

# The City of Utrecht - Multilingual Hotspot in Europe

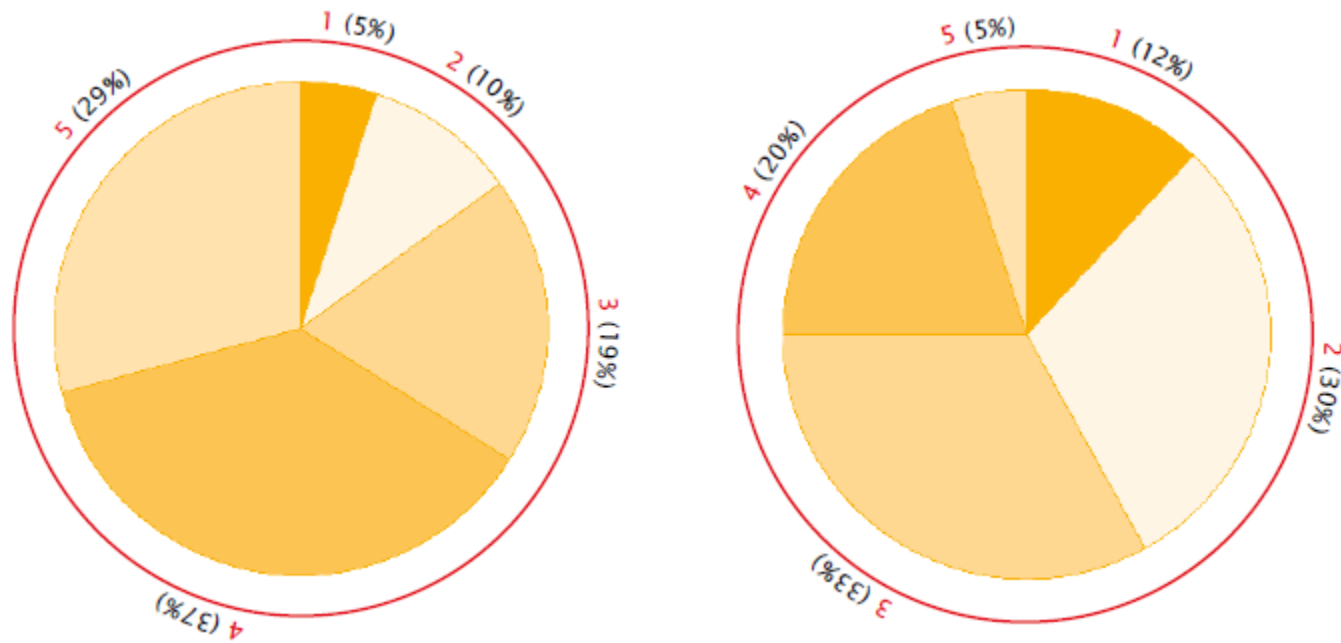
*Unlocking the gates of Diversity*

*Bharti Girjasing – International Affairs*

**UTRECHT**



# Multilingual hotspot in Europe



Number of languages spoken (left) and spoken well (right), per person



# Why do we speak so much languages?





French Russian Spanish German Hebrew

### bilingual people are sexy

### the sexiest accents



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.

**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.

### mental benefits of learning languages



Memory

Multi-tasking

Aptitude

Health

Attention



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**.

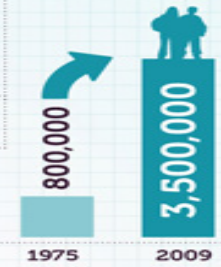
**270** British dating agencies agreed that people who speak a foreign language are **more attractive**.



### benefits of speaking a country's native language when traveling

An increase of **3x** over 20 years **US students** who studied abroad for credit.

