

## Global Blueprint Workshop I Pittsburgh's International Vision

*As Pittsburgh continues to develop its global fluency,  
we can define the city and region's international identity in the following ways.*

### **Results of Group Discussion:** How can we define Pittsburgh's international identity?

#### Group A:

- A world-class education prepares students for college, work, and life in the 21<sup>st</sup> century.
- Arts, food, and culture break down silos and promote understanding: the pursuit of happiness.
- Addressing the racism and bias that plagues our past and present.
- Changing our minds and actions to change our demographics.
- Getting our house in order to become a hub that connects us to the world.
- Creating a welcoming environment for immigrants, refugees, and transplants.
- A foot in the international arena to strengthen our businesses and put Pittsburgh on the map.

#### Group B:

- Pittsburgh is characterized by an abundance of energy resources and is taking the lead on energy innovation.
- Pittsburgh continues to build its future on immigration, integration, and dynamic interactions with the world.
- Find your niche in Pittsburgh – ethnic, diversity, culturally rich with music, arts, sports, and history.
- Two major world class universities are the engines for research and creativity.

#### Group C:

- Reinvented knowledge driven city with a wealth of culture and natural beauty, and two degrees of separation.
- Isolated city separated by political boundaries, geographical barriers, and limited national and global connectivity.

#### Group D:

- Acknowledging we are diverse by embracing the uniqueness that is Pittsburgh!
- Branding ourselves as a town of premiere global talent.

#### Global E:

- Pittsburgh has the opportunity for inner livability with college assets, while developing new strategies to increase innovation to develop the global blueprint.
- Pittsburgh is a manageable thing, cute enough in its own right but cracked in enough spots to give you pause. The cracks are impossible – the cup could be beautiful.
- Pittsburgh is a gem, it is a resilient city between past and future. I want all of us to find opportunities here.

## Ideas/Concepts Discussed in Groups:

### Areas of Improvement

Stop glorifying Pittsburgh.  
Cosmopolitan/Diversity.  
Expatriate gathers.  
Pittsburgh can use some of its weaknesses (vacant lots, etc.) as opportunities for growth and innovation by internationals.

### Strategies

Keep/retain what we have here.  
Identifying why “yinzers” should care about global fluency.  
Work from communities of color.  
Broadcasting our path and struggles as an international example.

### Opportunity

Distance to major cities (i.e., DC).  
Space and land outside of the city.  
Health care.  
Opportunity.  
Affordable.  
Vacant space in city.

### Jobs/innovation

Technology  
Medical  
Start ups  
Schools  
Great young professional starting point  
Assets  
“Welcoming Pittsburgh”  
Outreach to suburban areas  
Foundations  
Immigrant roots and culture  
Incorporating the identity of all Pittsburghers  
City pride  
Resettlement site for refugees

### Inner-liveability

Weak nightlight  
Arts international renowned/civics institutions  
Growing food culture  
World music @ Thrival

### Systemic racial biases/inequalities

Addressing the racism and bias that plagues our past and present  
Tough history and present  
Real conversations about the economic and racial disparities in Pittsburgh  
Non-existent

### Changing our minds/changing demographics

Expose international minded people to learn and meet people in Pittsburgh.  
Population growth  
Willing to change and adapt

### Becoming a hub that connections us to the world

Bridges – we connect in multiple ways  
Airport access and development  
Home base  
Government that is representative of the population

### World-class education

Youth literacy and/or HS graduation rate  
Economic literacy  
Educational systems that foster global fluency in students

### Welcoming environment

Highlighting international groups who have made Pittsburgh home.  
Appreciative of historical background.  
Welcoming to refugees.  
Global engagement with diverse populations and immigrants

### Arts, food, and culture

Create summer international awareness activities  
Arts, science – culture and museums

### Business

Cross-industry collaboration  
Hosting international conference

### Energy Valley

Medical innovation  
Skilled labor  
Multi-lingualism  
Experts in bridges  
Energy issues  
Energy initiative  
Energy (power)  
Highly skilled population

### History

Historical sights  
History  
Corporate history and experience

### Education and research

Universities  
Exchanges (student and professional)  
Global education K-16  
International educators  
Biotechnology

Intercultural competence  
Multi-disciplinary

Culture

Educational town  
Acceptance  
Sports tradition  
Enrichment in culture  
Entertainment  
Neighborhoods  
Clothes  
Collaborators

Experience  
Food

Innovation and change

Startup companies and the starters  
Recreational sites  
Innovators  
Economy  
Transformation

Environment

Environmental improvement