



Brain
Capital
Alliance



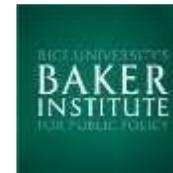
IMAGINATOR
ACADEMY

Mind-body Approaches to Boosting Brain Capital – Guidelines for speakers

15 February 2023, 14:00 – 19:00CET

Venue: Sant Pau Recinte Modernista, Barcelona

Organised and hosted by the Euro-Mediterranean Economists Association under the Brain Capital Alliance in collaboration with OECD Neuroscience Policy Initiative, Center for Health and Bioscience at The Baker Institute for Public Policy at Rice University, University of Colorado Denver's Imaginator Academy, and the European Brain Council



Neuroscience-inspired
Policy Initiative (NPI)
Powered by the OECD



Hosted as part of Barcelona Health Innovation Week 2023 13-16 February by BioCat



In a world impacted by the pandemic, with all its human and economic consequences, and in the face of new challenges posed by misinformation and mental health conditions, there is a need for new analytical approaches, tools, and insights from science to help use navigate the complex 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.

The world is increasingly relying on brain capital, where a premium is put on brain skills and brain health (e.g. individual's cognitive, emotional, and social brain resources). Investing in building brain capital is fundamental to meet modern societal challenges and to drive innovation.

This workshop aims to deep dive into examples which improve brain health and brain skills, respectively. Exercise will be explored as an approach to improving brain health. Creativity will be explored as a key brain skill. Powerful links between exercise and creativity will be explored.

The workshop aims to bring in a mixture of academic, clinical, economic, policy and private sector actors to generate new, scalable solutions and pilot projects that can drive a new economic dynamic that is needed to enhance well-being and resilience.



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It appears that regular physical activity provides benefits to the brain. Studies show that people who are physically active and not sedentary are less likely to experience a range of health conditions from obesity to depression.

Due in part to advances in brain health research and technology, the science behind human creativity is poised for exponential growth. In the process it may reshape how we innovate in arts, research, and business — all expressions of creativity and all deeply connected to brain health. Studies and our own research are proving the intertwined connection between human creativity with well-being, mental health, focus, attention and social participation of all. Creative activities are particularly helpful for those living with mental health and brain health challenge.

Creativity is a critical brain skill in the modern economy. Interest in creativity as a driver of workforce productivity and enterprise innovation is growing. Creativity is among the top skills for leaders and workers alike.

AGENDA

Time	Session	Speakers																								
14:00 – 15:00	<p>Welcome and introduction: Brain Capital and the Brain Capital Dashboard</p> <p>Pilot Project Presentations</p>	<p>Rym Ayadi - <i>President and Founder, Euro-Mediterranean Economists Association</i></p> <p>Harris Eyre – <i>Co-Founder and Lead of Brain Capital Alliance</i></p> <p>Sara Ronco - <i>Researcher, Euro-Mediterranean Economists Association</i></p>																								
15:00 – 17:00	<p>Session 1: Exercise and creativity as boosters of brain capital</p> <p><i>Exercise and creativity are factors that can influence brain health and capital. This session will explore each one of them separately: exercise as an avenue to support brain capital and thus tackle modern societal challenges such as the increasing rates of dementia in ageing populations and increasing mental health issues among youths and creativity within the environmental determinants of brain health (built, natural, social, cultural, economic, and technological).</i></p>	<p>Moderator: Theo Edmonds*</p> <table border="1"> <tbody> <tr> <td>15:05</td> <td>Marta Sanchez Bret</td> <td>Catalan Mental Health Cluster</td> </tr> <tr> <td>15:15</td> <td>Felipe Isidro</td> <td>Physical Exercise and Health Consulting</td> </tr> <tr> <td>15:25</td> <td>Michael Berk**</td> <td>Deakin University</td> </tr> <tr> <td>15:35</td> <td>Kirk Erickson*</td> <td>Advent Health Research Institute</td> </tr> <tr> <td>15:45</td> <td>Dominic Campbell*</td> <td>Global Brain Health Institute</td> </tr> <tr> <td>15:55</td> <td>Susan Magsamen*</td> <td>John Hopkins School of Medicine</td> </tr> <tr> <td>16:05</td> <td>Upali Nanda*</td> <td>HKS Architect</td> </tr> <tr> <td>16:15</td> <td colspan="2">Q+A and discussion</td> </tr> </tbody> </table>	15:05	Marta Sanchez Bret	Catalan Mental Health Cluster	15:15	Felipe Isidro	Physical Exercise and Health Consulting	15:25	Michael Berk**	Deakin University	15:35	Kirk Erickson*	Advent Health Research Institute	15:45	Dominic Campbell*	Global Brain Health Institute	15:55	Susan Magsamen*	John Hopkins School of Medicine	16:05	Upali Nanda*	HKS Architect	16:15	Q+A and discussion	
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17:00 – 17:30	<i>Coffee Break</i>																									