Each year the number of international students increases by **12%**



### Travel

**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.

### 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.



### occupations in which speaking 2+ languages is beneficial



Journalist

Computer Games Designer

Marketing Manager

Tourist Guide

Engineer

Doctor

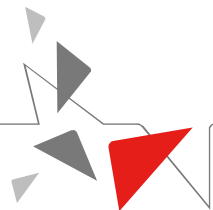
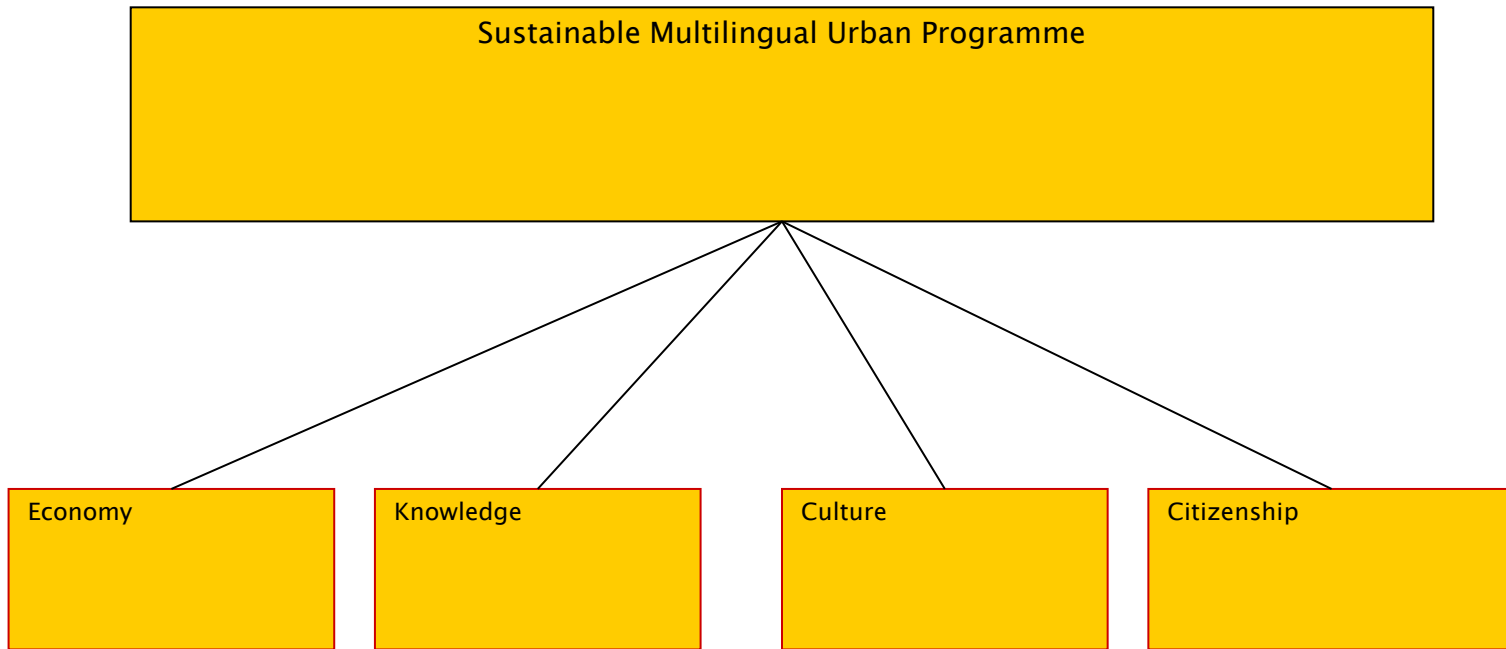
Source: Kaplan International colleges



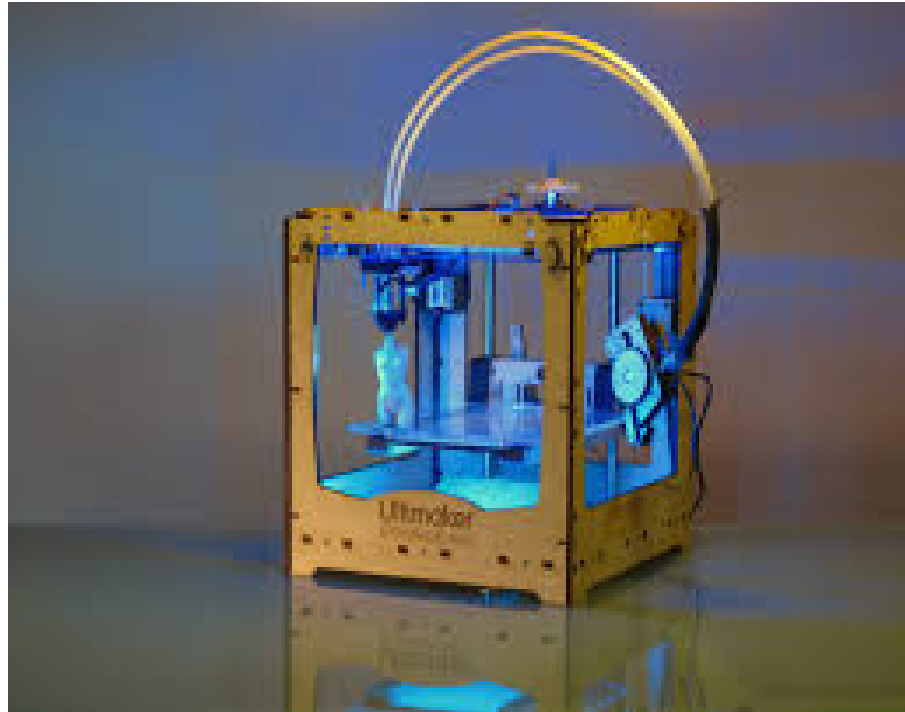
# We know our languages!



# Sustainable Multilingual Urban Programme SMUP



# Protospace



Ultimaker, 3D printer

# What more?

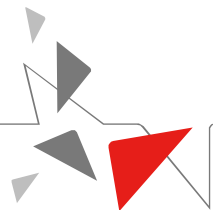
- *Knowledge: Urban Flex Camps*
- *Culture: Multilingual Storytelling Festival*
- *Citizenship: Language Cafe*
- *Economy: Online meeting place*





# 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*

