen zullen worden genomen over de definitieve selectie van gezamenlijke en/of eilandelijke thema's. Bij de discussie over de voorlopige lijst van thema's kwamen wij tot de conclusie dat een definitieve keuze het best kan worden gemaakt in een overleg waarbij alle partners betrokken zijn. In zo'n context kan in alle openheid worden besproken waar de drie eilanden dezelfde prioriteiten stellen, en waar zij eigen accenten wensen te leggen.

Aruba

Astrid J.T. Britten, directeur, Biblioteca Nacional Aruba

Anky Vrolijk, directeur, Museo Arubano

Luc Alofs, voorzitter UNESCO-commissie Aruba

Raymond R. Hernandez, Nationaal Archief Aruba

Bonaire

Maurice Adriaens, directeur, Tourism Cooperation Bonaire

Franklin D. (Bòì) Antoin, voorzitter, FuHiKuBo (Fundashon Históriko Kultural Boneriano)

Danilo Christiaan, directeur, Cultural Park Mangazina di Rey

Lilianne de Geus, voorzitter, UNESCO Werkgroep Bonaire

Timoteo Siberie, directeur a.i., SKAL (Servisio Kultural di Arte i Literatura)

Alca Sint Jago, UNESCO-ICH

¹ researchers from Dutch knowledge institutions listed under 3.1 of the call text may act as co-applicants

Curaçao

Richenel Ansano, directeur, NAAM (National Archaeological-Anthropological Memory Management)

Gibi Bacilio, directeur, Kas di Cultura

Max Scriwanek, directeur, Nationaal Archief Curaçao

Ieteke Witteveen, directeur, IDA-Sa, Institute for Culture Resources Management

Nederland

Andrée van Es, voorzitter, Nationale UNESCO-commissie

Wayne Modest, hoofd, Research Center for Material Culture, Nationaal Museum voor Wereldculturen

Ruben Severina, voorzitter, Splika (Stimulá Papiamentu, Literatura i Informashon riba Kultura di Antianan abou)

Glenn Helberg, voorzitter, OCAN (Overlegorgaan Caribische Nederlanders)

5. Research field(s)

Primary research field	
code: 36.90.00	Area studies, other: Caribbean studies
Additional research fields, in order of relevance (optional)	
code: 29.60.00	Preservation and restoration of cultural heritage
code: 29.65.00	Museums and collections
code: 27.40.00	Modern and contemporary history
code: 46.90.00	Cultural anthropology

6–19 Research programme

6. Scientific Summary & Keywords (max. 300 words)

Centuries of intense migrations have deeply impacted the development of the cultures of Aruba, Bonaire and Curacao. Creolization is the key concept for understanding the origins of these Caribbean cultures, and the most telling expression of this is their unique language, Papiamentu/o. The islands' asymmetrical relation to the Netherlands begs many questions regarding insular identities. Everyday discourse on the islands abounds with references to this uneasy postcolonial relationship. In addition, intensive contemporary migrations – from and to the wider Caribbean, the Netherlands and beyond – have deeply impacted insular demographics and understandings of what it means to be Aruban, Bonairean, or Curaçaoan. Finally, mass tourism became a booming business and a central pillar of the insular economies, adding to the changes in the demographic make-up of the islands.

All of this provokes debates about insular identity, and the need to preserve the islands' literarily traveling cultural heritage – but heritage is as much a contested concept as identity. While scholars

emphasize its evasive, constructed and contested character, local activists search for constructive and practice-oriented approaches, driven by questions pertaining to the fields of nation-building ('What do we want our citizens, young and old, to know and cherish about our unique insular heritage?') and to the field of tourism ('What image of our island do we want to present to tourists, emphasizing our unique heritage without falling into the trap of excessive folklorization and even fossilization, preventing people from seeing all kinds of new cultural expressions?').

In this project, Caribbean and Dutch scholars and cultural heritage specialists address these questions, identifying and questioning the dynamics of heritage formation, and developing a multi-generational human resource base as well as a digital infrastructure for the preservation of insular cultural heritage, for outreach activities, and ultimately for stimulating the sustainable development of these non-sovereign SIDS.

Keywords: Cultural heritage. (Post)colonial history. Nation-building/branding. Migration. Identity/identification. Creolization. Capacity building/outreach.

7. Summary for the general public (max. 50 words)

(Post)koloniale migraties en processen van creolisering op Aruba, Bonaire en Curaçao roepen steeds nieuwe vragen op over eilandelijke identificaties en cultureel erfgoed. In dit project onderzoeken senior wetenschappers en erfgoed specialisten, samen met jongeren, hoe documentatie van, en reflectie op erfgoed kan bijdragen aan de ontwikkeling van levensvatbare en inclusieve samenlevingen.

8. Proposed research (max. 4500 words, excluding references)

(Post)colonial history, migration, creolization, cultural heritage

Almost four centuries after their conquest by the Dutch, Aruba, Bonaire and Curaçao are still part of the Kingdom of the Netherlands, even if in different constitutional constellations after the recent dismantlement of the Netherlands Antilles. While Aruba (since 1986) and Curaçao (since 2010) are formally autonomous countries within the Kingdom, Bonaire has been integrated (also in 2010) into the Netherlands as a 'public entity' (Oostindie & Klinkers 2003, 2012).

All three islands share a long colonial history with crucial migratory processes. For different reasons, the indigenous Amerindian population of the islands was decimated at an early stage in Curaçao, at a later stage in Bonaire and mainly absorbed in the immigrant population in Aruba. Old World immigrants came to dominate the insular populations: minorities of Europeans of mainly Protestant and Jewish backgrounds, and particularly on Curaçao a massive majority of enslaved Africans and their descendants. In the early modern period, the three islands experienced a decisive process of creolization, and the most telling expression of this is the development of their unique language, Papiamentu, or in Aruba Papiamentu, remaining even today their undisputed lingua franca. But obviously, their creolized cultural heritage comprises far more than Papiamentu/o only, whether we look at religion, social systems, popular culture and life events, music and dance, oral traditions, cuisine, and so forth.

