Workshop 4
Knowledge Transfer and Entrepreneurship
19th - 21st April, 2023
MSCA Early Language Development in the Digital Age
Welcome to Amsterdam!

We are delighted to welcome you to this beautiful city! In this brochure, we have gathered some information we hope you can find useful to make your stay in Amsterdam an enjoyable one. Here you will find practical information about your internet connection, public transport options, the workshop schedule, a map of the Humanities university quarter downtown, and some suggestions for your spare time in Amsterdam. Enjoy!

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Practical Information

Wireless internet for guests

As a guest, you have several options for using the wireless network at the UvA.

Eduroam wireless network: For guest users from other educational institutes. Log in using the account of your own institute. In the list of hotspots and in the eduroam app, you can see all connected institutions both in the Netherlands and abroad.

You can log on to the UvA Open Wi-Fi network, which does not require registration or passwords.

Amsterdam Travel Ticket

Amsterdam is a walkable city, and we love cycling here. However, there is also a solid network of public transport to move across town even when it rains. The Amsterdam Day Ticket grants you unlimited travel in Amsterdam for either 1, 2 or 3 days. Easy to use all over in Amsterdam. The ticket can be bought from NS (national train company) counters, participating other carriers (EBS, Connexxion and GVB) and via third parties.

1-day (€ 18), 2-day (€ 24) and 3-day (€ 30) tickets are available. More information

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie Actions grant agreement No 857897.
**Day 1**

*Wednesday, 19th April*

- **NIAS - Seminar Room (Third Floor)**
  Korte Spinhuissteeg 3, 1012 CG Amsterdam

  - 12:30 – 13:30 **Welcome Lunch**

  - 14:00 – 15:15 **After PhD-ing: Grant Writing and the Postdoc Life**
    Stefania Milan (University of Amsterdam)

  - 15:15 – 15:30 **Coffee Break**

  - 15:30 – 16:30 **Integrated Projects’ Forum**

- **SPUI25 Academisch-Cultureel Podium**
  Spui 25-27, 1012 WX Amsterdam

  - 17:00 – 19:00 **Digital Childhoods: Learning Within New Media**
    Public Dissemination Event

- **Terre Lente**
  Westerstraat 55H, 1015 LV Amsterdam

  - 19:30 - 22:00 **Team Dinner**

**Day 2**

*Thursday, 20th April*

- **BG1 - 0.16**
  Turfdraagsterpad 9, 1012 XT Amsterdam

  - 09:30 – 10:00 **Coffee**

  - 10:00 – 11:15 **Entrepreneurial Experience with Furhat**
    Gabriel Skantze (Furhat)

  - 11:15 – 11:30 **Coffee Break**

  - 11:30 – 12:45 **Founder Experience of Distributing and Commercialising a Research-based Literacy App**
    Jesper Rynänen (GraphoGame)
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<tr>
<td>13:00 – 14:00</td>
<td>Lunch Break</td>
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<td>14:00 – 15:15</td>
<td><strong>Defining Societal Impact</strong></td>
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<td><em>Tung Tung Chan (Erasmus University Rotterdam)</em></td>
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<td>15:15 – 15:30</td>
<td>Coffee Break</td>
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<td>15:30 – 16:45</td>
<td><strong>Knowledge Management and Transfer</strong></td>
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<td><em>Zach Romain (SpongeUK)</em></td>
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**Rondvaart Kooij**
Oude Turfmarkt 125, 1012 GC Amsterdam

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<tr>
<th>Time</th>
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<tr>
<td>17:00 – 19:00</td>
<td><strong>Canal Boat Tour</strong></td>
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<td><em>Networking over drinks cruising downtown Amsterdam</em></td>
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**Helemse Modder**
Oude Waal 11, 1011 BZ Amsterdam

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<tr>
<th>Time</th>
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<tr>
<td>19:30 - 22:00</td>
<td>Dinner</td>
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**Day 3**
*Friday, 21st April*

