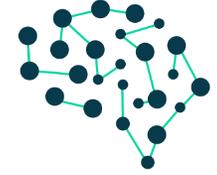




University of Colorado **Denver**



Brain
Capital
Alliance

BRAIN CAPITAL: THE POWER OF IMAGINATION & CREATIVITY

06 JULY, 15:00 – 19:00 CET

HOSTED BY THE EURO-MEDITERRANEAN
ECONOMISTS ASSOCIATION
IN COLLABORATION WITH THE UNIVERSITY OF
COLORADO DENVER





Forward

Good mental health plays a significant role in an individual's well-being and profoundly impacts the collective economy and society. Conversely, poor mental health carries devastating public health, social and economic consequences.

Following the success of the OECD [Neuroscience-inspired Policy Initiative](#), we have launched a multi-national and multi-organizational programme called the [Brain Capital Alliance](#). This programme focuses on neuroscience-inspired investment and public policy innovation, two of the most powerful levers for economic and social transformation. It brings together diverse stakeholders from multi-disciplinary fields spanning brain science, economics, business, cultural analytics, creativity science, media and policy.

The concept of "Brain Capital" considers mental health and brain skills, including resilience, creativity and adaptability, as indispensable parts of the knowledge economy. This Brain Capital framework offers a new approach to mental health, human capital, and the economy. It delves into how the economy works and interacts bi-directionally with the human brain.

The Euro-Mediterranean Economists Association, the University of Colorado Denver and other international partners have collaboratively developed the Brain Capital framework to design the Brain Capital Dashboard.

On July 6th 2022, the working conference "*Brain Capital: The Power of Imagination & Creativity*" will take place in Barcelona, aiming to showcase the latest findings and activities of the Brain Capital Alliance, emphasizing the role of creativity in boosting brain skills and entrepreneurship. In addition, the conference will allow a diverse group of experts and leaders of regional and international initiatives from multi-disciplinary fields spanning brain science, economics, business, creativity, and policy to provide their insights on opportunities to contribute to the Brain Capital Alliance.



AGENDA

Time	Session	Speakers
15:00 – 15:05	Welcome	<p>Rym Ayadi <i>President and Founder, Euro-Mediterranean Economists Association</i></p> <p>Theo Edmonds <i>Co-Founder, Imaginator Academy; Associate Dean of Transdisciplinary Research & Innovation, University of Colorado Denver</i></p>
15:05 – 15:55	Session 1: Brain Capital Alliance and Creativity	<p><u>Defining Brain Capital</u> Harris Eyre – <i>Meadows Mental Health Policy Institute</i> William Hynes – <i>Organization for Economic Co-operation and Development</i> Rym Ayadi – <i>Euro-Mediterranean Economists Association</i> Sara Ronco – <i>Euro-Mediterranean Economists Association</i></p> <p><u>Defining the scope of creativity</u> Theo Edmonds – <i>Imaginator Academy; University of Colorado Denver</i> Seda Röder – <i>Sonophilia Foundation</i></p>
16:00 – 16:45	Session 2: Brain Capital, Creativity and Wellbeing <i>Moderators: Theo Edmonds and Harris Eyre</i>	<p>Pier Luigi Sacco – <i>University of Chieti-Pescara</i> Enrique de Villamore – <i>MedWaves</i> Raúl Ramos – <i>University of Barcelona</i> Dominic Trepel - <i>Global Brain Health Institute</i> Carlo Sessa – <i>ISINNOVA</i> Carol Graham - <i>Brookings Institution</i> Xavier Gironès* - <i>Generalitat de Catalunya</i> Paola Adam* - <i>Generalitat de Catalunya</i></p> <p>Q&A</p>
16:45 – 17:00	Coffee Break	



