



**United
Nations**

BRAIN CAPITAL BUILDING @ UNGA78

BRAIN DEALS TO HARNESS AI AND DRIVE SUSTAINABLE DEVELOPMENT GOAL IMPLEMENTATION BY 2030
SCIENCE SUMMIT AT THE 78TH UNITED NATIONS GENERAL ASSEMBLY

19 SEPTEMBER 2023

STEELCASE WORKLIFE CENTER

4 COLUMBUS CIRCLE, NEW YORK, UNITED STATES

Registration closed- at capacity. Request a spot on the [waitlist](#) or [join virtually](#).

Dress code- be comfortable



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INTRODUCTION

This conference will present the novel concept of '[Brain Capital](#)' which puts a premium on cognitive skills and abilities in accomplishing socio-economic objectives. Building Brain Capital is fundamental for meeting modern societal challenges and driving innovation. The concept was elaborated by the [Neuroscience-inspired Policy Initiative](#) launched by the Organisation for Economic Co-operation and Development (OECD). Following its success, the [Brain Capital Alliance](#) has now been formed to continue this work toward impact. Given their scope, Brain Deals – large-scale and brain science-inspired policy strategies can harness advanced AI and boost the implementation of several [UN sustainable development goals \(SDGs\)](#) – shared blueprint for peace and prosperity for people and the planet, now and into the future - at the national and global levels. The model of the Brain Deal was recently noted in a [Rice University's Baker Institute for Public Policy](#) Brief [here](#). The event will focus on how Brain Deals can support SDG implementation by 2030.



The Science Summit at the UN General Assembly is an annual event convened by ISC Intelligence in Science, which works with partner organizations to create an enabling environment for science collaboration, bringing stakeholders together to ensure and strengthen science to contribute to global challenges. The role and contribution of science to attaining the UN SDGs will be the central theme of the 2023 Summit, with the objective to launch science collaborations to demonstrate global science mechanisms and activities to support the attainment of the UN SDGs, Agenda 2030 and Local2030. The meeting will also prepare input for the UN Summit of the Future, which will take place during UNGA beginning on 12 September 2024.

PROGRAM

8:15 - 9.00 Registration and Networking Breakfast

We anticipate 100 participants. Please allow sufficient time for travel delays, building security and registration. A seasonal continental breakfast (with vegan and gluten free options) will be served upon arrival on the 8th floor. The program will begin promptly at 9 on the 6th floor.

- **Ron Martere**, VP, Sales- North Business Group, Steelcase

9.00 - 9.10 Welcome Remarks from Co-Convenor

- **Paweł Świeboda**, Member, Steering Committee, Brain Capital Alliance, former CEO of EBRAINS and former Director General of the EU Human Brain Project

9.10 - 9.20 Opening Address

- **Jay Inslee**, Governor of Washington

9.20 - 9.30 Launching the Brain Capital Industrial Innovation Strategy

- **Harris Eyre**, Lead, Brain Capital Alliance. Fellow, Rice University's Baker Institute for Public Policy. Senior Fellow, Meadows Mental Health Policy Institute

9.30 - 9.40 Keynote Launching the Brain Capital Dashboard

- **Rym Ayadi**, President and Founder, Euro-Mediterranean Economists' Association. Co-founder of the Brain Capital Alliance

9.40 - 9:50 Keynote Californian Brain and Mental Health Innovation

- **Mark Ghaly**, Secretary of the California Health and Human Services Agency

9.50 - 10.30 Youth Mental Health: The Challenge of the Generation

There is hardly a family across the world that has been spared the impact of the mental health crisis. An increase in depression and anxiety among adolescents is particularly pronounced. Often, it is not a crisis of prevalence, but a crisis of care. Challenges have to do with access and heterogenous nature of the disorders, which are being treated. This session will issue a call to action for investing in the mental health of the younger generation.

CHAIR and MODERATOR: Tim Barker, CEO, Kooth

- **Jayme Banks**, Deputy Chief of Prevention, Intervention and Trauma for the School District of Philadelphia
- **Monica Bharel**, MD, MPH, Clinical Specialist, Google
- **Autumn Boylan**, Deputy Director of Strategic Partnerships, California Department of Health Care Services
- **Shaun Tyrance**, Ph. D., Vice President of Player Services and Assessment, Kansas City Chiefs
- **Brian Wallace**, Chief Medical Officer, Calmsie
- **Dawn Zieger**, Vice President, Psychiatry and Behavioral Health at Geisinger

10.35 - 11.15 Public Private Partnership for Youth Mental Health: Policy and Approaches to Improving Access and Outcomes

Join us for a dynamic conversation that transcends traditional boundaries, bringing together legislative expertise and private sector innovation to catalyze change in youth mental health support systems. By examining real-world examples, attendees will leave empowered with fresh insights and actionable takeaways to contribute to the betterment of youth mental health on a global scale.

