**The challenge of maintaining multilingualism in a globalised world**

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Research shows that bilingualism in any languages, regardless of their status, prestige, and worldwide diffusion, can give children and adults a range of linguistic, cognitive and social benefits: for example, enhanced metalinguistic and literacy skills, a good understanding of other people’s points of view, and mental flexibility in dealing with complex situations. It is the fact of having more than one language that matters, regardless of *which* languages. This should be an incentive for speakers of any minority language to use their language; for migrant families to continue to speak their language at home, with an awareness that this is beneficial to their children’s linguistic and social integration; more generally, to regard multilingualism and language maintenance as an investment for life that can enrich countries and their citizens. However, a widespread view is that ‘English is enough’, because of its strength and prestige as an international language. I will show how building bridges between research and society can help debunking both old and new myths and enable more people in different sectors to make informed decisions about language learning and maintenance.