

GLOBAL PHILADELPHIA ASSOCIATION IDEAS SUMMIT

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Introduction

On December 8th, 2014, the Global Philadelphia Association hosted its second “Global Idea Summit” at Drexel University’s Bossone Center. It was a chance for members to connect with one another, to hear from distinguished leaders of the international community and to offer their own unique perspectives on the most critical global initiatives seizing Philadelphia at the moment. Keynote speaker Joseph Torsella, former U.S. Representative to the United Nations for Management and Reform, shared inside information about the triumphs and shortcomings of the international body as the events keynote speaker.

Afterwards, attendees broke into small groups for lively roundtable discussion, facilitated by GPA volunteers. This report is a summary of those discussions:

1. **Global Business and Non-Profit Cooperation**
2. **Global Citizens**
3. **A Global Mayor**
4. **Global Kids**
5. **Project World Heritage**

The views expressed in this document are not necessarily those of the Global Philadelphia Association nor of all Association members.

Global Business and Non-Profit Cooperation

The current landscape

Philadelphia is the home to hundreds of non-profits and countless globally-minded businesses. With the atmosphere ripe for collaboration between the two sectors, the international community needs to take charge in playing matchmaker.

Summary of the discussion

The discussion highlighted the need to strategize how to harness global business through non-profit collaboration. With so many non-profits, it is crucial to utilize these as intermediaries for business stakeholders. The opportunities presented by large business entities can create opportunities for connecting and networking, but can also bridge the gap to smaller, less profitable entities. Collaboration can help break the cultural and language barriers through education and innovation. Inviting international players to Philadelphia will create organic change in the way business is done and refine the approach to breaking the barriers.

Participants were invited to brainstorm on ways to showcase and promote their work in a more efficient and global way, such as:

- Creating on the GPA website a database listing the companies that are looking for non-profits.
 - e.g. [WASRAG](#) portal created by Rotary International
- Creating international business-sponsored school programs

The need to build strong relations with overarching business organizations was also stressed. By working through organizations and individuals outside themselves, nonprofits could create more impact than they ever could achieve alone. The following organizations seem promising and could help expand Philadelphia's business scene outreach:

- [Ben Franklin](#) provides Pennsylvanians organizations with funding business and technical expertise and access to a network of expert resources.
- [Businesses for Social Responsibility](#) is a global nonprofit that works with businesses to create a just and sustainable world. Every year, BSR brings together business leaders to share their expertise and knowledge.
 - It was suggested that GPA should try to bring the 2017 BSR Conference to Philadelphia
- [PayPal Giving Fund](#) provides businesses with a safe and easy way for their customers to support their favorite causes. It gives nonprofits access to innovative fundraising opportunities, opening new sources of support.
 - A more systematic use of this system should be explored.
- [Business for Peace Foundation](#) arranges and sponsors symposia and conferences for business, political and educational communities. Through these gatherings, the Foundation aims to promote awareness of ethics in business, and refine and disseminate the universal principles that should underlie ethical business practices
- [World Business Academy](#) is a non-profit business think tank, action incubator and network of business and thought leaders based in San Francisco.

Recommendations

It was suggested to design and disseminate a questionnaire in order to gather data about the businesses doing work on an international scale, the nature of the work they are doing and the non-profits they may be interested in collaborating with. It would give the international community the opportunity to foster work between its businesses and non-profits.

In order to increase opportunities for Philadelphia, it has become critical to enhance the international profile of the city. Participants agreed that identifying and promoting what makes Philadelphia's identity would help the city stand out between New York City and Washington D.C and set us apart. The Global Philly Expo that will take place from September 15 to November 15 2015 will be a great platform for international development and will offer tremendous opportunities for collaboration.

Finally, participants discussed the need to put Philadelphia on the news radar, notably at the international level. Philadelphia as a City of Tolerance needs to be a part of this message.

Global Citizens

The current landscape

Philadelphia's global citizens are a vital part of the city's identity and success. But what makes a resident truly global? And do they remain an untapped resource for the city?

Summary of the discussion

During this roundtable, participants discussed the identity of a global citizen. Global citizens were identified as frequent passport users, who take advantage of opportunities to study abroad and remain sensitive towards other cultures.

Philadelphia is an increasingly diverse city whose neighborhoods are marked by strong ethnic and demographic differences: In 2013, 68%¹ of Philadelphians were born in Pennsylvania, 12% were foreign born and 21% spoke a different language at home. It was observed by the members that Philadelphians over 50 years old are more likely to be white and African American while 25 years old and under are more likely to be people of color and immigrants.

To truly tap into Philadelphia's well of global citizens, mentorships and dialogues within the international community should become more common. More opportunities should be created for schools to explore museums, festivals and multicultural events in general (e.g. The American Swedish Museum in Franklin D. Roosevelt Park).

