



European Brain Council, Rice University Baker Institute for Public Policy, and Brain Capital Alliance

Brain Health for Society: Insights from Brain Capital

Concept & Draft Agenda

Day: January 25th, 2024

Duration: 10:00-17:10

Location: Hyperion Hotel – Basel, Switzerland

Background

Christine Lagarde, President of the European Central Bank, noted at the recent 2023 US Reserve Bank's three-day symposium that there is "no playbook" for the changing and complex global economy and society. Inflation, the war in Ukraine, the war in the Middle East, tighter labor markets, the transition to a greener economy, and the fragmentation of the economies into competing blocs were cited as convergent issues.

Consider, too, the looming structural challenges that are resulting from how AI is accelerating the knowledge-intensification of the global job market as well as the growing burden of brain disorders.

Brain disorders – encompassing neurological diseases and disorders and mental illnesses – are widespread, disabling and difficult to treat. These include a range of conditions: epilepsy, depression, Alzheimer's disease, Multiple Sclerosis, Parkinson's, depression, stroke, Schizophrenia, headache, anxiety disorders, chronic pain and rarer brain disorders such as amyotrophic lateral sclerosis (ALS), dystonia and ataxia. In fact, it is estimated that up to one billion people worldwide live with a neurological condition and 970 million people around the world were living with a mental health disorder as of 2019, with anxiety and depressive disorders the most common.

These numbers are alarming without considering that they pre-date the COVID-19 pandemic, which we now know led to higher rates of mental health conditions as well as COVID-19-triggered neurological complications. These conditions represent a high individual, social and economic burden and contribute to the global disease burden and disability.

In this event, we propose that building an economic transition from the old playbook to a new one should be built off our brains, placing significant value on the cognitive, emotional, and social brain resources of citizens and their communities. Our current model does not sufficiently value brain health. Society currently seeks efficiencies that squeeze workers and erode their brain skills and brain health.

Our proposed playbook comes at the time of a renaissance in brain science. Capturing vast amounts of data from miniaturized sensors and low-cost genomics has never been easier. Gene editing affords potential new cures. Powerful algorithms are able to crunch complex data. This is all expected to rapidly accelerate our understanding of the brain, and how to drive brain health and performance.

Our brains are how citizens navigate complex systems, like those articulated by Lagarde and colleagues.

Policies and investments to boost brain power can increase productivity, stimulate greater creativity and economic dynamism, afford social cohesion, and create a more resilient, adaptable, and sustainability-engaged populace. This discussion is incredibly timely, particularly as we enter 2024, when many major elections are taking place e.g., European elections, the Presidency of the United States of America, for the UK Prime Ministership, etc. and we are witnessing times of major political, economic, and overall societal shifts and instability.

This conference will showcase the importance and urgency of prioritizing brain health, particularly by presenting 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, driving innovation, and achieving economic security. 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.

Coordinating brain health and brain capital advances across the Atlantic is vital.

Proposed Agenda

9:15 - 10:00 Registration and Networking Breakfast

We anticipate 100 participants. Please allow sufficient time for travel delays, building security and registration.

10.00 -10.02 Opening Remarks from Local Host

Jan Schadrack, Head, Neuroscience and Rare Diseases, Product Development, Roche *Confirmed*

10.02 -10.10 Welcome Remarks from Co-Convenor

Frederic Destrebecq, Executive Director, European Brain Council *Confirmed*

10.10 - 10.20 The State of Global Democracy

Alexander Hudson, International IDEA *Confirmed*

10.20 - 10.30 Impacts of Brain Health on the Economy

William Heisel, Director of Global Services, Institute for Health Metrics and Evaluation *Confirmed*

10.30 - 10.40 Brain Capital

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

10.40 - 10:50 European Brain Plans: The State of the Art

Claudio Bassetti, Vice President, European Brain Council; Lead of the Swiss Brain Health Plan *Confirmed*

10.50 - 11.30 Panel 1: Brain Health Clinical Innovation in Children and Youth

CHAIR and MODERATOR: Frédéric Destrebecq, Executive Director, European Brain Council

- Mikele Epperly, Global Integrated Program Leader, Brain Health & Neurology Healthcare Ecosystems, Roche *Confirmed*
- Tim Foxx, Director, Center for School Study Councils, University of Pennsylvania
- Philip Gorwood, MD, PhD Professor of Psychiatry, Sainte-Anne Hospital and Head of the CMME department, teaching at the Paris-Descartes University
- Representative from the European Pediatric Neurology Society (EPNS)
- Tim Barker, CEO, Kooth

11.30 - 12.00 Networking Break**12.00 - 12.10 Brain Capital Provides Hope**

Hon. Sir Norman Lamb MP, Chair, South London and Maudsley NHS Foundation Trust; former Minister responsible for Mental Health *Confirmed*

12.10 - 12.20 Lessons for Brain Capital from a Global Health Insurer

Arun Thiagarajan, Global Healthcare Transformation Director, BUPA

12.20 - 13:00 Panel 2: Brain Health Clinical Innovation in Mid- and Late-Life

CHAIR and MODERATOR: Frederic Destrebecq, Executive Director, European Brain Council

