



Brain
Capital
Alliance

BRAIN HEALTH AT THE SCIENCE SUMMIT AT THE 79TH UNITED NATIONS GENERAL ASSEMBLY: A BRAIN STRATEGY TO RETHINK THE WORLD

19-20 SEPTEMBER 2024

UNGA79 High-Level Week, New York, USA

The [European Brain Council](#) (EBC), [Brain Capital Alliance](#) and Rice University's Baker Institute for Public Policy will host a two-day, high-level side event at the 79th United Nations General Assembly, in collaboration with partner organizations, in the framework of the [Science Summit at the 79th United Nations General Assembly \(UNGA79\)](#) in New York City during the high-level week.

In line with the Science Summit's core focus of examining policy, regulatory and financial environments needed to implement and sustain the science mechanisms required to support global scientific collaborations, the two-day event will highlight existing partnerships and the potential of extended global collaboration in neuroscience, research and therapeutics and neurological and mental brain disorder rehabilitation and remedies.

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 conditions represent a high individual, social and economic burden and contribute to the global disease burden and disability.

Furthermore, we need to build past the burden and work towards recognizing the potentials of brain health. At its best, it allows people to thrive: to live in health and in happiness, to power our labor markets and economies, and to build for future generations. Instead of divesting in a cost, policymakers and society at large should view the prioritization and support of brain health, research and innovation as an investment into prevention, wellness and optimization, creating a better future for every citizen of the world.

To work towards explicit and tangible next steps in solidifying global efforts in brain health, EBC proposes a two-day event, which will showcase the importance and urgency of prioritising brain health across all policies at the global level and build on the [Call to Action](#) launched during last year's event. Addressing the immense global burden of brain disorders means investing in research and innovation in the brain health space to power our understanding of the brain, stay ahead in the quest to find treatment and cures and work to prevent any further increase in the prevalence of these conditions. Furthermore, at the socio-economic level, 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.

Key stakeholders from across the wider brain community – scientific, clinical, economic, industry – and other relevant actors will meet to present on their work and co-create towards further action to place brain health at the top of global policy agendas in the post-Sustainable Development Goals (SDGs) era. This action is incredibly timely, particularly as we enter 2024, where 64 countries worldwide will host major elections and we are witnessing times of major political, economic, and overall societal shifts and instability. Furthermore, at the global level, the United Nations enters a period of preparation for the future, with the Summit of the Future kicking off during UNGA79 to

The Science Summit is an annual event convened by [ISC Intelligence in Science](#), a Brussels-based advisory firm. It works with organizations to create an environment for science collaboration and brings stakeholders together to strengthen science to contribute to global challenges. The role and contribution of science to attaining the United Nations Sustainable Development Goals (SDGs) is the central theme of the 2023 Science Summit. The objective? To develop collaborations to demonstrate global science mechanisms and activities to support the attainment of the UN SDGs. The summit will also prepare input for the United Nations Summit of the Future, which will take place during UNGA79.

plan for the post-2030 agenda and a High-Level Conference on NCDs planned in 2025. Coordinating brain health and overall brain wealth advances across the Global North and Global South is more important than ever before.

We foresee the days examining three key areas, through presentations, guided panel discussions and interactive discussion:

- The challenge, impact and need for action;
- Brain health and society – the brain through the life course;
- Boosting global partnerships in brain research and the importance of investing in neuroscience.

The program is to be elaborated with event partners over the coming months.

Partners and Invited Participants

Last year's event was supported by Alzheimer's Texas, American Heart Association, Amylyx, Boehringer Ingelheim, Dana Foundation, Darrell K. Royal Research Fund, Davos Alzheimer's Collaborative, Novartis, Roche, and the Simons Foundation.

Based on attendees and partners from last year's event, expected participation can include:

- [EBC Membership](#)
- United Nations, including relevant agencies such as UNICEF, the World Health Organization, UNESCO, the International Labor Organization, etc.
- Institute of Health Metrics Evaluation at the University of Washington
- Members of the Brain Health Collaborative
- American Heart Association
- Foundations such as the Dana Foundation, Simons Foundation, Wellcome
- Meadows Mental Health Policy Institute
- Michael J. Fox Foundation
- Representatives UN Member States and from their Permanent Missions to the UN
- Relevant Directorates within the European Commission
- Relevant institutes within the National Institute of Health (NIH)
- Relevant institutes within other national level health and research directorates/ministries/etc.
- Representatives of relevant professional or scientific societies, such as the Society for Neuroscience, Society of Neuroscientists of Africa, Federation of Latin American and Caribbean Neurosciences, etc.
- Representatives from the global patient community
- Davos Alzheimer's Collaborative
- McKinsey Health Institute
- Organisation for Economic Co-operation and Development (OECD)
- The World Bank, European Investment Bank, Asia Development Bank, etc.
- Representatives of relevant journals, including Nature Neuroscience, Lancet Neurology
- Davos Alzheimer's Collaborative and other similar disease-specific collaboratives and initiatives
- Global Brain Health Institute, International Brain Initiative
- Representatives from leading global universities, i.e. Harvard Medical School, University of Sydney, Universiti Sains Malaysia, University of Sao Paulo, Yale University, etc.
- Relevant global corporations working in the space, such as representatives of pharmaceutical and MedTech companies.