While a long period of relative stagnation in the nineteenth century caused significant outmigration to the wider Caribbean and the United States, the establishment of oil refineries in the 1920s caused

massive migration into Aruba and Curaçao, particularly from within the Caribbean. Since the 1960s, as the oil industry started to contract, the mainstay of the insular economies became tourism. The spectacular growth of this industry, first in Aruba, in recent years also in Bonaire and Curaçao, involved massive immigrations, again from the wider Caribbean, but recently also from the Netherlands. More or less at the same time, emigration as well as circular migration to the Netherlands became pervasive, especially for Curaçao.

Some figures may illustrate this. Aruba's population increased from a mere 8,000 in 1920 to over 55,000 in 1960, and over 100,000 today. Much of this growth may be attributed to labor immigration, one out of three inhabitants (34,500) is born abroad. Bonaire had 6,000 inhabitants in both 1920 and 1960, but in 2000 11,000 and today 17,000; first-generation immigrants make up over 40 percent of the total. The population of Curaçao grew from 33,000 in 1920 to 125,000 in 1960 and 150,000 in 1980, decreased to 130,000 in 2000 and recovered to 150,000 today. While immigration accounted for much of its demographic growth, this was partly offset by emigration to the Netherlands, where by now the Curaçaoan community is estimated at some 125,000. There is a sharp paradox here, with immigrants from the wider Caribbean taking the place of locals departed for the metropolis. Over a quarter of the present population was not born on Curaçao.

Insular identity debates and cultural heritage

If only because of these migratory processes, all three islands face daunting questions as to who really 'belongs' to the island. What and how long does it take for an immigrant and her or (less likely) his family to be recognized as 'local'? How does this relate to formal citizenship and to criteria such as gender, ethnicity, class, linguistic skills, educational and economic performance? At stake are serious questions of social inclusion and cohesiveness, and hence sustainability (cf. Alofs & Merckies 1990, Oostindie 2006, 111-35).

This conundrum is not made any easier because of the islands' postcolonial imbroglio. In itself, as in most non-sovereign former colonies, the intimate, asymmetrical and highly sensitive relation to a European metropolis begs all kinds of questions regarding the meaning of insular identities. Implicitly and explicitly, discourse in the islands abounds with references to this uneasy postcolonial relationship. Every referendum, survey and opinion poll on each of the islands has disclosed that only tiny minorities would opt for independence. Yet at the same time, there is broad concern and increasing misgivings about what is widely seen as a worrisome Dutch interference in local affairs, to some an unacceptable form of 'recolonization'. This 'head and heart' dilemma, between a pragmatic choice against independence and a longing for cultural and political self-determination and for respect, adds another layer to local debates about identity (Oostindie & Verdon 1998, Veenendaal 2016).

To complicate matters, the tourist industry is now the mainstay of the Aruban and Bonairean economies, and Curaçao is heading in the same direction. While tourism offers evident economic opportunities for small-scale tropical SIDS, there are also serious challenges for sustainable growth. Some of these are of a strictly economic and/or ecological nature, and such challenges apply to Aruba, Bonaire and Curaçao as well. The same goes for the migratory/demographic challenges discussed above. But there are also serious sociocultural challenges, related to issues of scale, ethnicity, class and gender. As for scale, if we realize that Aruba alone now attracts over 1 million

tourists a year, it becomes clear that the impact of these mainly American and European tourists must be pervasive – and increasingly this applies to Bonaire and Curaçao too. This pervasiveness becomes the more evident if we take into account that most of the tourists are white and relatively well-to-do, which is not the case for much of the staff serving them. The gender dimension to this may be less evident, but is a point of concern as well.

As these three dimensions – migrations, non-sovereignty, tourism – are continuously invoked in debates about insular and perhaps also larger Dutch Caribbean or Caribbean identity, participants in these debates emphasize the importance of cultural heritage, tangible and even more intangible, as ‘containers’ of local culture. There is much talk of the need to preserve cultural heritage, as if its meaning were evident. In reality of course, cultural heritage is as much a contested concept as is identity. A scholarly approach might emphasize the evasive, constructed and contested character of heritage – thus, we might want to question a tendency in local heritage circles to privilege rural traditions and times of slavery in a society which today is thoroughly urban and industrialized, and where migration makes heritage a traveling phenomenon.

But Dutch Caribbean academics and activists in the field of cultural heritage frequently express the need for more constructive and also practice-oriented approaches, driven by questions pertaining to the fields of both nation-building (‘What do we want our citizens, young and old, to know and cherish about our unique insular heritage?’) and to the field of tourism (‘What image of our island do we want to present to tourists, emphasizing our unique heritage without falling into the trap of excessive folklorization and even fossilization, preventing people to see all kinds of new cultural expressions?’).

Research questions and practices

In this project, Caribbean and Dutch scholars and cultural heritage specialists will jointly address these questions. We will confront the dual challenge of identifying and questioning the specific dynamics of heritage formation, while at the same time developing a human/intellectual as well as tangible (including digital) infrastructure for the preservation and analysis of insular cultural heritage. The main academic question is: *What were and are the dominant definitions of tangible and intangible heritage of Aruba, Bonaire and Curaçao, either jointly or separately, and how do changes in definitions and priorities over time relate to debates about (post)colonialism and non-sovereignty, migrations and nation-building, and tourism and nation-branding?*

Over a period of four years, the research team will investigate this theme and will discuss questions and preliminary findings with the broader consortium of institutions and individuals active in this field. We are all aware that this discussion is delicate as the praxis in heritage institutions often tends to privilege rather static and ambiguously nostalgic renderings of the distant past. We question such conceptions and highlight the dynamic and ever-changing character of ‘local’, but in fact always traveling ‘traditions’. We aim to engage practitioners in the field in a debate focused on the constructed nature of such traditions, and reflect with them on the use of such constructions in debates about insular identification and identity.