**NIAS - Seminar Room (Third Floor)**
Korte Spinhuissteeg 3, 1012 CG Amsterdam

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<tr>
<td>09:30 – 10:00</td>
<td>Coffee</td>
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<td>10:00 – 11:15</td>
<td><strong>Valorisation: Develop an Entrepreneurial Mindset (Part I)</strong></td>
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<td><em>Bart Sutorius (Innovation Exchange Amsterdam)</em></td>
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<td>11:15 – 11:30</td>
<td>Coffee Break</td>
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<tr>
<td>11:30 – 12:45</td>
<td><strong>Valorisation: Develop an Entrepreneurial Mindset (Part II)</strong></td>
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**BG1 - 0.16**
Turfdraagsterpad 9, 1012 XT Amsterdam

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<tr>
<td>10:00 – 11:15</td>
<td><strong>Supervisory Board Meeting</strong></td>
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The Humanities University Quarter is located right in the middle of the historic heart of lively Amsterdam. On this campus under development – one square kilometre on and around the Binnengasthuisker- is area where everything revolves around culture and science – you will not only be able to find the Faculty of Humanities, the new University Library, the Royal Netherlands Academy of Arts and Sciences and the Allard Pierson Museum, but also the Institute for Advanced Study (IAS), the University Theatre, VOX-POP, Humanitas Lab and the Amsterdam Academic Club.
Digital Childhoods: Learning Within New Media

From watching cartoons to studying the ABCs, children’s everyday life is surrounded by digital media shaping and informing how they socialize, play, and learn. Digital technologies promise numerous benefits such as personalized learning and innovative interactions. Yet, technologies harbor potential challenges to children’s development and well-being. From risks associated with language development to the dangers of excessive ‘screen time’, parents and caregivers find themselves navigating many complex issues as they restrict, encourage, and partake in their children’s media use.

How do digital media impact children’s experiences and learning? What is at stake when apps, robots, voice assistants and the so-called internet of toys are used by children? What role do big tech companies play in this critical period of life? With the help of experts in linguistics, communications, media studies, and cognitive science, this thought-provoking roundtable explores challenges and opportunities that digital technologies pose to bringing up children today.

Speakers: Tijana Milosevic (Dublin City University), Jochen Peter (University of Amsterdam), Laura Dioprossimo (Lancaster University), Karla Zavala Barreda (University of Amsterdam). Moderator: Stefania Milan (University of Amsterdam).

‘Digital Childhoods: Learning Within New Media’ is part of the project Early Language Development in the Digital Age (e-LADDA), funded by the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie Actions grant agreement No 857897.

Organized by:

[Logos of e-LADDA, Universiteit van Amsterdam, NIAS, ASCA]
About Amsterdam

Amsterdam is the Netherlands’ capital, known for its artistic heritage, elaborate canal system and narrow houses with gabled facades, legacies of the city’s 17th-century Golden Age. With its picturesque canal network, rich history and thrumming cultural scene, the capital of the Netherlands is one of the world’s most vibrant cities. There are endless things to do in Amsterdam in any weather and many of the most rewarding experiences lie beyond the well-trodden tourist paths of the city centre. To lead you through the wealth of wonders, we’ve whittled down the selection to this essential guide.*

Get lost in the arty Jordaan (and don’t miss the local “brown cafes”)

Often cited as Amsterdam’s most charming neighborhood, wandering into the Jordaan feels like stepping back in time. A working-class and rundown area until the second world war, the narrow streets of the Jordaan are dotted with independent art galleries, antique shops, courtyard gardens and atmospheric bars and restaurants. Ditch the map and lose yourself in the labyrinth of narrow lanes that sprawl eastwards from Prinsengracht canal known as the 9 Streets, one of Amsterdam’s most rewarding shopping experiences. Get a beer and some local food at a typical “brown café”--informal neighborhood spots serving local beers and dishes.

To see/do in the Jordaan: Anne Frank House museum, to get an idea of what life was like for Anne and the families she hid with (Westermarkt 20) | the Saturday morning market at Noordekerk (biological goodies, antiques, and vintage clothing) | the Woonbootmuseum (life in a house boat, Prinsengracht 296K) | the apple pie at Winkel 43 (Noordemarkt 43). And go say hello to Stefania :-)

Best coffee in the Jordaan: Kafenion Amsterdam, run by Greek guys (Bloemgracht 45-H) | Bruno’s Amsterdam (Tweede Goudsbloemdwarsstraat 3C) | Terre Lente (Westerstraat 55H) | Moods Coffee Corner (Lijnbaansgracht 249).