Organizers

This event, at present, is organized by the European Brain Council in collaboration with the Brain Capital Alliance and Rice University's Baker Institute for Public Policy.

- The [European Brain Council \(EBC\)](#) is a non-profit organization based in Brussels encompassing scientific societies, patient organizations, professional societies and industry partners. Its main mission is to promote brain health and research with the ultimate goal of improving the lives of the estimated 179 million Europeans living with brain conditions. Aiming to speak with one voice, EBC stands as the platform to foster cooperation between its member organizations and other stakeholders, consistently promoting dialogue between scientists, industry and society. As the network of key players in the "Brain Area" in Europe, EBC uniquely configured to be the go-to organization to strengthen ties within the broader community at the European and global levels.
- Following on from the success of the OECD Neuroscience-inspired Policy Initiative (NIPI), the [Brain Capital Alliance](#) was launched as an expanded, multi-national and multi-organizational program. The program focuses on neuroscience-inspired investment and public policy innovation as the two most powerful levers for change. It brings together radically diverse stakeholders spanning fields from brain science to policy, economics, and finance. Brain Capital is a new asset class which recognizes brain skills and brain health as indispensable drivers of the brain economy. The Alliance brings together world-class contributors from various backgrounds to explore approaches to building Brain Capital on a societal scale.
- [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 of 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.*

Past & Related Events

Over the last few years, EBC has served as a convener for experts in brain science, brain health, brain resiliency and mental health to share best practices, exchange ongoing work and align priorities to forge a joint path forward to understand and address the brain rather than in silos across continents. 2024 kicked off with a first event on [Brain Health for Society: Insights From Brain Capital](#) and will build towards the UNGA79 event with related meetings at the World Health Assembly, FENS Forum and possibly the G20 Meeting, as well as other relevant events at national and/or regional levels such the [Brain Awareness Week 2024](#) and [Academy of National Brain Councils Meeting](#).

Two main discussions took place in 2023:

- [Brain Health and Research Day @ Science Summit at the 78th United Nations General Assembly](#)
- [Global Partnerships in Brain Research @ Brain Awareness Week 2023](#)

Prior to 2023:

- [Global Partnerships in Brain Research Roundtable @ Science Summit at the 77th United Nations General Assembly](#)
- [Global Brain Research Collaboration - Special Interest Event at the FENS Forum 2020](#)

Budget Forecast

Budget estimate based on the 2023 'Global Partnerships' full-day event (and adjusted to cover two full days rather than one) and subject to change depending on issues such as venue availability, number of participants, eligibility criteria of bursary beneficiaries, etc.

Event Organization

- Venue – Rooms & A/V \$40,000
- Catering (Day and Evening Reception) \$60,000
- Professional Event Support & Moderation \$30,000

Speakers

- Travel and accommodation \$16,000
 - Participants bursary (subject to eligibility*) \$10,000
- *Patient representatives, eligible travel grants for participants from LMICs, etc.*

Event Coordination \$30,000

Overhead \$14,000

Total **\$200,000**

Based on 2023. Subject to change as event planning unfolds.

Sponsorship Levels

This event series could not have reached their level of success without the support of key partners, both to ensure the event is able to take place in New York but also for the knowledge exchange supporting partners provide within the program. Based on the planning for this year's two-day event, the following levels of support have been identified:

Speaking Slot **15.000 EUR**

This tier provides entry into the program, with one speaker to be included either with an individual presentation or a seat in a relevant panel discussion.

Panel Discussion **25.000 EUR**

This tier provides access to a 45-minute slot in the program, with the opportunity to organize a full panel discussion (speakers and moderator of choice) on a relevant topic agreed upon with the event organizers.

Event Support and Global Campaign **60.000 EUR**

This tier provides the opportunity to be part of the event with either of the two options above plus provides funding for the overall campaign around the UNGA79 participation, ensuring that continued global advocacy work is possible around the Call to Action, event outcomes and ongoing dialogue with the UN and relevant UN institutions to advocate for brain health on the global policy agenda, particularly in the post-SDGs planning.