At the same time, we will study the genuine significance of cultural heritage in debates about nation-building and nation-branding. We aim to reflect with those active in the field about responsible ways to include ‘traditional’ cultural heritage in such debates, as well as including new forms and

understandings of heritage. This will not be an abstract exchange: starting from our first discussions with heritage specialists on the islands, we have consistently agreed about the importance of making heritage 'work' in both intellectually convincing and more broadly appealing ways. The latter implies a professional interest not only in the dynamics and results for heritage formation, but also in its presentation to wider audiences with a view both to inclusive nation-building and to nation-branding.

We therefore aim to build both a platform for academic and intellectual exchange and an infrastructure and praxis for capacity building, enhanced cultural heritage preservation, and outreach activities directed towards local and international communities as well as the tourism industry. The entire four-year process will not be only about addressing the research questions, but also about developing a praxis involving both the development of cultural heritage policies and the inclusion of younger Dutch Caribbean generations in these debates and practices.

In this respect, we will build upon recent experiences in the Dutch Caribbean with working together on training and planning in the safeguarding of intangible cultural heritage under the supervision of regional UNESCO experts and funded by the Dutch ministry of Culture and Education (OC&W). This 2-year trajectory also aimed at capacity building, and was successfully concluded last May in a 4-day workshop on Curaçao. UNESCO is an important party in the context of this project and additionally, the project will help Dutch Caribbean governments to implement the UNESCO Intangible Cultural Heritage Convention.

The field of cultural heritage, tangible as well as intangible, is very broad. We will narrow it down to a number of specific themes that we will develop over the years. On the basis of our discussions with the present consortium, we selected five themes that were mentioned time and again. We may refine the present selection or even alter the present set of domains, during the successive joint workshops organized as the work progresses. For now, the five domains selected are:

- *Oral traditions in Papiamentu/o
- *Canons for insular (or joint Dutch Caribbean) history
- *Music and dance
- *Popular and street art
- *Religion and life cycle events.

Parameters, concepts, theoretical approaches

Over the past decades, most of the scholarly publications of the core team have focused on the Caribbean and particularly on the themes of colonialism; creolization; identity and identification; non-sovereignty; small-scale; insularity; urbanization, migration and transnationalism; and sustainable development (e.g., Allen 2007, Alofs & Merckies 1990, Oostindie 2006, 2008, 2011, van Stipriaan 2002, 2010, 2015). These themes are again among the defining parameters of this project, but rather than reiterating theoretical discussions on these themes, we will focus here on the dynamics of cultural heritage that are central to the present proposal.

Our approach to cultural heritage and its relation to identification stresses the dynamics, in contrast to earlier definitions of cultural heritage as everything produced in the past, as the outcome of a cultural praxis, conserved today by a group or a nation (Grijzenhout 2007, 2-5). In this sense heritage

is often conceptualized as unique and rich, but at the same time threatened by progress and in need of protection because of its important value for the nation.

Heritage was long considered as mainly tangible. Thanks to UNESCO, today intangible dimensions of culture are also considered crucial cultural heritage in need of protection and promotion by nation-states 'to ensure the widest possible participation of communities, groups and, where appropriate, individuals that create, maintain and transmit such heritage' (UNESCO, Convention for the Safeguarding of Intangible Cultural Heritage 2003). Such heritage is thought to underpin ideas of continuity and development. Artefacts – tangible as well as intangible – enable connection with the past, present and future in an unbroken trajectory. Heritage justifies and validates the present way of living by referring to representations of a supposedly common past (Lowenthal 2006). This rather static definition of tangible as well as intangible heritage has since given way to an approach stressing its dynamics, as an ongoing process of selecting from the past in service of the future. Not all the past is heritage, nor is it all culture (Graham and Howard 2008, 2). Globalization and massive migration moreover have impacted so deeply on national communities that a static definition of 'national' heritage does not fit anymore.

This dynamic approach considers heritage culture as agency rather than a fixed collection of (in)tangible 'objects', as a mode of action and praxis, including meaning and representation (Frijhoff 2007, 19-20). Heritage, therefore, is everything a group, community or nation selects from the past to conserve and share in the present and to hand on to the future for purposes of identity formation. As UNESCO stated in 2005, heritage is 'interactive, dynamic and cohesive' and 'transmitted from generation to generation' to provide 'people with a sense of identity and continuity' (cited in Graham and Howard 2008, 4).

The study of heritage therefore is distinct from the study of the past. Contents, interpretations and representations of the heritage resource are selected according to the demands of the present and linked to an imagined future (Ashworth, Graham & Tunbridge 2007). Hence, heritage is less about tangible material artefacts or other intangible forms of the past than about meanings given to them and representations created with them. Derek Gilman states that 'heritages (or cultures) are ways of thinking and talking about communities of people in space and time, related by shared practices, conventions and norms' (Gilman 2010, 21; cf Graham & Howard 2008, 2). While heritage involves sharing, there are always asymmetrical power relations involved, and thus heritage involves both inclusion and exclusion in processes of nation formation, nation-branding and identity politics (Anico & Peralta 2009, 1-3).

Heritage thus ties in to identity narratives for (national) communities and hence markers of sameness used to construct narratives of inclusion and exclusion. These markers include language, religion, ethnicity, heritage and shared interpretations of the past, in sum markers of cultural identity as opposed to political, social, sexual or gender identities (Anderson 1983, Guibernau, 1996, Lawler 2008, Eriksen 2001, Yelvington 2002). As humans have a multitude of identities, we prefer the use of 'identification' over 'identity', as a more active or processual interpretation (Arnold et al. 2009).