CHAIR and MODERATOR: Erin Davis, VP of Government Relations, Kooth

- **Ethan Berke**, Chief Public Health Officer & SVP Enterprise Integration & Innovation at Optum
- **Jane Brown**, CEO Aetna Better Health of Kansas
- **Rushil Desai**, CEO Aetna Better Health of Illinois
- **Rep. Aaron Kaufer**, Pennsylvania House of Representatives
- **Hon. Sir Norman Lamb MP**, Chair of South London and Maudsley NHS Foundation Trust, former Minister responsible for Mental Health

11.20 - 11.30 Keynote Investing in Brain Capital: the HEKA Fund

- **Marion Leboyer**, Director, Fondation Fondamental
- **François Véron**, Founder, Newfund

11.30 - 12.30 Networking Lunch

A seasonal cold buffet of sandwiches and salads (with vegan and gluten free options) will be available in the 8th floor hospitality area, where you checked in.

12.30 - 13.25 Youth Brain Capital: The Importance of Education and Workforce Development for Citizens of Tomorrow

Insights from brain science are deeply relevant in education and training. Understanding how we learn has to be part-and-parcel of designing school curricula. Neuroscience tells us that learning achieves better results when objectives are well defined and communicated, when more cognitive effort is required, and when feedback is provided. There is also a need to address the evidence pointing to a close link between the use of social media and the mental health crisis affecting adolescents across the world.

CHAIR and MODERATOR: Steve Carnevale, California Mental Health Commission

- **Alan Boldon**, Co-Founder, Weave Global
- **Patrick Brennan**, Director of the UC/ CSU Fellowship, UCLA School of Education and Information Studies
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- **Toby Ewing**, Executive Director, California Mental Health Services Oversight and Accountability Commission
- **Marilu Gorno-Tempini MD**, Professor at UCSF
- **Laura Jana MD**, Associate Research Professor at Penn State's Edna Bennett Pierce Prevention Research Center
- **Erin Smith**, Senior Atlantic Fellow for Equity in Brain Health, Global Brain Health Institute
- **Melissa Stafford Jones**, Director of the Children and Youth Behavioral Health Initiative, California Health and Human Services Agency

13.30 - 14.25 Economic Security and Resilience: from Human Capital to Brain Capital

We live in a shock-prone world, in which unthinkable scenarios need to be considered. From the pandemics, through wide-spread fake news propagation, to climate catastrophes and political instability, resilience has not only become a virtue but an essential prerequisite of economic success. Debate about decoupling versus derisking reflects an underlying tension in the new global order. Against this background, investing in human cognitive capacities and skills offers unparalleled resilience.

CHAIR and MODERATOR: Paweł Świeboda, Member, Steering Committee, Brain Capital Alliance

- **Gary Belkin**, Former Deputy Health Commissioner for New York City, Founder of Billion Minds Institute
- **Frédéric Destrebecq**, Executive Director, European Brain Council & European Brain Foundation
- **Shiva Dustdar**, Head of the European Investment Bank Institute
- **Mitchell Elkind**, Chief Clinical Science Officer, American Heart Association
- **Quazi Haque**, Chief Medical Officer, Elysium Healthcare & Global Mental Health & Brain Science CoP Lead, Ramsay Healthcare
- **Jo-An Occhipinti**, Professor, Faculty of Medicine and Health, University of Sydney; Co-Director Mental Wealth Initiative
- **Alessio Terzi**, European Commission; author of "Growth for Good. Reshaping Capitalism to Save Humanity from Climate Catastrophe"

14.30 - 15.00 Coffee Break (6th floor)

15.00 - 15.10 Keynote Green Brain Capital to drive sustainable futures

- **Mohamed Salama**, Associate Professor, Institute of Global Health and Human Ecology, American University of Cairo

15.15 - 16.15 Brain Capital and the Built Environment

The environments we live in (built, natural and digital) matter. Emerging evidence shows that elements ranging from air quality, lighting, form, views, acoustics to land-use and planning can have a direct impact on our physical, mental, cognitive and social health. As we think about how to invest in the UN Sustainable Development Goals, we cannot forget the built environment that sets the very stage of our society. In this session researchers, designers, investors, and operators will discuss how insights from brain science and building science can come together to build brain capital, BY design.

CHAIR and MODERATOR: Upali Nanda, Partner | Global Practice Director, Research, HKS

- **Jennifer Kolstad**, Global Design and Brand Director, Ford Motor Company
- **Clayton Mitchell**, Senior Vice President, Jefferson Health
- **Thomas Osha**, Executive Vice President, Wexford
- **William Reichman**, President and CEO, Baycrest
- **Marta Schantz**, Co-Executive Director, Randall Lewis Center for Sustainability in Real Estate at the Urban Land Institute

16.15 - 16.45 Coffee Break (6th floor)

16.45 - 17.00 Keynote Advances in Neuroscience-inspired Law

- **David Faigman**, Dean and Chancellor of UC Law College, San Francisco

17.00 - 18.00 Designing and Implementing National and Regional Brain Deals

The concept of brain deals postulates that new socio-economic contracts are needed to prepare societies for the acceleration of technological change, including new advances in Artificial Intelligence. It encompasses several core areas, including effective infrastructure for mental health and wellness, brain-capital informed research agenda, and advancing national security through brain-focused investments. This final session of the conference will examine how to construct national, regional and global brain deals, to reflect the centrality of cognitive skills and brain health.