*Participating online

**Pre-recorded

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17:30 –19:30	<p>Session 2: Intersections between exercise and creativity to boost brain capital</p> <p><i>This session has the aim to explore the powerful links between exercise and creativity to accelerate progress on brain capital. In a recent study, it was found that, in general, being more active meant being more creative demonstrating a link between the two. Exercise can boost brain health and creativity can boost brain skills, making the two activities potentially groundbreaking in driving a new economic dynamic for wellbeing and resilience.</i></p>	<p>Moderator: Theo Edmonds*</p> <table border="1"> <tbody> <tr> <td>17:35</td> <td>Harris Eyre</td> <td>Baker Institute, Brain Capital Alliance</td> </tr> <tr> <td>17:45</td> <td>Frédéric Destrebecq*</td> <td>European Brain Council</td> </tr> <tr> <td>17:55</td> <td>Ian Robertson*</td> <td>Global Brain Health Institute</td> </tr> <tr> <td>18:05</td> <td>Agustín Ibáñez-*</td> <td>Advent Health Research Institute</td> </tr> <tr> <td>18:15</td> <td>Michaela Meier*</td> <td>Brainosity</td> </tr> <tr> <td>18:25</td> <td>Salvador Simó</td> <td>University of Vic</td> </tr> <tr> <td>18:35</td> <td>Felip Miralles</td> <td>EURECAT</td> </tr> <tr> <td>18:45</td> <td colspan="2">Q+A and discussion</td> </tr> </tbody> </table>	17:35	Harris Eyre	Baker Institute, Brain Capital Alliance	17:45	Frédéric Destrebecq*	European Brain Council	17:55	Ian Robertson*	Global Brain Health Institute	18:05	Agustín Ibáñez-*	Advent Health Research Institute	18:15	Michaela Meier*	Brainosity	18:25	Salvador Simó	University of Vic	18:35	Felip Miralles	EURECAT	18:45	Q+A and discussion	
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19:30 –20:00	<i>Networking Cocktail</i>																									

Session Descriptions



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Session 1: Exercise and creativity as boosters of brain capital

Exercise and creativity are factors that can influence brain health and capital. This session will explore each one of them separately: exercise as an avenue to support brain capital and thus tackle modern societal challenges such as the increasing rates of dementia in ageing populations and increasing mental health issues among youths and creativity within the environmental determinants of brain health (built, natural, social, cultural, economic, and technological).

Moderator: Theo Edmonds –Co-Founder Imaginator Academy

Theo Edmonds is an experienced builder of industry-university collaborations in social innovations that humanize the future of working, healing and learning. He's a cultural analytics inventor and developer of next-generation Corporate Social Responsibility initiatives in the creative economy, as well as an artist and poet. He grew up in a nine-generation Appalachian family in southeastern Kentucky. He was named one of "50 People Changing the Face of the South" by Southern Living Magazine. He's the culture lead for several international work groups operating at the intersection of arts, creativity, technology, neuroscience, and economics.



Panellists:

Marta Sanchez Bret –Catalan Mental Health Cluster

The raison d'être of the Mental Health Cluster of Catalonia is to promote research, knowledge transfer, and the creation of the synergies required to be able to offer the best bio-psycho-social support to people who suffer from mental illness and to their families. Marta Sanchez Bret has been head of the cluster for 8 years and leads the strategic plan whilst responding to the needs of the cluster members.



Felipe Isidro –Professor of Physical Exercise and Health, Physical Exercise and Health Consulting

Professor of Physical Exercise and Health. Graduate in Physical Activity and Sport Sciences (INEFC, University of Barcelona). Member of the Board of Directors of the International Institute of Physical Science and Health. Coordinator of the Physical Exercise and Obesity group of the Spanish Society for the Study of Obesity (SEEDO). Lecturer on the official Master's Degree in Physical Activity and Health at the European University of Madrid (UEM). Lecturer on the International Master's Degree in personal training, prevention and physical-sports rehabilitation. Isabel I University of Burgos. Lecturer on the Master's Degree in optimisation of training and physical-sports rehabilitation. CEU- San Pablo University- Seville. Lecturer on the SENMO Master's Degree in Nutrition, Medicine and Orthomolecular Practice and scientific advisor to the society. Researcher, speaker, article writer and author on Physical Exercise, Health and Fitness in various Universities at national and international level and in specialized publications.