In exploring the ambiguous relation between nation-building and nation-branding, we are inspired by work by Nadia Kaneva (2011, 2012) on branding post-communist nations and Melissa Aronczyk (2013) on the relation between nation-branding and globalization. Both point at the possibilities but

also pitfalls of using a country's culture, history and geography for building and managing a nation's reputation.

Methodology and planning

In the first series of workshops at the outset of the project, we will first discuss once more the selection of five themes or domains made. This may lead to changes in the project design, but either way we will then move on to establish not only what specialists working in the field define today as the crucial elements of each domain, but also how they view developments over time in each of these. These questions will then be researched in the broader heritage communities through questionnaires and semi-structured interviewing, and the results will be archived for research and further public debate. The focus will be both on changing contents and on changing ways of representation and outreach. Guided by the senior researchers, the PhD student will engage in archival, library and collections research to trace the developments in each of the domains over time and compare these to the views of the present-day specialists. Throughout, comparisons will also be made between understandings and representations of cultural heritage in the individual islands. Preliminary results will be discussed first in the research team, next in the annual workshop of the entire consortium. Discussions in this workshop may result in further refinement in the choice and definition of domains and in revisions of the methodology. As the projects develops, the emphasis will shift from reflection on (changing) content ('What do we define as crucial cultural heritage, and why? Why do our definitions change?') to reflection and advice on representation and outreach ('What exactly do we want to present as cultural heritage, and how should we do this?'). In the final phases of the project, we will also be able to evaluate the effects of outreach programs (see deliverables below), thus enabling us to define best practices in cultural heritage management in relation to both nation-building and nation-branding.

Research team and consortium

The entire project is an exercise in cooperation – between academics and cultural heritage specialists and practitioners, between Aruban, Bonairean, Curaçaoan and Dutch institutions, between individuals working on both sides of the Atlantic, between various generations – and between a closely-knit research team and a broad consortium that will expand as the project advances. The project has a high degree of 'learning by doing' to it, but precisely because of that we need to arrange for efficient steering and coordination.

The core research team will be crucial in this. It will consist of the non-salaried principal applicant, two part-time postdocs and a PhD candidate all employed in the Netherlands; and two part-time postdocs on the islands. Around this core team, our local partners in the islands as well as interested partners from the Caribbean community in the Netherlands as well as a significant number of interns will participate in all discussions regarding the direction and execution of the research as well as actions to be taken in the field of infrastructure, preservation and outreach.

Supported by the PhD student, the main applicant, Professor Oostindie, and Professor Van Stipriaan will jointly be responsible for the overall coordination. Postdocs Allen, Alofs and Smeulders will be responsible for organizing and maintaining local networks and for overseeing all research and outreach activities on Curaçao, Aruba, the Netherlands and Bonaire, respectively. They will also be

the supervisors of locally hired young and aspiring researchers, particularly interns studying at one of the four contributing universities. By definition, the main applicant is responsible for planning, execution, personnel and financial management of the entire project; he has an extensive track record in this respect, including three highly productive NWO programs.

For this to work, we need to be certain about mutual trust. We may be confident about this because of the long-standing links between the partners. As for the core team, the two coordinators in Aruba (Luc Alofs) and Curaçao (Rose Mary Allen) did their PhD with the principal applicant, Gert Oostindie. The postdoc position will be divided between Alex van Stipriaan and Valika Smeulders – the latter, a researcher of Dutch Caribbean background, did her PhD under the supervision of the former. A Papiamentu-speaking (hence most likely Dutch Caribbean) PhD candidate will be hired to conduct research both in the Netherlands and on the islands. All postdocs will be involved in the discussion of her/his work and particularly the draft chapters of the dissertation.

All participating institutions and individual scholars and heritage specialists in the broader consortium have worked at some time with one or more members of the core team. Moreover, they have been involved in the preparation of this proposal and were able to voice their comments and doubts in the process. So this is a team with long-standing relations between many of the various partners, and there is sufficient mutual trust and respect to work towards a framework for reflection, praxis and capacity building.

The crucial challenge for capacity building is generational rejuvenation. Many of those working in and on Caribbean cultural heritage, whether in academic positions or in practice, worry about the near absence of the younger generation in this field. We have therefore decided to allocate a substantial part of the funding for personnel to young candidates of Caribbean backgrounds, whether as a PhD student or as a research assistant/intern. Moreover, all senior staff will be involved in teaching and other educational tasks on the islands and in the Netherlands. To a large degree therefore, the deliverables will be investments in a young generation of Dutch Caribbean heritage specialists and the rejuvenation of the institutional infrastructure.

Deliverables

As this project has both a scholarly and a praxis-oriented societal dimension, the deliverables should be defined separately. In various ways, the scholarly output in the sense of peer-reviewed publications will address the overarching research question of the project: *What were and are the dominant definitions of tangible and intangible heritage of Aruba, Bonaire and Curaçao, either jointly or separately, and how do changes in definitions and priorities over time relate to debates about (post)colonialism and non-sovereignty, migrations and nation-building, and tourism and nation-branding?* More specifically:

- The dissertation to be authored by the PhD student, addressing particularly the first part of the research question, and with an emphasis on the period up to the constitutional break-up of the Netherlands Antilles in 2010. Hence: *What were the dominant definitions of tangible and intangible heritage of Aruba, Bonaire and Curaçao, either jointly or separately, up to the dismantlement of the Netherlands Antilles in 2010, how did heritage praxis develop formally (museums) and informally (grass roots initiatives) and how have changes in definitions,*

praxis and priorities over time related to debates about (post)colonialism and non-sovereignty, migrations and nation-building?