- Paulo Fontoura, Global Head and SVP Neuroscience, Immunology, Ophthalmology, Infectious and Rare Diseases, Roche *Confirmed*
- Peter Falkai, Board Member, European Brain Council; Past President, European Psychiatric Association *Confirmed*
- Quazi Haque, Chief Medical Officer, Elysium Healthcare & Global Mental Health & Brain Science CoP Lead, Ramsay Healthcare *Confirmed*
- Craig Ritchie, CEO and Founder, Scottish Brain Sciences *Confirmed*
- Maria Teresa Ferretti, Co-Founder, Women's Brain Project *Confirmed*

13.00 - 13.45 Networking Lunch**13:45 - 13:55 Lighthouse Life Sciences: A Sustainable Public-Private Partnership**

Jakob Skaarup Nielsen, CEO, Healthcare Denmark *Confirmed*

13.55 - 14.05 Economics needs brain capital

William Hynes, Adjunct Professor at Rebuilding Macroeconomic, University College London; Adjunct Professor, Santa Fe Institute; Adjunct Professor, Johns Hopkins School for Advanced International Studies; World Bank economist *Confirmed*

14.05 - 14:45 Panel 3: Next Generation Brain Plans

CHAIR and MODERATOR: Pawel Swieboda, Founder, Neurocentury

- Tina Hjortlund, Global Affairs, Lundbeck, lead of the Danish Government / Lundbeck Mental Health Lighthouse Life Sciences Public-Private Partnership *Confirmed*
- Marco Mohwinckel, mental health and health technology investor and advisor *Confirmed*
- Marcel Tanner, President, Swiss Academies of Arts & Sciences *Confirmed*
- Peter Falkai, Board Member, European Brain Council; Lead Author of the German Brain Plan *Confirmed*
- Azad Bonni, SVP Roche pRED Global Head of Neuroscience & Rare Diseases, Roche

14:45 - 15:00 Networking break

15:00 - 15:10 Innovations in Global Mental Health

Kana Enomoto, Director of Brain Health, McKinsey Health Institute *Confirmed*

15:10 - 15:20 A Brain Health Industrial Innovation Strategy

George Vradenburg, Founding Chairmain, Davos Alzheimer's Collaborative *Confirmed*

15:20 - 16:00 Panel 4: Brain Capital and Impact Investing

CHAIR and MODERATOR: Harris Eyre, Lead, Brain Capital Alliance; Fellow, Rice University's Baker Institute for Public Policy; Senior Fellow, Meadows Mental Health Policy Institute, Lead, Brain Capital Alliance

- Shiva Dustdar, Head, European Investment Bank Institute *Confirmed*
- Rym Ayadi, Adjunct Professor, Banking, Finance and Economics, Bayes Business School, City University London; Founder and President, Euro-Mediterranean Economists Association (EMEA) *Confirmed*
- Ekkehard Ernst, President, Geneva Macro Labs *Confirmed*
- Nathalie Hilmi, Head of Environmental Economics, Center for Science, Monaco *Confirmed*

16:00 - 16:40 Pathways Forward for Brain Capital

CHAIR and MODERATOR: Pawel Swieboda, Founder, Neurocentury

- Shiva Dustdar, Head of the European Investment Bank Institute *Confirmed*
- Dennis Pamlin, Executive Director, The Net-Zero Compatibility Initiative, Mission Innovation *Confirmed*
- Hon. Sir Norman Lamb MP, Chair of South London and Maudsley NHS Foundation Trust, former Minister responsible for Mental Health *Confirmed*
- Michael Oberreiter, Head of Global Access, Roche *Confirmed*

16:40-17:00 Audience Discussion

17:00-17:10 Concluding Remarks

- Frederic Destrebecq, Executive Director, European Brain Council
- Harris Eyre, Lead, Brain Capital Alliance. Fellow, Rice University's Baker Institute for Public Policy. Senior Fellow, Meadows Mental Health Policy Institute, Lead, Brain Capital Alliance

Key resources:

Ayadi, Eyre et al (2023) Global Brain Capital Dashboard. The Brookings Institution <https://www.brookings.edu/articles/the-global-brain-capital-dashboard/>

Eyre, Ayadi, Meidl, Swieboda, Destrebecq et al. "Brain Capital is Key to a Sustainable Future." Research paper no. 07.10.23. Rice University's Baker Institute for Public Policy, Houston, Texas. <https://doi.org/10.25613/5yez-tc65>.

Eyre, Ayadi, Meidl, Swieboda, Destrebecq et al. 2023. *7 Steps for Igniting the Brain Capital Industrial Strategy*. Research paper no. 09.14.23. Rice University's Baker Institute for Public Policy, Houston, Texas. <https://doi.org/10.25613/TYZC-0N60>.

EMEA. 2022. At COP 27, Brain Capital emerges as a new vector for sustainability. <https://euromed-economists.org/at-cop-27-brain-capital-emerges-as-a-new-vector-for-sustainability/>

Lancet Neurology (2023) Sustainable development demands brain health. [https://www.thelancet.com/journals/laneur/article/PIIS1474-4422\(23\)00337-X/fulltext](https://www.thelancet.com/journals/laneur/article/PIIS1474-4422(23)00337-X/fulltext)