The City of Utrecht - Multilingual Hotspot in Europe

Unlocking the gates of Diversity

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Multilingual hotspot in Europe

Number of languages spoken (left) and spoken well (right), per person
Why do we speak so much languages?
**Bilingual people are sexy**

- French
- Russian
- Spanish
- German
- Hebrew

**The sexiest accents**
- Irish
- Italian
- Brazilian
- Portuguese
- Spanish
- French
- British

**Children raised by bilingual couples are more likely to have better memory and overall intelligence.**

- 63% of those surveyed have dated someone who speaks a different language.

**Learning a second language would improve their brain power.**

- 95% of those surveyed think that learning a second language would improve their brain power.

**Students who study a foreign language for 4 or more years outperform their classmates.**

**The benefits of learning languages**

- Money:
  - Over 1/3 of businesses want people specifically for their language skills.
  - Multilingual employees can expect a salary uplift of up to 20% in certain jobs.

- Intelligence:
  - Bilinguals find it easier to learn a third language than monolinguals do to learn a second.
  - People who speak 2+ languages are 4x less likely to have cognitive impairment.

- Social:
  - An increase of 3x over 20 years.
  - Each year the number of international students increases by 12%.

**Travel**

- US students who studied abroad for credit:
  - 1975: 100,001
  - 2009: 5,500,000

- 97% of those surveyed said that knowing another language makes traveling to other countries easier.

- 98% of those surveyed thought that learning a second language would help their career.

**Source: Kaplan International Colleges**
We know our languages!
Sustainable Multilingual Urban Programme

SMUP

- Economy
- Knowledge
- Culture
- Citizenship
Protospace

Ultimaker, 3D printer
What more?

• Knowledge: Urban Flex Camps
• Culture: Multilingual Storytelling Festival
• Citizenship: Language Cafe
• Economy: Online meeting place
We need you!

- What did we forget? / Other focus points?

- We’re searching for best practices within the domains

- We need researchers in order to expand / concretize?

- Could it work in other cities?
Thank you for your support!

MULTILINGUALISM

the key to a global society