Perhaps most crucial to the conversation were ideas on how to draw expertise from the city's rich collection of global citizens. During this part of the talk, attendees emphasized the need for recognizing the immigrant communities' unique occupations, the expansion of vocational schools and internships that cater to immigrants and encouragement for newcomers to celebrate their cultural heritages.

The importance of libraries in assisting immigrant populations was discussed, notably through the citizenship classes some offer.

Recommendation

Unique cultural heritages should be more systematically celebrated. It would enhance Philadelphia's well-known inclusive reputation, increase the population of immigrants and lead to a more robust population of global citizens.

¹ *Philadelphia 2013 The State Of The City*, The PEW, p7,
http://www.pewtrusts.org/~media/legacy/uploadedfiles/wwwpewtrustsorg/reports/philadelphia_research_initiative/PhiladelphiaCityStatisticspdf.pdf

Global Mayor

The current landscape

After two consecutive terms from Mayor Michael Nutter, a batch of fresh candidates will run to take his place in the coming months. Among Philadelphia's concerns are the issues facing the global community. Whoever Philadelphia's next mayor may be, they will have to be globally minded.

Summary of the discussion

To be in the best position to promote the city at the international level, the next mayor will need to be globally fluent, e.g. have a certain understanding of Philadelphia's connections to the global world and of the main opportunities and challenges that can strengthen or hinder its positioning as an international center and a global destination.

To ensure their ability to promote the city, the next mayor should notably have a knowledge of what world history is being taught in the district, whether or not children are being encouraged to learn foreign languages, the city's demographic characteristics and cultural assets, as well as the importance of international business and investment to our economy.

Action steps for this next mayor to take should include extensive travel abroad, meetings with international delegations, the promotion of sister cities programs and the active retention of international students. It was also mentioned that the next mayor must promote a globally minded media that would publish editorials submitted by GPA members.

One way for the new mayor to stay attuned to everything global in Philadelphia would be to establish a working group or task force that brings together stakeholders involved in international efforts on a regular basis.

Recommendations

GPA members should be involved in the rebranding of the city in the global arena, first through the use of its rich and compelling history, then, by focusing on the "rebirth" and "regeneration" of the city as demonstrated by the new "PHL" campaign. Although Philadelphia is the city of "firsts", it is now promoted as a "modern renaissance city" by the Convention and Visitors Bureau.

GPA should organize an election-related project where candidates for Mayor, Members of the City Council, State Senator and Representatives will be invited to talk about global issues¹.

¹ This event has since been named "Globally Minded Leadership".

Global kids

The current landscape

In today's increasingly interconnected world, how can we make sure that our kids can grow up global and are equipped with the right tools to succeed, both inside and outside of the classroom?

Stemming from the city's growing global population, Philadelphia boasts a booming crop of young international citizens. To meet the needs of this group and encourage their development as international citizens, the city needs to make its global kids a priority.

Summary of the discussion

The need to increase young people's global awareness is not a new issue, but as our economies are becoming more intertwined, preparing students for global competition is a growing priority. Students are increasingly interested in opportunities to go abroad, but that interest does not necessarily translate into a semester at university, said Anastasia Shown, assistant director of the University of Pennsylvania's Africa Center. Instead, they are looking for meaningful opportunities to make an impact in the world. While this is a remarkable attitude that should be encouraged, most young people are unfortunately ill-equipped to parlay this experience into career opportunities. Meanwhile, they are competing in the global marketplace with graduates of schools in Shenzhen and elsewhere.

One way of tackling this issue is to integrate international awareness into the curriculum. All the participants agreed on the importance of recognizing the limits of our educational system and of identifying, observing and taking lessons from other innovative models, whether they are located in Singapore, Iceland or Chicago, with the hope of importing them and scaling them up.

Jurate Krokys, a life-long urban educator, reminded the group that some schools in the U.S. (e.g. Chicago) already have globally oriented programs in place and focus on global competence. As is frequently asserted by the proponents of project-based learning, children learn best when they are engaged in a curriculum connected to real-world issues. In the context of our topic, this can only happen if international connections are embedded in the curriculum and if foreign languages are taught as early as possible. "If you have the opportunity to learn a language very young, it becomes part of your identity," said Carol Wong, director of the Chinatown Learning Center, stressing that language learning has to become part of the growing-up process and not only something kids have to do for school or as an extra-curricular activity. The younger children are introduced to a new language, the faster they'll learn – a principle applied by the International Montessori Schools, which stress the introduction of foreign languages in preschool programs.

Learning languages is important but is insufficient to give children an accurate representation of the world. This is why it is as important to give them the opportunities to communicate and

learn from each other, across borders, by providing more opportunities to go on field trips to other countries and increasing the number of scholarships to spend a semester abroad. Some participants even mentioned the possibility of making international experience a requirement for graduation. If this seems far fetched, it's exactly where technology can be useful: to bring children and schools closer and to help build collaborations, as seen with the [eTwinning](#) and [iEARN](#) online platforms, or to facilitate the teaching and learning of languages. But, even if technology's role in improving learning outcomes is well documented, it remains to be seen how it can be leveraged in Philadelphia's situation and the context of expanding students' global understanding.