- Five peer-reviewed articles to be authored and co-authored by the postdocs and the principal applicant addressing specific elements of the overall research question. Themes will include ‘Slavery, cultural heritage and nation-building’; ‘Sustainable tourism in the Caribbean: dilemmas of nation-branding’; ‘Retrieving a multi-vocal past through oral history research: Caribbean testimonies’; ‘Museums versus street art: competing claims on national identity’; ‘Heritage in diaspora: post-colonial dilemmas and challenges’; ‘Caribbean heritage between national rhetoric, popular nostalgia and global attractions’; ‘Migration as cultural heritage’. These articles will be submitted to scholarly journals such as *Museum and Society*, *Journal of Heritage Tourism*, the *British Journal of Museum Studies*, *International Journal of Heritage Studies*, *Critique of Anthropology*, *New West Indian Guide*, *Slavery & Abolition* and *Tijdschrift voor Geschiedenis*.
- A peer-reviewed edited volume, based on an international workshop organized and financed by KITLV (hence not budgeted in this proposal) addressing the central question of the research in a comparative framework. Provisional title: ‘Nation-branding versus nation-building: tourism and cultural heritage in SIDS’.

As for the more praxis-oriented deliverables, some of these can only be decided upon on the basis of the recurring workshops with the members of the consortium. Either way these will include, mostly connected to the results of the annual workshops of the consortium:

- Human resources: a PhD heritage specialist who in the near future will play a crucial role in heritage praxis and debate in and on the Dutch Caribbean societies.
- More human resources: young potentials in the Dutch Caribbean heritage field with fresh experience in identifying and studying local heritage and an awareness of how to capitalize on that knowledge as a cultural entrepreneur, in the tourism sector, or as a researcher.
- Development of a project website including inventories and discussions of relevant heritage.
- Policy papers of best practices based on lessons learned in the recent past by our partners as well as within the project and guided by criteria established in common workshops.
- Development of ‘canons’ of insular history, in cooperation with local schools, universities and press.
- Development of (downloadable) educational materials for students and teachers on university level, including modules for the new cultural studies program of the University of Curaçao on cultural heritage and tourism, materials for secondary schools, and cultural heritage education programs for museums and other heritage institutions.
- Development of research projects for students in digital humanities, particularly in digitized historical sources and other digitized heritage (Groenewoud 2015).
- Sharing and updating of expertise among heritage workers within the Dutch Caribbean and with the Netherlands.

Relevance

The purpose of this project is not simply to engage in research and reflection on the scholarly questions defined above, but equally to develop recommendations for an effective policy for cultural

heritage in relation to nation-building and nation-branding; and to help build a sustainable and rejuvenated human infrastructure bridging the present divides between experts and practitioners in the three islands and the Netherlands. As explained below under sections 10 through 12, the entire project is driven by considerations of both scholarly and societal relevance, in particular as regards nation-building and nation-branding, including the possible – but little-discussed – tensions between these two approaches to cultural heritage.

We expect to expand the human and institutional infrastructure throughout the four years of this project, and ensure its sustainability beyond this period. We are convinced that this unique heritage platform, precisely because of its broad and professional character, will be able to raise additional funding both in the Netherlands and on the three islands for concrete projects and outreach activities that are less appropriate for funding by NWO, such as the digitization and additional recording of oral histories and traditions, the development of educational and exhibition materials, performances, and the development of specific educational materials for schools, museums and the tourism industry. In this respect we may think of crowd-sourcing, but equally of joint applications submitted to endowments such as the Prins Bernhard Cultuurfonds, the Mondriaan Stichting, UNOCA, Cede Aruba, the Stichting Don Bosco, Landsloterij Curaçao, Fundashon Bon Intenson, Postspaarbank Curaçao, and the Maduro and Curiel's Bank.

Finally, a word about the broader relevance of this project. As discussed above, the entire proposal departs from the assumption that reflection on, and the very praxis of, culture heritage formation is of crucial relevance to debates about nation-building and nation-branding on these three Caribbean islands pertaining to the Kingdom of the Netherlands, to the Caribbean community in the Netherlands and ultimately also to Dutch society at large. As to the dimension of nation-building, the question how cultural heritage functions in processes of identification immediately raises additional questions about inclusion/exclusion and social cohesion – in a rapidly globalizing world, such reflections clearly transcend these insular Caribbean societies and the trans-Atlantic Kingdom of the Netherlands.

On a more practical level, we aim to develop reflective best practices regarding a balanced use of cultural heritage for purposes of nation-branding which will be of wider relevance. The more cultural heritage is seen as a potential asset for the tourism industry, the more experts worry about the downside of commercialization and fossilization. This is a particular challenge for SIDS, as many of these, exactly like the Dutch Caribbean islands, are heavily dependent on tourism and likewise struggle with a history of colonialism and migratory processes that has bequeathed them with an extremely ambiguous legacy of cultural heritage.

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9. Timetable of the project (max. 1 page)

	Year 1	Year 2	Year 3	Year 4
Workshops and conferences	4 workshops (Ar, Bon, Cur, NL)	4 workshops (Ar, Bon, Cur, NL)	4 workshops (Ar, Bon, Cur, NL) + International conference (financed by	Closing conference in Dutch Caribbean, entire consortium