Kirk Erickson –Professor of Psychology, AdventHealth Research Institute

Kirk I. Erickson, PhD is a Professor in the Department of Psychology and is the Director and Principal Investigator of the Brain Aging and Cognitive Health Laboratory at the University of Pittsburgh. He is also a Faculty Member for the Center for the Neural Basis of Cognition and Center for Neuroscience at the University of Pittsburgh. Dr. Erickson's research interests are focused on studying the impact of physical activity on brain health and function throughout the lifespan. He has conducted numerous studies on this topic and has published >270 articles. The main message from these studies is that physical activity maintains and improves brain health.



Session Descriptions



Session 1: Exercise and creativity as boosters of brain capital (cont.)

Michael Berk - Alfred Deakin Chair of Psychiatry at Deakin University

Professor Michael Berk is currently a NHMRC Senior Principal Research Fellow, and is Alfred Deakin Chair of Psychiatry at Deakin University and Barwon Health, where he heads the IMPACT Strategic Research Centre. He also is an Honorary Professorial Research Fellow in the Department of Psychiatry, the Florey Institute for Neuroscience and Mental Health and Orygen Youth Health at Melbourne University, as well as in the School of Public Health and Preventive Medicine at Monash University. He has published over 950 papers and is listed by Thompson Reuters ISI as highly cited (2015-2019). He has been awarded over \$76M in grant funding. His major interests are in the discovery and implementation of novel therapies, and risk factors and prevention of psychiatric disorders.



Dominic Campbell - Co-founder of Creative Aging International

Dominic Campbell currently works at the Department of Neuroscience, Trinity College Dublin at the Global Brain Health Institute as an Atlantic Fellow for Equity in Brain Health Working as an Artistic Director, Curator, and Producer of high-profile activity, Dominic's multidisciplinary practice changes culture. His recent work explores celebration as a change strategy, longevity as a driver of social change, the roles played by creative work in promoting equity and health, and displacement as a healing process.



Susan Magsamen – Founder and Executive Director of International Arts + Minds Lab

Susan Magsamen is the founder and executive director of the [International Arts + Mind Lab](#) (IAM Lab), Center for Applied Neuroaesthetics, a pioneering initiative from the Pedersen Brain Science Institute at Johns Hopkins University School of Medicine. Her body of work lies at the intersection of brain sciences and the arts—and how our unique response to aesthetic experiences can amplify human potential. Magsamen is the author of the [Impact Thinking](#) model, an evidence-based research approach to accelerate how we use the arts to solve problems in health, well-being, and learning. In addition to her role at IAM Lab, she is an assistant professor of neurology at Johns Hopkins and serves as co-director of the [NeuroArts Blueprint project](#) in partnership with the Aspen Institute.



Upali Nanda – Principal, HKS Architect

Dr. Upali Nanda is Global Practice Director, Research, and a Principal at HKS. Based in Detroit, Upali has extensive experience leading research projects in design practice with a focus on the impact of design on human health and perception. She is executive director of Center for Advanced Design Research and Evaluation, or CADRE, the research arm of HKS, and teaches as the Associate Professor of Practice at the Taubman School of Architecture and Urban Planning at University of Michigan.



Session Descriptions



Session 2: Intersections between exercise and creativity to boost brain capital

This session has the aim to explore the powerful links between exercise and creativity to double progress on brain capital. In a recent study, it was found that, in general, being more active meant being more creative demonstrating a link between the two. Exercise can boost brain health and creativity can boost brain skills, making the two activities potentially groundbreaking in driving a new economic dynamic for wellbeing and resilience.

Moderator: Theo Edmonds –Imaginator Academy

Theo Edmonds is an experienced builder of industry-university collaborations in social innovations that humanize the future of working, healing and learning. He's a cultural analytics inventor and developer of next-generation Corporate Social Responsibility initiatives in the creative economy, as well as an artist and poet. He grew up in a nine-generation Appalachian family in southeastern Kentucky. He was named one of "50 People Changing the Face of the South" by Southern Living Magazine. He's the culture lead for several international work groups operating at the intersection of arts, creativity, technology, neuroscience, and economics.



Harris Eyre –Lead of Brain Capital Alliance

Harris Eyre MD PhD trained in clinical medicine and neuroscience. He is now Co-Founder of the PRODEO Institute which – in collaboration with the Organisation for Economic Co-operation and Development (OECD) and with support from Johnson & Johnson, PwC and the Milken Institute – seeks to incubate new approaches to brain-based investing, economics and policy. He is Senior Fellow for Brain Capital with the Meadows Mental Health Policy Institute. Harris maintains advisory or adjunct roles with the Global Brain Health Institute at the University of California San Francisco, the Davos Alzheimer's Collaborative, Brain Health Nexus, Baylor College of Medicine, the University of Texas Health Sciences Center at Houston and Deakin University. He has authored over 120 book chapters and papers, for Lancet Neurology, World Psychiatry and The RSA Journal. He is also lead editor of "Convergence Mental Health: A Transdisciplinary Approach to Innovation", recently published by Oxford University Press.