Technology alone is insufficient in bringing about change in educational outcomes; there might also be a need to push the "political button" by making a globally infused curriculum part of the political agenda. The global community needs to find a champion, someone who'll be willing to defend this position. And who better to effect that than Pennsylvania's new governor, Tom Wolf, who spent two years in the Peace Corps in India?

While broadening children's world views is a priority, the solution starts at the local level with providing more information about the multicultural community present in Philadelphia and creating opportunities for kids to engage with peers of different backgrounds. The participants discussed the possibility of mobilizing local businesses and encouraging them to create internships or mentoring programs with an international angle. Global Philadelphia could coordinate these efforts by reaching out first to its members.

In addition to giving children more opportunities to discover and understand the world, appropriate training for teachers has to be a focus. Teachers should be encouraged to take a new look at their curriculum and bring an international perspective whenever possible during regular class time. For this to happen, we need to find the right supports to help teachers achieve common core standards while providing a "world savvy" education, without adding to their already heavy workload. Various interesting initiatives to help teachers foster students' global awareness are already underway, such as the [Global Competence Certificate](#). It was suggested that Global Philadelphia could take a role in this developing area by curating the best resources available online to enhance the global dimension in teaching.

Recommendations

Encouraging children to embrace the world's many cultures will continue to be a central part of what it means to be a global citizen. Through improvement to Philadelphia's schools and the introduction of supplementary educational programs, the international community will be left in good hands.

Propositions to make Philadelphia's school system more global should be gathered into a white paper and disseminated to local stakeholders to push this issue further in the political agenda.

If there is one lesson we can all take away from this discussion, it is that educating children to become globally minded citizens is not only the schools' responsibility but also the mission of

various community stakeholders. As mentioned during the conference, it takes a village to raise a child, and Philadelphia should be that global village.

World Heritage

The current landscape

After a year of great strides, GPA is poised to anoint Philadelphia as the United States' first World Heritage City. With many accomplishments made and much work ahead, it's time for the city's global members to start thinking about what it will mean to live in a World Heritage City.

Summary of the discussion

The group discussed the various criteria for achieving World Heritage status, the obvious merits of Philadelphia and the city's national position between New York City and Washington, D.C. Philadelphia's merits as a World Heritage City are clear: a celebrated history of democracy and freedom, a national position on the country's East Coast and a thriving international community are just a few.

More residents around the world should be made aware of the importance of World Heritage and the value the designation will bring to local businesses. As the process continues, residents should prepare to embrace and share the message of World Heritage across the globe.

Recommendation

With rapid advancement towards World Heritage City designation, it is crucial to maintain a concise timeline of progress and an easily accessible database of background materials. As GPA continues to make progress, its members should be updated and following developments closely.

Conclusion

GPA's second "Global Idea Summit" stoked the flames under several hotly debated topics. Members had the chance to connect with one another and with a world of global issues they may have expertise in or may have never considered before. If one thing was proven, it was the merits of collaboration and debate between Philadelphia's globally minded citizens.

Global Ideas Summit Contributors

The Global Philadelphia Association would like to recognize the following organizations that were represented at the 2014 Annual Gather of Members and who contributed to the Global Idea Summit:

Al Dia	Generocity	Reed Smith LLP
Al-Bustan Seeds of Culture	Geographical Society of Philadelphia	Richard Erstad Consulting
Alois Global Trade	Global Education Motivators	Rough Cut Productions
American Friends Service Committee	Global Philadelphia Association	Select Greater Philadelphia
American Paradigm Schools, Inc.	Global Water Alliance	Shapiro Communications, LLC
Arcadia University International Peace and Conflict Resolution Program	H2L2 Architects Planners LLC	Shofuso Japanese House & Garden
BDP International	Independence National Historical Park	TDW Communications World Affairs Council
Ben Franklin Technology Partners	International Opera Theater of Philadelphia	Team PA Foundation
Build a Bridge	International Montessori Schools	Thomas Jefferson University and Jefferson Health System
Chemtech International	KCX Consulting	United Nations Association of Greater Philadelphia
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Citizen Diplomacy International	M. Night Shyamalan Foundation	University of Pennsylvania South Asia Center
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Consular Corps of Philadelphia	PA Department of Community & Economic Development	Visit Philadelphia
Delaware Valley Regional Planning Commission	Para-Plus Translations, Inc.	Welcoming Center for New Pennsylvanians
Drexel University	Penn Museum	Williams for Mayor

Economy League of Greater Philadelphia

Econsult Solutions

Elevate USA Inc.

Empowered Impact

Free Library of Philadelphia

Philadelphia Bar Association

Philadelphia Chamber Music Society

Philadelphia International Medicine

PHL Convention Visitors Bureau

Reading Terminal Market

Wilson Elser LLP

World Trade Center of Greater Philadelphia

Young Involved Philly

Your Benefit Programs