			KITLV)	
Teaching on cultural heritage (including digital sources and methods) for heritage practitioners and students	Two weeks in Ar, Bon, Cur, two days in NL, linked to workshops	Two weeks in Ar, Bon, Cur, two days in NL, linked to workshops	Two weeks in Ar, Bon, Cur, two days in NL, linked to workshops	Two weeks in Ar, Bon, Cur, two days in NL, linked to workshops
Publications			3 peer-reviewed, partly open access journal articles	PhD thesis + peer-reviewed, open access edited volume (including 4 chapters by core team) + 2 peer-reviewed journal articles
Website	Launch + publication of policy paper based on workshop + Portal for relevant heritage sites	Second policy paper + Inventory oral history collections + Draft for Dutch Caribbean insular canons	Third policy paper + Ongoing updates inventory + First versions of conference papers	Final policy paper + Updates inventory
Additional outreach	Discussion with/in local media on insular 'canons'	Canons: development of drafts for educational use	Further development	Final concepts Dutch Caribbean concepts
Capacity building	Training 1 Dutch Caribbean PhD student + on average 8 Dutch Caribbean students/interns	Training 1 Dutch Caribbean PhD student + on average 8 Dutch Caribbean students/interns	Training 1 Dutch Caribbean PhD student + on average 8 Dutch Caribbean students/interns	Completion training 1 Dutch Caribbean PhD student. Final round 8 Dutch Caribbean students/interns

10. Relevance and urgency (max. 250 words)

This NWO call aims to 1. strengthen the scientific knowledge base on/about the Dutch Caribbean; 2. encourage collaboration and partnerships between Dutch and Dutch Caribbean research and partner institutions; 3. foster sustainable development and innovation in the region; 4. contribute to regional capacity building.

The entire process of preparation, planning and (hopefully) execution of the project corresponds to the aims 1, 2 and 4. The project is a joint academic effort of experts working on both sides of the Atlantic for knowledge sharing and capacity building through investments in infrastructure and for supporting younger generations to engage with research and outreach.

As for the 3rd aim, though non-sovereign, the islands struggle with the same challenges confronting sovereign SIDS. Tourism is their economic mainstay, but its expansion is perceived as a threat to

local identity, because of demographic changes and the penetration of outside cultures. Hence an urgent need to define insular identities and to reflect on local heritage and ways to turn the challenge of 'culture in peril' into an opportunity for both nation-building and nation-branding. The call's further designation (4.2.II) emphasizes the same aims. While we focus on the Dutch Caribbean (both for capacity building, supporting sustainable growth and outreach), there will be lessons to be learned of relevance to all sovereign and non-sovereign SIDS. The primary focus of our proposal is with 'People' (inclusive societies, nation-building, capacity building), but there are obvious intersections with 'Planet' (e.g. local knowledge of natural resources) and 'Profit' (achieving tourism growth through nation-branding).

11. Research uptake in the Caribbean region (max. 250 words)

The present proposal is not simply the result of a few weeks of discussions and writing, but reflects a long series of endeavors both on the islands and in the Netherlands to define, preserve and reflect on the 'traveling' cultural heritage of the islands. All members of the consortium have contributed in one way or another to these efforts, several of us for many decades. In this sense, the uptake of the project is bringing together a consortium of academics and cultural heritage specialists and practitioners in a single, enduring infrastructure for debate, reflection and preservation.

While many of these efforts were inspired simply by an appreciation of the intrinsic value of the insular cultural heritage, there is also a long tradition linking an interest in heritage to debates about local identity and nation-building. We aim to continue this line of working. On the other hand, there has been hardly any serious reflection about the challenges of linking cultural heritage to policies for fostering the tourism industry. This project will therefore be the first in Dutch Caribbean context to link an interest in cultural heritage to both debates about insular nation-building and debates about external nation-branding.

We expect that the outcome of these debates will be relevant to the islands and populations at stake, but we also assume that our work will be of significance for praxis and reflection in SIDS in other parts of the Caribbean and beyond, whether sovereign or not, as these confront basically the same challenges.

12. Capacity development strategy (max 250 words)

This is a joint effort of Caribbean and Dutch scholars and heritage specialists working from their own institutional bases but forming a long-term interdisciplinary network to further scholarly and societal objectives. The core academic team consists of the non-salaried principal applicant, four part-time postdocs (together 1,2 fte's) and a PhD candidate. To this core team, we will add Dutch Caribbean students/interns.

Roughly 75 percent of the total budget will be invested in researchers and students attached to the universities of Aruba and Curaçao, and in a PhD candidate and a postdoc both of Dutch Caribbean background employed in the Netherlands. Another 15 per cent will be invested in workshops, training and outreach on the three islands. In all, then, the budget will be invested mainly in Dutch

Caribbean human capital or activities on the three islands.

A broad consortium of partners in the three islands and in the Netherlands (particularly its Caribbean community) will support the academic core team. These partners will participate in discussions regarding the direction and execution of the research as well as actions in the field of infrastructure, preservation, outreach, and rejuvenation. Moreover, all senior staff will be involved in teaching and other educational tasks on the islands and also the Netherlands.

The deliverables will primarily be investments in a young generation of heritage specialists, but we also aim for other infrastructural targets, including an enduring heritage platform comprising the three islands and the Netherlands (including its substantial Caribbean community).

13. Communication and outreach plan (max. 250 words)

Communication is key to the success of this project. This proposal is the result of two rounds of consultation and hence responds to the ideas of the consortium. If the proposal were accepted, we would first organize open workshops on the islands and for the Caribbean community in the Netherlands in order to collect further input for the formulation of themes for research and reflection, and for outreach activities. Throughout the rest of the project, we will continue to organize both open meetings and expert meetings with consortium members. The open meetings will serve to invite outside comments and hence will be helpful for maximizing public awareness and, hopefully, participation. The consortium meetings will support the systematic development of a Caribbean knowledge network in cultural heritage studies and praxis.

The development and growing visibility of this network will be crucial for successful fundraising (including crowd sourcing) for a wide array of outreach activities much sought after by the Dutch Caribbean partners. Concrete suggestions include the development of specific educational materials for schools and museums; the digitization of extant oral history collections and the making of new ones; the production of books and other printed materials; and the organization of exhibitions and performances.

At the producing end of these outreach activities will be all partners in the consortium. At the receiving end, we think of schools and universities, museums and natural parks, local tourist bureaus, the insular populations at large, as well as the Caribbean community in the Netherlands.

