If names are a consequence of things, this proposal within the parameters of an International Campus of Excellence (ICE), whose phrase contains within it the concepts implied by the word 'University' — aims to sum up three of the main areas of academic excellence of the entities who drive it toward a coordinated effort within a cultural and scientific context in which a borderless programme will be undertake — recognisable by the superior quality that makes it worthy of the scientific community’s respect and esteem.

These goals of academic quality and social projection must not only be adapted to the European Higher Education Area and Bologna strategies, but also to the overall integral meaning evoked by the "iberus" ICE, on the banks of a mighty river such as the Ebro (Hiberus Flumen), which gave the Iberian Peninsula its name and the banks of which are steeped in a long European, Mediterranean and transatlantic cultural history.

Records, Heritage and Identity are some of the fundamental areas which have marked research in social sciences and humanities over the past few decades.

There are three areas of reflection which are closely-interrelated and deeply embedded in the modern process of redefining identity in today’s world, faced with a vigorous process of globalisation which has provoked and continues to provoke different reactions in all contemporary societies. This process takes on particular relevance in our immediate social environment: first, by being involved in long-term European project which is parallel to the necessary redefinition of the role Europe should play in the new world emerging from the crisis of the late 20th century; and, second, by sharing in the rich and dynamic realities that come with belonging to the Hispanic world, in which our community should play a decisive role; and finally, because of the specific peculiarities of our society, immersed in a complex process of the development and articulation of collective identities within Spain.

From this perspective it is essential to develop studies related to the conservation of heritage in all its forms: the Spanish language; the recovery of historical memory; and the formation of ancient and modern identity — all subjects in which the Iberus CIS has highly-renowned researchers and research groups that collaborate regularly with peer groups in Europe and America.

Ancient cultures

The study of the ancient world is articulated through several strong research groups — Hiberus, Urbs, etc. — from which many projects, obtained through competitive calls, are managed. These projects include prominent areas such as research, protection and revaluation of archaeological heritage and the study of the different expressions of identity and otherness in the ancient world, on a religious, civic, ethnic and individual level.
From this perspective, excavations are underway at sites such as Labitolosa, Bilbilis or Segeda, exploring more thoroughly, for example, the Celtic, classical and Roman roots of modern Europe or reflect upon the formation of ancient identities which, sometimes, as in the case of the ancient Basques, directly affects modern-day identity construction.

These studies fall into multidisciplinary projects, which enable the development of knowledge in the field of ancient societies, with the collaboration of historians, archaeologists and philologists, along with specialists in Indo-European linguistics, epigraphy and iconography.

All this has an scientific, technological and social impact which, on an international level, results in collaborative research projects on socio-economic, political and cultural changes in the areas corresponding to the provinces of the Roman Empire — thus creating comprehensive databases — with research teams from other Spanish Universities (Complutense, Barcelona, the Basque Country, Salamanca, etc.) and from Germany, Austria, France, Italy, Hungary, Switzerland, the United Kingdom, Romania, Poland etc., as well as institutions such as the German Archaeological Institute in Berlin and Madrid, the Berlin Academy of Sciences, University of Rome Department of Science historical, archaeological and anthropological antiquity of the “La Sapienza” Department of Historical, Archaeological and Anthropological Science of Antiquity, the Austrian Academy of Sciences, the Institute of Archaeology, Budapest, the Spanish School of History and Archaeology in Rome, the Archaeological Superintendency of Rome, the Institute of Archaeology, the Centre for Classical and Byzantine Studies and the Centre for the Study of Ancient Documents at Oxford University, among others.

**Contemporaneity**

At the same time, other projects are being developed in the field of Art History, always with the ultimate goal in mind - the intrinsic heritage value of a work of art and the management of cultural heritage which is closely linked to research, conservation and management of that heritage.

All of this has a scientific, technological and social impact that has affects not only collaborative research projects on international artistic language and overall management of world heritage, with French, English and Italian researchers, but also links with other universities (University of Girona, University of Sevilla, Complutense University of Madrid, Pantheon-Sorbonne Paris III, etc.) and institutions (Prado Museum, Reina Sofia National Museum, National Museum of Modern Art in Rome, etc.), and also the implementation of the pioneering Master’s Degree (2006-2007) in Cultural Heritage Management.
Historical memory

History, and above all, the traumatic experiences of wars and dictatorships, often leads to conflicts between different memories, both individual and collective, and between different ways of looking at the past. Faced with forgetfulness and indifference to history and heritage, modern States have to defend memory-related public policies based on archives, museums and education. The universities, and the research they generate, are the cornerstones of this project. The scale and importance of these research lines, undertaken by prominent specialists at Iberus ICE, calls for the continuation of international exchanges and to extend the project to other universities and institutions. It is also one of the most recognised ways of training new researchers, teachers and intellectuals.

The partner universities of the Iberus CIS have maintained close contact and collaboration with some of the more relevant universities and research institutes in these particular areas, such as: the Kellogg Institute at the University of Notre Dame, one of the most renowned research centres that deals with memory and with the comparative analysis of transitions from dictatorships to democracies; the Remarque Institute and the New School for Social Research in New York; the National University of La Plata and the University of Buenos Aires / CONICET (Argentina); the University of Chile; the University of Nantes, and the London School of Economics and Political Science.

Academic researchers Paul Preston, Tony Judt, Guillermo O’Donnell and Scott Mainwaring play an important role in the collaboration with these institutions.

Philology

Within the area of Records, Heritage and Identity, Philology must be recognised as a science that deals with issues of language in its broadest linguistic, literary and cultural sense. Language, the greatest sign of the dignity of man and mastery of which allows access to other knowledge, was an essential pillar of humanism. Thanks to language and the revaluation of the classical world, it was possible to open up the path followed by Humanities, in its inclusive meaning of all disciplines, including science and technology.

It is well known how much the creation of the Instituto Cervantes has meant to this field, not only because of its presence in different countries, but also because of its virtual classrooms that enable a new way of learning. The preference for Hispanic Studies graduates for Spanish teaching positions or other higher-level positions within the institute provides, in this and in other cases, a strong labour supply.
However, universities should, on this front, be responsible for their own areas of teaching and research. In this respect, Spanish universities face the challenge of providing the scientific community with competitive graduate programmes. This will allow greater mobility of teachers and students, as well as training of quality researchers and teachers who will be well-equipped to enter university jobs inside and outside Spain.

Virtual resource platform

New graduate Hispanic studies should be open to the resources offered by new technologies. It should therefore have a robust tool that is different from existing virtual resources, to round off the uniqueness of the Hispanic graduate studies course at the Iberus Campus of Excellence. This will permit enable international exposure beyond Europe’s borders, reaching two potential markets such as Latin America and the United States, as well as emerging Hispanic studies in Africa and Asia.

Within the wide range of online resources related to Hispanics, which already boasts an extensive bibliography, is the proposed Iberus Campus of Excellence, based on the coordination and collaboration with institutions and projects with a long track record and respected reputation. Those already present are the Miguel de Cervantes Virtual Library; Universia; the Cervantes Institute Portal del Hispanismo; the International Association of Hispanists; and other national or international associations dedicated to specific areas of Language and Literature.