Try herring from a herring cart

Raw herring may sound a little scary to the uninitiated, but every visitor to Amsterdam should give it a go. You’ll spot haringhandels (herring carts) serving up this Dutch speciality all over the city - ask for a broodje haring to get the fish served in a small sandwich with pickles and onions. The best time to try raw herring is between May and July when the herring is said to be at its sweetest. Still hungry? See if you can taste your way through all of these traditional Dutch snacks during your visit.
Check out the museums and majestic buildings in Museumplein

Home to the Rijksmuseum, the Van Gogh Museum, the Stedelijk Museum and The Royal Concertgebouw, Museumplein is the cultural beating heart of Amsterdam. Recently renovated to a world-class standard, the leafy and architecturally astounding 19th-century district of Oud-Zuid is an art lover’s utopia. The open square between the buildings pulses with activity all day, with open-air exhibitions, markets and a large paddling pool to dip your toes into on warmer days.

Experience culture, film and architecture across the IJ

Domingating the view from the southern banks of the IJ behind Central Station, the striking white EYE building has rapidly become one of Amsterdam’s most iconic landmarks since it opened in Spring 2012. An absolute must for film fans, the EYE Filmmuseum houses a permanent exhibition space that showcases retrospectives and contemporary exhibits, as well as a vast film library, cinema and fabulous restaurant bar with a terrace overlooking the water. Catch the free 'Buiksloterweg' ferry from behind Central Station, which takes three minutes.

Catch the free ferry to Amsterdam Noord’s renovated shipyard

Many visitors to Amsterdam never manage to venture north of Amsterdam Central Station, which is a shame, considering the vibrant food, drink and cultural scene that’s burgeoned across the water. A short (free) ferry trip will take you to several drop off points, including cultural hotspot NDSM, where you can enjoy a host of hip waterside hangouts, frequent festivals and events. Worth a visit: Pllek (restaurant and bar made of containers, T.T. Neveritaweg 59) and Noorderlicht Café (NDSM-Plein 102).

Chill out in De Pijp

Don’t miss the night life and great foodie experiences hiding in De Pijp, South of the city center. The daily Albert Cuyp open-air market is worth a visit, too (no Sunday)

Immerse yourself in culture at Westergas

Located at Westerpark, this sprawling complex of former industrial buildings used to be the city's municipal gasworks. Now transformed into a colorful cultural hub, Westergas is home to a variety of tempting bars, restaurants, coffee roasters, a microbrewery, art-house cinema, and a whole host of creative businesses. Try Pacific Amsterdam (Polonceaukade 23). And don’t forget to try the best chocolate at Tony’s Chocolonely headquarters (and it is slavery-free, too!)

Nice places around campus

Cafés

- De Laatse Kruimel - nice pastries, soups, sandwiches (a lot of vegan/vegetarian options)
- STACH Food - you can find lots of different sweets, chocolates, brownies. During lunchtime there are also sandwiches and if you are lucky empanadas.
- De Engelbewaarder - for great local beers and nice food
- Café De Jaren - for the local choice (good food and a great terrace over the river)
- Droog Hotel - for the design experience

Fancy a drink-drink?

- Best cocktail bar in Amsterdam Centrum: Tales & Spirits (Lijnbaanssteeg 5-7)
- Best micro-breweries: De Prael (Oudezijds Voorburgwal 30) and Brouwerij ‘IJ (Funenkade 7) that sports an authentic windmill! Remember: it is a crime to drink Heineken beer when you have great IPAs around.
- Over the water and for the hippy experience: Hanneke’s Boom

Going vegan in Amsterdam

- MADRE - the vegan Mexican, also great for cocktails! Westerstraat 186 BG.
- Plant Based Sushi - Kostverlorenstraat 11H.
- Bloem - Entrepotdok 36
- H/eart.h - vegan restaurant, audio bar.

*Adapted from iamsterdam.com and supplemented with local knowledge :-)