CHAIR and MODERATOR: Paweł Świeboda, Member, Steering Committee, Brain Capital Alliance

- **Pedro Conceição**, Director, Human Development Report, UNDP
- **Maro Machizawa**, Associate Professor [special appointment], Hiroshima University and CEO of Xiberlink
- **Facundo Manes**, President of the Committee on Science, Innovation and Technology of the Argentine Parliament
- **Zab Johnson**, Deputy Director, Wharton Neuroscience Initiative

18.00- 19.15 Networking Reception

Please join us for a closing Happy Hour with cheese, fruit and charcuterie grazing station.

- **Mitchell Elkind**, Chief Clinical Science Officer, American Heart Association
"Food Is (Brain) Medicine: Leveraging Food Systems for Brain Capital"

WiFi

Network: Steelcase **Username:** unga78@steelcase.com **Password:** m5R6NPfz

KEY RESOURCES



Eyre, H. A., & Meidl, R. A. et. al. (2023, September 14). *7 steps for igniting the Brain Capital Industrial Strategy*. Rice University's Baker Institute for Public Policy Center for Health and Biosciences | Research Paper.

<https://www.bakerinstitute.org/research/7-steps-igniting-brain-capital-industrial-strategy>



Hynes, W., Świeboda, P., Love, P., Occhipinti, J., & Eyre, H. A. (2023, August 2). *From markets to minds: Brain Capital to Drive Economic Security*. Rice University's Baker Institute for Public Policy Center for Health and BioSciences | Policy Brief.

www.bakerinstitute.org/research/markets-minds-brain-capital-drive-economic-security



Eyre, H. A., Love, P., Abbott, R., Matthews, M. D., Ayadi, R., Occipinti, J. Men, Ling, G. F. L., & Hynes, W. (2023, August 10). *From neuroweapons to "Neuroshields": Safeguarding brain capital for national security*. Rice University's Baker Institute for Public Policy Center for Health and Biosciences | Policy Brief.

<https://www.bakerinstitute.org/research/neuroweapons-neuroshields-safeguarding-brain-capital-national-security>



Eyre, H. A., & Meidl, R. A. et. al. (2023, July 10). *Brain Capital is key to a sustainable future*. Rice University's Baker Institute for Public Policy Center for Health and Biosciences | Center for Energy Studies | Research Paper.

<https://www.bakerinstitute.org/research/brain-capital-key-sustainable-future>



Eyre, H. A. et. al. (2023, May 8). *Good food is vital for brain health so we must change the food industry*. Rice University's Baker Institute for Public Policy Center for Health and Biosciences | Research Paper.

<https://www.bakerinstitute.org/research/good-food-vital-brain-health-so-we-must-change-food-industry>



Eyre, H. A. et. al. (2023, May 31). *Toward a comprehensive brain deal to harness the potential of artificial intelligence*. Rice University's Baker Institute for Public Policy Center for Health and Biosciences | Policy Brief.

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<https://www.hksinc.com/how-we-think/reports/getting-to-a-brain-healthy-workplace/>



Nanda, U., Chilukuri, L., Oren, E., & Mantooh, R. (2021). *Student Well-being on a Live-Learn Campus: A COVID-Era Study*. CADRE.

<https://www.cadresearch.org/live-learn-lab>

ORGANIZERS



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[Brain Capital Alliance](#) is a public-private-people partnership advancing brain capital activities in policy, economics and investing. Its work has been profiled at the UNGA, COP27, WHO, OECD, New York Times, Newsweek, Neuron, Forbes, PwC, FT, STAT, the Financial Post, neo.life. Brookings Policy Paper Series, Lancet Neurology, Lancet Psychiatry



[Rice University's Baker Institute for Public Policy](#) provides fact-based policy analysis and solutions on the most critical challenges facing Texas, the U.S. and the world. It is considered among the world's most respected, action-oriented public policy institutes, and is an integral part of Rice University. Institute experts work with government, business, academia and nongovernmental organizations to provide data-driven, non-partisan examination to society's most serious public policy issues. Whether its work touches global concerns or matters closer to home, the Baker Institute's overarching objective is the same: *to translate practical, data-driven analyses into realistic policies that effect positive change.*

HKS

[HKS](#) is a global firm of architects, designers, planners and advisors who create places noted for their beauty and performance. Our 1,500 people in 27 offices are united by the belief that an environmental, social and governance approach to design achieves design excellence. In 2023, we became a carbon neutral firm. We value honesty, diversity and inclusion and we celebrate creative thinking. In partnership with our clients and collaborators, we craft powerful ideas and solutions. Together we create places that stand apart.

Center for Advanced Design Research and Evaluation ([CADRE](#)) is a non-profit founded by global design firm, HKS, to advance design research and evaluation on the societal impact of the built environment by providing a platform for shared thinking amongst community, industry, academia and design practice. CADRE aims to improve the health and wellbeing of communities through fostering innovation and excellence in design by conducting meaningful research and evaluation that is openly shared with the world. We initiate, coordinate and communicate collaborative research that is aligned with our mission.

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