



# Brain Innovation Days

13-14 October 2020  
Brussels, Belgium

Disrupt and Rewire: How Brain Innovation is changing Europe

**179 million Europeans** are currently living with brain disorders and this is to steadily increase as the population ages.

Though **one in three Europeans are set to live with a brain disease** at some point of their life, neurological and mental alike. In addition, it is estimated that brain disorders account for up to 45% of total healthcare budgets and this burden is expected to grow.

Despite the prevalence of brain disorders in Europe, there is currently no disease modifying treatment available to cure a wide range of mental and neurological conditions. Developing treatments that can significantly improve the lives of those living with brain disorders is extremely challenging.

Yet, compared to other disease areas, the pace of innovation in this field has traditionally been hindered by multiple factors, including the complexity of the brain itself. As a result, brain treatments remain insufficient and research is disproportionately underfunded compared to other disease areas.

We believe **enhanced multi-stakeholder engagement** in the brain ecosystem is needed to foster dialogue, exchange knowledge, accelerate investment in research and innovation, facilitate business development and showcase on-going work.

## Organizers



### European Brain Council

The European Brain Council (EBC) is a network of key players in the “brain space”, with a membership encompassing scientific and professional societies, patient organisations and industry partners. A non-profit organisation based in Brussels, its main mission is to promote brain research with the ultimate goal of improving the lives of those living with brain conditions, mental and neurological alike.



### beLean.net

beLean.net is a Health+Digital accelerator providing services in strategy, finance and management. Our strategic vision is to share our expertise to support start-ups all along their journey, by structuring their ecosystems to better respond to the new challenges of today and tomorrow: health and digital.



# Who should attend the Brain Innovation Days?

## Shaping policy through the Brain Innovation Days

The Brain Innovation Days were shaped through the notion that **multi-stakeholder engagement in the brain community** is key to drive progress and foster innovation. Though the community at large has improved in collaboration, it is oft still fragmented and siloed; the Brain Innovation Days want to help change this and reshape the brain ecosystem to one that supports its members, pushes for knowledge exchange for the greater good, stimulates investment and convinces key stakeholders that the future is in brain innovation.

In this regard, policymakers cannot be left out of the conversation as stakeholders. As part of the funding community, policymakers play a vital role in ensuring brain research and innovation remain at the top of the research priority list. Through the Brain Innovation Days, particularly the **policy-oriented opening session** and **showcase of cutting-edge brain innovation** throughout the two days, the event hopes to convince and enforce the importance of innovation in research – particularly brain research – to these key decision makers.

Policymakers will be invited to take part directly in the plenary session – through presentations and panel discussions – alongside key leaders from the community, and will also be encouraged to take part in various sessions, networking and given a guided tour of the Exhibition Village.

# ●●● Overarching Theme & Topics ●●●

## Disrupt and rewire: How brain innovation is changing Europe

*Thomas Edison, one of the great minds of the second industrial revolution, once said that “the chief function of the body is to carry the brain around.” Understanding the human brain – how it works, and how it is afflicted by diseases and disorders – is an important frontier in science and society today.*

## TOPICS

All sessions within the Brain Innovation Days will fall under the following 5 overarching topics:



### **The Brain and The Machine**

Is your brain a machine? Are machines intelligent? Can they think? Nowadays, we can connect our brains to technologies through artificial intelligence, robots, and brain computer interfaces. But can they help to overcome our human limitations?



### **United for brain innovation**

Costs of brain diseases are increasing. The brain is still a mystery and its complexity hinders the pace of innovation. How can partnerships accelerate the translation of our huge amounts of knowledge into novel interventions and improve the lives of millions of brain patients and of our society as a whole?



### **Personalised brain care for all?**

There is no such thing as a one-size-fits-all approach to brain health. Considering the side effect of common brain health interventions, how can we provide more personalised healthcare? Is precision medicine the future of brain health?



### **Creative brain interventions**

From medication to meditation, new pharmaceutical and non-pharmaceutical interventions are continuously popping up to treat brain diseases. How can they be combined? Novel technologies provide hope for more effective therapies.



### **Societal and (neuro)ethical responsibilities**

Rapid advances in neuroscience, diagnosis and interventions of brain diseases raise critical questions. How do we decide how far to go? How do we ensure that brain innovations will help and not harm society? How will they be accessible to those who need them? How to protect and use personal data collected by these technologies?

# ●●● Sessions ●●●



## PLENARY SESSION

Plenary sessions provide key insights from leaders across all the different sectors of brain research and innovation. Aimed to build a dialogue with the audience, these sessions can accommodate up to 200 participants.



## BREAKOUT SESSION

Breakout session will consist of stakeholder-led parallel working groups dedicated to exploring a particular topic or issue in detail in an informal, hands-on way. Each breakout session can accommodate up to 100 attendees at one time. Their duration spans from 60 to 90 minutes and can take several formats (panel, world café, brainstorming...)



## AGORA SESSION

Agora sessions will feature 15-minutes mini sessions from industry innovators, start-ups, and other key members of the brain innovation ecosystem. Industry and community-led and featured in the exhibition space, they can accommodate a limited number of attendees in a more relaxed and informal setting.



