



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

Brain Health for Society: Insights from Brain Capital

Date: January 25th, 2024

Duration: 10.00 – 17.15 (*Registration & Networking Coffee begins at 9:15*)

Location: [Hyperion Hotel](#) – Messeplatz 12, 4058 Basel, Switzerland

Background

On 25 January 2024, following the World Economic Forum in Davos, the European Brain Council, in partnership with Rice University Baker Institute for Public Policy and the Brain Capital Alliance will host a full day event, Brain Health for Society: Insights from Brain Capital, in Basel, Switzerland.

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.

This conference will showcase the importance and urgency of prioritising 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. 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. Coordinating brain health and brain capital advances across the Atlantic and globally is vital.

Agenda

9.15 – 10.00 Registration and Networking Coffee

10.00 – 10.02 Opening Remarks from Local Host

Jan Schadrack, Global Head Medical Affairs, Neuroscience and Rare Diseases, Roche

10.02 – 10.10 Welcome Remarks from Co-Convenor

Frédéric Destrebecq, Executive Director, European Brain Council

10.10 – 10.20 Brain Capital Provides Hope

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

10.20 – 10.30 Impacts of Brain Health on the Economy

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

10.30 – 10.40 Brain Capital: Public-Private Perspectives

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

10.40 – 10.50 European Brain Plans: The State of the Art

Claudio Bassetti, Vice President, European Brain Council; Lead, Swiss Brain Health Plan

10.50 – 11.20 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
- Tim Foxx, Director, Center for School Study Councils, University of Pennsylvania
- Carmen Moreno, Chair, Child and Adolescent Neuropsychopharmacology Network, ECNP; Child and Adult Psychiatrist, Hospital Gregorio Marañón, Madrid, Spain
- Kevin Rostasy, President, European Paediatric Neurology Society (EPNS)

11.20 – 11.35 Guided Discussion

11.35 – 11.50 Networking Break

11.50 – 12.00 The State of Global Democracy

Alexander Hudson, Senior Adviser, Democracy Assessment Unit, International IDEA

12.00 – 12.10 Neuroscience and Sustainability

Dennis Pamlin, Executive Director, The Net-Zero Compatibility Initiative, Mission Innovation

12.10 – 12.50 Panel 2: Brain Health Clinical Innovation in Mid- and Late-Life

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

- Paulo Fontoura, Global Head and SVP Neuroscience, Immunology, Ophthalmology, Infectious and Rare Diseases, Roche
- Maria Teresa Ferretti, Affiliated researcher, Center for Alzheimer Studies, Karolinska Institut; External teacher (Privat Dozent), Medical university of Vienna; Clinical Development Lead, Syntropic Medical
- Peter Falkai, Board Member, European Brain Council; Past President, European Psychiatric Association
- Quazi Haque, Chief Medical Officer, Elysium Healthcare & Global Mental Health & Brain Science CoP Lead, Ramsay Healthcare
- Craig Ritchie, CEO and Founder, Scottish Brain Sciences

12.50 – 13.00 The Patient Perspective

Orla Galvin, Executive Director, European Federation of Neurological Associations

13.00 – 14.00 Networking Lunch**14.00 – 14.10 Advances from Denmark on Public Private Partnerships and Brain Plans**

Tina Hjortlund, Head of Global Public Affairs and DE&I Officer, Lundbeck

14.10 – 14.20 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

14.20 – 15.00 Panel 3: Next Generation Brain Plans

CHAIR and MODERATOR: Paweł Świeboda, Founder, Neurocentury

- Marco Mohwinckel, mental health and health technology investor and advisor
- Marcel Tanner, President, Swiss Academies of Arts & Sciences
- Peter Falkai, Board Member, European Brain Council; Lead Author of the German Brain Plan
- Azad Bonni, SVP Roche pRED Global Head of Neuroscience & Rare Diseases, Roche
- Henrik Peersen, Secretary General, Hjerterådet (Norwegian Brain Council)

15.00 – 15.15 Networking break**15.15 – 15.25 Brain Health for Society: Scaling what works to add years to life and life to years**

Kana Enomoto, Director of Brain Health, McKinsey Health Institute

15.25 – 16.05 Panel 4: Brain Capital and Impact Investing

CHAIR and MODERATOR: Rym Ayadi, Adjunct Professor of Banking, Finance and Economics, Bayes Business School at City University London; Founder and President of the Euro-Mediterranean Economists Association (EMEA)

- Shiva Dustdar, Head, European Investment Bank Institute
- Ekkehard Ernst, President, Geneva Macro Labs
- Nathalie Hilmi, Head of Environmental Economics, Center for Science, Monaco
- Alex Struc, CEO, Goalsfirst

16.05 – 16.15 Toward a Brain Health Industrial Innovation Strategy

George Vradenburg, Chairman, Davos Alzheimer's Collaborative

16.15 – 16.45 Panel 5: Pathways Forward for Brain Capital

CHAIR and MODERATOR: Paweł Świeboda, Founder, Neurocentury

- Shiva Dustdar, Head of the European Investment Bank Institute
- Michael Oberreiter, Head of Global Access, Roche
- 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

16.45 – 17.10 Audience Discussion

17.10 – 17.15 Concluding Remarks

Frederic Destrebecq, Executive Director, European Brain Council

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-ON60>.

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)