14. Composition of the project consortium.

project consortium	name, title, affiliation, position	expertise	involvement
a) principal applicant	Professor Gert J. Oostindie, director KITLV-KNAW, Professor of Caribbean History, Leiden University	Comparative Caribbean Studies, History, Anthropology; Migration, Ethnicity, Politics, Non-sovereign SIDS	Project leader and Researcher, 0,2 fte, self-funded
b) primary Caribbean partner(s)	Rose Mary Allen, PhD, Senior Researcher, University of Curaçao	History and Anthropology of Curaçao and wider	Researcher, 0,2 fte

		Caribbean; Cultural Heritage.	
	Luc Alofs, PhD, Senior Researcher, University of Aruba	History and Anthropology of Aruba and wider Caribbean; Cultural Heritage.	Researcher, 0,2 fte
c) co-applicant(s)	Professor Alex van Stipriaan	Comparative Caribbean Studies, History, Anthropology; Cultural Heritage	Project leader and Researcher, 0,2 fte
	Consortium (see under 4 for details): 4 member institutions in Aruba, 6 in Bonaire, 4 in Curaçao, 4 in the Netherlands.		
e) scientific staff to be employed in the Netherlands			
1. PhD student	To be hired		
2. Two postdocs, 0,2 + 0,4 fte	Alex van Stipriaan (0,2), Valika Smeulders (0,4)	See above and below under 19.	See above and below under 19.
f) staff to be employed by organizations in the Caribbean region			
1. Two postdocs, 0,2 + 0,2 fte	Rose Mary Allen (0,2), Luc Alofs (0,2)	See above and below under 19.	See above and below under 19.
2. Interns, 0,5	To be hired on Aruba, Bonaire and Curaçao (and, at cost of KITLV, in the Netherlands)	See above and below under 19.	See above and below under 19.

15. Top 5 publications of members of the project consortium related to the proposed research

In alphabetical order, one for each core team researcher. See also references, under # 8:

#	publications
1	Alofs, Luc, <i>Publicacion Exposicion Herencia di Slavitud Aruba / Publication Exhibition the Heritage of Slavery in Aruba</i> (Aruba, 2009).
2	Allen, Rose Mary, <i>Di ki manera? A social history of Afro-Curacaoans, 1863-1917</i> (Amsterdam, 2007).
3	Oostindie, Gert (ed.), <i>Dutch colonialism, migration, and cultural heritage</i> (Leiden, 2008).
4	Stipriaan, Alex van, with M. Halbertsma & P.van Ulzen (eds.), <i>The heritage theatre; Globalization and cultural heritage</i> (Cambridge, 2011).
5	Smeulders, Valika, 'New perspectives in heritage presentations in Suriname and on Curaçao: From Dutch colonial museums to diversifying representations of enslavement', in A. Cummins, K. Farmer & R. Russell (eds), <i>Plantation to nation; Caribbean museums and national identity</i> (Champaign Ill., 2013).

16. Budget overview for research programme (in k€)

Budget overview [k€]			Year 1	Year 2	Year 3	Year 4	Year 5	Total
I. Personnel costs	FTE	months						
a) Post-docs employed in the Netherlands	0,6	48	37	37	38	51		163
a) PhD students employed in the Netherlands	1,0	48	39	47	49	70		205
b) Post-docs employed in the Caribbean by University of Aruba and University of Curaçao	0,4	48	20	20	20	20		80
c) Other personnel employed in the Caribbean: interns at the University of Aruba and University of Curaçao	1,5	48	8	8	8	8		32
d) bench fee			12	0	0	0		12
Total personnel costs								492
II. Material costs								
a) Equipment, consumables (max. 25% of total personnel costs)			4	2	2	2		10
b) Travel costs (max. 10% of requested budget)			14	14	14	18		60
c) Capacity development and outreach (5-10% of requested budget)			9	9	9	11		38
Total material costs								108
Grand total (max. k€ 600)								600

17. Explanation of the budget overview

Please provide a short explanation and justification for each budget item.

la. Professor Alex van Stipriaan (co-applicant) will work for the entire four-year duration of the project as a 0,2 fte postdoc, and Valika Smeulders, PhD as a 0,4 fte postdoc. In all, therefore, 0,6 fte postdoc. A PhD student will be hired for four years, fulltime.

lb. Primary Caribbean partners Rose Mary Allen PhD (Curaçao) and Luc Alofs PhD (Aruba) will each work for the entire four-year duration of the project as a 0,2 fte postdoc. The Universities of Aruba and Curaçao and Allen and Alofs themselves have consented to a budget of € 40,000 for each, for the entire period.

lc. Throughout these four years, on each of the three islands on average one local student will be employed half-time as intern in the project. (KITLV will finance additional interns in the Netherlands.)

ld. Bench fee: p.m.

Ila. Design of the project website and content development both to sustain the series of expert workshops and for outreach purposes.

IIb. Core team's travel and local costs for the workshops, closing conference and teaching.

IIIc. Local costs for the successive workshops; development of educational outreach materials.

NB: The Principal Applicant's institution, the KITLV/Royal Netherlands Institute of Southeast Asian and Caribbean Studies, will finance his involvement for 0,2 fte for the entire period. In addition, KITLV will finance local workshops in the Netherlands, the international conference in the third year, as well as the hiring of students of Dutch universities as interns at the KITLV.

18. Use of CNSI (optional)

We do anticipate that at one point experts in the field of cultural heritage working in and on the Northern islands of the Dutch Caribbean (St. Maarten, St. Eustatius and Saba) may be interested in a discussion of shares and best practices. To this end, we might want to call on the CNSI to act as a venue for a pan-Dutch Caribbean workshop.