## BRAIN TALK

Brain talks are concise, inspiring and thought-provoking presentations from speakers leading cutting-edge research or activities supporting innovation in brain science. Hosted in the plenary room, they can accommodate up to 200 participants.



## START-UP PITCHING SESSION

The Brain Innovation Days will host a “My Start-up in 180 seconds” pitching competition, with an award for Best Pitch. Chosen applicants can participate by pitching their project, of which “the most innovative” one will be crowned by a jury made up of members from EBC, beLean.net, and external experts.



## EXHIBITION VILLAGE

The exhibition space will run across the two full days of the Brain Innovation Days and act as a central hive for showcasing the latest research, products, start-ups, etc. in brain innovation and a space for open discussion, networking and potential matchmaking.

# Application Guidelines: Breakout & Agora Sessions

## Who can apply?

Abstracts for the breakout and Agora sessions can be submitted by all players in the brain ecosystem and by those interested in Brain Innovation. We are looking forward to contributions from:



Innovators/start-ups



Industry



Researchers



Patients/patient representatives



Academics



Funders



Businesses



Healthcare professionals







Policymakers

Further details on session application and guidelines can be found [here](#).

The application process is now open until 1 August 2020. All submissions can be processed [directly through the website](#).

# ●●● Exhibition Village ●●●

Exhibitors	Start-ups (<5 year old)	Advanced
<b>Price</b>	750€	1500€
<b>One space</b> (around 2mx3m) <b>in the allocated area with one table and chairs</b>	 In the Innovation Corner	 General exhibition
<b>Number of tickets</b> (total 50 tickets)	2	2
<b>Logo exposure on website and programme booklet, mailings and additional exhibition showcase coverage</b> (i.e. Twitter)		

# ●●● Sponsorship Packages ●●●

Sponsors	Silver	Gold	Platinum
<b>Number of sponsors</b>	Unlimited	2	2
<b>Price</b>	7.500€	15.000 €	25.000 €
<b>Logo and company profile on the conference website</b>	✔	✔	✔
<b>Number of tickets included</b>	2	4	6
<b>Deluxe table-top in exhibition village</b>	✔	✔	✔
<b>Insert in the delegate bag or given at reception with the delegate badge</b> (max. A4 size, 1 page, double-sided)	✔ (max. A4 size, 1 page, double-sided)	✔ (max. A4 size, 2 pages, double-sided)	✔ (max. A4 size, 3 pages, double-sided)
<b>Acknowledgment as Sponsor in all event related communications</b>	✔	✔	✔
<b>Logo on event website and app</b>	✔	✔	✔
<b>Sponsor showcasing at event</b>	✘	✔ Defined sections, such as sponsorship of the Innovation Corner, etc.)	✔ Full event
<b>Acknowledgment as sponsor of the Innovation Village</b>	✘	✘	✔
<b>Acknowledgment as Sponsor in all event related communications</b>	✔	✔	✔
<b>Access to Keynote and/or BrainTalk slot</b>	✘	✔	✔
<b>Access to Breakout Session programme slot</b>	✘	Upon request and review by programme committee	✔
<b>Social media communication</b>	Acknowledgement as sponsor, where applicable	Acknowledgement as sponsor, where applicable	Acknowledgement as sponsor, where applicable Speech recorded and disseminated online Periscope interview

# ●●● Programme overview ●●●

## Day 1

	ARSENAL A+C (expo)	ARSENAL B (plenary)	CHAUFFERIE (breakout)	TBD
<b>09:00 - 10:00</b>	Registration - coffee	Registration - informal networking		
<b>10:00 - 11:30</b>		1. Opening ceremony		
<b>11:30 - 12:30</b>	VIP guided tour			2. Agora talk #1 3. Agora talk #2 4. Agora talk #3
	Matchmaking			
	Visit of the expo			
<b>12:30 - 14:00</b>	Lunch break			
<b>14:00 - 14:45</b>		5. Pitches #1		
<b>14:45 - 16:15</b>			1-7. Parallel breakout #1 + #2	
<b>16:15 - 17:00</b>	Coffee break			
<b>17:00 - 17:30</b>		Braintalk #1 + Conclusions day 1		



## Day 2

	ARSENAL A+C (expo)	ARSENAL B (plenary)	CHAUFFERIE (breakout)	TBD
09:00 - 10:00	Registration - informal networking			
09:30 - 11:00			9-10. Parallel breakout #3 + #4	
11:00 - 11:30	Coffee break			
11:30 - 11:45		11. Braintalk #2		
11:45 - 12:30	Matchmaking			12. Agora talk #4
	Visit of the expo			13. Agora talk #5
12:30 - 14:00	Lunch break			
14:00 - 14:45		14. Pitches #2		
14:45 - 15:45			15-16. Parallel breakout #5+ #6	
15:45 - 16:15	Coffee break			
16:15 - 17:20		17-18-19. Closing (Braintalk #3, Keynote, Awards)		

Informal networking

Sessions

Agora talks (location do be determined)

Rest/food OP

Formal networking