AGENDA

Time	Session	Speakers
17:00– 17:10	Building European Brain Capital: Perspective from Paris and Brussels events	Pawel Sweiboda – <i>EBRAINS</i>
17:10 – 17:55	Session 3: Brain Capital, Creativity and Private Sector Innovation (Corporations and Entrepreneurship) <i>Moderators:</i> Theo Edmonds and Harris Eyre	Shekhar Saxena – <i>Harvard School of Public Health</i> Alejandro Lopez – <i>Global Brain Health Institute</i> Bernd Fesel – <i>European Creative Business Network</i> Tasos Vasiliadis – <i>Institute of Entrepreneurship Development</i> Seda Röder – <i>Sonophilia Foundation</i> Maryrose Flanigan – <i>Alliance for the Arts in Research Universities</i> Benjamin Knapp – <i>Virginia Tech Institute for Creativity, Arts & Technology</i> Wendy Lea – <i>National Advisory Council Innovation & Entrepreneurship (US)</i> Lydia Lannman* - <i>Roche</i> Q&A
18:00 – 18:45	Session 4: Brain Capital, Creativity and Public Sector Innovation <i>Moderators:</i> Theo Edmonds and Harris Eyre	Michael Freeman – <i>University of California, Entrepreneurship Center UCSF</i> Andrew S. Nevin - <i>PwC Africa</i> Cristina Güell - <i>Fundació Catalònia Sports</i> Montse Daban – <i>Biocat</i> Anna Bobb* - <i>Vredeveld Strategies</i> Leyre Alonso – <i>Acció</i> Serenity Wright – <i>University of Kentucky</i> Cynthia Echave – <i>Euro-Mediterranean Economists Association</i> Tatiana Fernandez Sirera - <i>Generalitat de Catalunya</i> Q&A
18:45 – 19:00	Conclusion	Rym Ayadi – <i>President and Founder, Euro-Mediterranean Economists Association</i>
19:00 – 20:00	Cocktail	

BUILDING EUROPEAN BRAIN CAPITAL

A SERIES OF EVENTS IN JUNE-JULY 2022 PARIS, BRUSSELS, BARCELONA



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Background

- In a world shaped by the economic and social implications of the pandemic, and in the face of new challenges posed by misinformation and mental and brain health conditions, there is a need for new analytical approaches, tools and insights from science to explore the non-linear systems we live in.
- Understanding the brain, brain health, and brain disorders is essential to improving health and quality of life. It also offers a pathway to understanding the new economic and social reality.
- A broad range of European and global stakeholders are advancing the concept of “Brain Capital,” which considers brain skills and brain health as an indispensable part of the knowledge economy. This collaboration brings together expertise and insights from fields as diverse as medicine and neuroscience to economic, social and cultural policy, to business and philanthropy, using the intersection of these areas of interest as a new way to think about the economy and how it works. This framework takes into account aspects such as productivity, gender equality, mental health, education, innovation and others.

Alliance Members:



Human Brain Project





- This principle-based approach to understanding the interplay between brain function and health and the economy also highlights the cost of brain dysfunction and disease. The impacts of adverse brain function have never been more significant. However, a convergence of developments might help place the brain at the center of the EU policy agenda.
- On 28 January 2022, the OECD's NAEC Unit, in a joint initiative with EBRAINS, the Coordinator of the Human Brain Project (HBP) and research infrastructure for the study of the brain, launched an online forum to articulate the vision and critical elements of the future of European brain research and the brain health agenda. The meeting brought together representatives from the French EU Presidency, European Commission, World Health Organisation, scientific societies, patient organisations, health professionals, and leading brain researchers. The second meeting of the group, devoted to the accessibility of brain health data, was held in early May – see the summary [here](#).
- Participants at the Round Table highlighted the scale of brain health issues: “In 2021, more than 21 million people across the OECD member countries lived with dementia. Globally, dementia costs over USD 1 trillion per year and represents one of the leading causes of disability for elderly adults. This number will likely increase as the population ageing over the coming years. Poor mental health affects one in 2 people during their lifetime, and the direct and indirect costs of mental ill-health can exceed 4% of GDP.” The [detrimental effect of brain-related strain due to the COVID pandemic](#) is only starting to emerge.
- It was widely agreed that disruptions to brain health, such as mental health conditions and neurodegenerative diseases, are becoming increasingly prevalent and an increasing burden to society. Furthermore, psychological resilience is key to absorbing and adapting to social and economic shocks. One participant pointed out the financial costs of brain disease: “Brain health disorders account for more than [USD 3 trillion of lost productivity every year](#).”
- Many participants urged better prevention and education on the brain and mental health because, although treatments are available, “nearly two-thirds of people with a known mental health disorder never seek help from a health professional.”
- These developments will contribute to the development of a brain health pillar of the European Health Union, very much in line with the needs of the European society and citizens.
- We intend to hold a series of events that build on each other throughout June and July. The first, in Paris, will focus on mental health innovation; the second, in Brussels, on brain health; and the third, in Barcelona, on Brain Capital, and specifically brain health and creativity as a critical brain skill.

For more information on the Brain Capital Alliance, please visit:
<https://braincapital-platform.net/>