19. Brief curriculum vitae of the principal applicant and the primary Caribbean partner(s)

Below we list, in alphabetical order, a brief curriculum vitae not only of the Principal Applicant, but of the entire core research team. The PhD student will be hired through open competition at an early stage. As a thorough command of Papiamentu/o is requisite, we anticipate that this PhD student will be a (young) researcher of Dutch Caribbean background.

Rose Mary Allen, PhD

Rose Mary Allen is a researcher and visiting lecturer at the University of Curaçao, where she teaches Caribbean cultures. Rose Mary Allen conducted many oral history projects in the Dutch Caribbean. She defended her PhD thesis in Anthropology at the University of Utrecht (supervisor Prof. Gert Oostindie, 2007) and has published, co-published and edited several books and articles on the cultural and social history of the Dutch Caribbean islands, with special attention to cultural heritage, migration and diaspora, gender studies and cultural diversity. In 2015, she received the Knight in the Netherlands Order of Oranje-Nassau and has also been awarded the 2015 Cola Debrot Prize, Curaçao's most prestigious award in the area of culture, art and science. In 2011 she won the Boeli van Leeuwen Prize. In 2016, she wrote the concept for the new cultural policy of the government of Curaçao. Allen is now engaged in the design of the Cultural Studies program of the University of Curaçao, and she is member of the Commission Historical Canon of Curaçao.

Luc Alofs, PhD

Luc Alofs studied Cultural Anthropology at the University of Nijmegen and obtained his doctorate in History at the University of Leiden (supervisor Prof. Gert Oostindie, 2011). After decades of tutoring at the Aruban Teacher Training College, he has recently been appointed Senior Researcher at the Faculty of Arts and Science at the University of Aruba. In addition, he guides research and graduation

projects for universities and colleges in Aruba, Curaçao and the Netherlands. Luc Alofs has published extensively on social, cultural and historical topics in Aruba, the Dutch Caribbean, Suriname and the Netherlands, and is involved in various research and educational institutions in this domain. Between 2003 and 2013 he was the curator of the Historical Museum Aruba. He is currently president of the National Commission of UNESCO of Aruba and on behalf of Aruba member of the Kingdom Working Group Cohesion.

Professor Gert Oostindie

Gert Oostindie is Director of the KITLV/Royal Netherlands Institute of Southeast Asian and Caribbean Studies in Leiden and Professor of Caribbean History at Leiden University. He previously held the Chair in Anthropology and Comparative Sociology of the Caribbean at Utrecht University (1994-2006). He obtained his MA in History at the VU Free University and his PhD in Social Sciences at Utrecht University, both *cum laude*, and has been a fellow at research institutes in Europe and the U.S.A. His principal areas of research have always been Latin American and particularly Caribbean studies, but later he moved to broader themes in Dutch colonial and postcolonial history in a comparative perspective. He supervised substantial research programs funded by NWO, the KNAW and the Dutch government in the fields of Atlantic History; Indonesian and Caribbean decolonization; non-sovereignty, small-scale and identity; and postcolonial migrations. Presently he supervises the NWO-program 'Confronting Caribbean Challenges'. He has authored, co-authored and edited over thirty books, and is an active participant in public debates about colonialism and its legacies.

Valika Smeulders, PhD

Born in Curaçao, Valika Smeulders studied Latin American Studies at the University of Leiden and Universidad Iberoamericana in Mexico City. For her PhD dissertation in History at the Erasmus University (supervision Prof. Alex van Stipriaan, 2012), she studied presentations of colonial slavery and the audiences they attract in Curaçao, Suriname, Ghana and South Africa. In the Netherlands, she has contributed for several Dutch ministries to research on social integration policies for Antillean migrants, cultural heritage, and diversity. She did research and teaching assignments for NiNsee (Dutch national slavery institute), the Tropenmuseum, Haags Historisch Museum and Teylers Museum. She has been a member of different advisory and working groups on slavery and public history, i.a. in the U.S.A., Barbados and the Netherlands. Presently she works with heritage institutions, Caribbean community organizations, universities and government on new heritage presentations and reaching new audiences. In 2013 she received the 'Solo di Kòrsou' award from the Prime Minister of Curaçao for her research and work dedicated to the Curaçaoan community in the Netherlands.

Professor Alex van Stipriaan

Alex van Stipriaan did his MA and PhD in History, both *cum laude*, at the VU Free University of Amsterdam. He was Professor of non-Western History at the Erasmus University Rotterdam (EUR) from 1996 through 2005, and has been Professor of Caribbean History since. From 2005 through 2014, he was curator for Latin America and the Caribbean at the Tropenmuseum Amsterdam. Next to his part-time professorship at the EUR, Van Stipriaan is a freelance researcher and consultant in Intercultural Heritage and Diversity. He authored a large number of publications and curated major

exhibitions on Afro-Caribbean culture, history and art, in particular on creolization, music and dance, Maroon textiles, slavery, slave resistance and marronage, abolition and emancipation, naming systems, religion, and roots. Professor Van Stipriaan is presently member of UNESCO's International Scientific Committee on the Slave Route Project, Chairman of the Dutch Slavery Institute NiNsee's Scientific Advisory Board, and advisor on diversity and heritage to the Municipality of Amsterdam.

20 Proposal submission

20. Statements by the principal applicant

Delete as appropriate.

N.A. I endorse and follow the Code Openness Animal Experiments (if applicable).

N.A. I endorse and follow the Code Biosecurity (if applicable).

YES By submitting this document I declare that I satisfy the nationally and internationally accepted standards for scientific conduct as stated in the Netherlands Code of Conduct for Scientific Practice 2012 (Association of Universities in the Netherlands (VSNU)).

YES I have completed this form truthfully.

YOUR DETAILS:

Name: Gert Oostindie

Place: Leiden

Date: 31 May, 2016

Please refer to the call text (3.7) for details on how to submit the research proposals.