Frédéric Destrebecq –Executive Director of the European Brain Council

Frédéric Destrebecq is the Executive Director of the European Brain Council since October 2014. In this capacity, he is responsible for providing strategic direction and leadership while managing the day-to-day operations of EBC and its ongoing relationships with its member associations and other stakeholders, as well as representing the organisation in various European and national forums. Fred holds a Master Degree in Political Science and International Relations from the Université Catholique de Louvain (Belgium). He also studied at the Institut d'Etudes Politiques (Paris) and University of Wales College (Cardiff), in the framework of the former EU Socrates exchange programme. Prior to EBC, Fred served the European Union of Medical Specialists (UEMS) as Chief Executive Officer, and previously as Director for European Affairs.



Ian Robertson –Co-Director of the Global Brain Health Institute

Dr. Ian Robertson is T. Boone Pickens holds the position of Distinguished Chair at the Center for BrainHealth, UT Dallas and co-leader of The BrainHealth Project. He is also co-director of the Global Brain Health Institute (www.gbhi.org) and Emeritus Professor at Trinity College Dublin. He was founding director of the Trinity College Institute of Neuroscience in Dublin and was previously a Senior Scientist in University of Cambridge's Cognition and Brain Sciences Unit, where he was also a Fellow at Hughes Hall. Trained as a clinical psychologist at the Institute of Psychiatry in London, he trained as a cognitive neuroscientist during his PhD at the University of London and worked in clinical rehabilitation of brain disorders in Edinburgh's Astley Ainslie Hospital.



Session Descriptions

Session 2: Intersections between exercise and creativity to boost brain capital (cont.)

Agustín Ibáñez – Director of the Latin American Institute of Brain Health

Agustín Ibáñez is an Argentinian neuroscientist interested in global approaches to dementia and social, cognitive and affective neuroscience. He is Director of the Latin American Institute of Brain Health (BrainLat) at the Universidad Adolfo Ibáñez (UAI, Chile), Senior Lecturer and Researcher at the Centre for Social and Cognitive Neuroscience, Universidad Adolfo Ibáñez (UAI, Chile), Research Associate Professor at Trinity College Dublin, TCD, and Team Leader of the Predictive Brain Health Modelling Group, Trinity College Dublin. In addition, he is Senior Atlantic Fellow at GBHI-UCSF and Visiting Professor at GBHI-TCD and Member of the Scientific Researcher Career of CONICET, Argentina.



Michaela Meier – Founder of Brainosity

Michaela is the Founder of Brainosity and has 20+ years Managing Edtech-Teams & Companies, Consulting, Change Management and Transformation Projects. She is excited about the MAGIC of the BRAIN, fascinated of LIVING CHANGE, focused on revolutionizing Transformation, Change and Learning.



Salvador Simó – University of Vic

Salvador Simó Algado PhD, MSc, MBA, is an international consultant in themes related to mental health, social participation, and inclusive economic development. Lecturer, researcher, Adjunct Director of the Mental Health Chair, and Coordinator of the Mental Health and Social Innovation Research group at UVIC-UCC. Lecturer of Entrepreneurship at the European Business School. He has been visiting lecturer at more than 24 international universities (in Canada, Sweden, France, Germany, Belgium, Denmark, Portugal, The Netherlands, Ireland, England, Greece, Cyprus, Bulgaria, Latvia, Turkey, Chile, Argentina, Costa Rica, and Guatemala).



Felip Miralles – Executive Director at EURECAT

Felip is a Computer Science Engineer by Universitat Politècnica de València, hold a MSc in Information Systems by New Jersey Institute of Technology and a PhD in Engineering and Advanced Technologies by Universitat de Barcelona. He has have been leading ICT projects both in the public sector and the private enterprise. He is an entrepreneur, professor and principal investigator in many digital health initiatives. His research interests span modelling and representation of healthcare knowledge, multimodal interfaces, telemonitoring, mobile health, predictive and prescriptive models, clinical decision support systems and interoperability to progress beyond the State of Art in digital health domains such as integrated care, personalized medicine and biomechanics.



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



EBRAINS



University of Colorado Denver



Neuroscience-inspired
Policy Initiative (NIPI)
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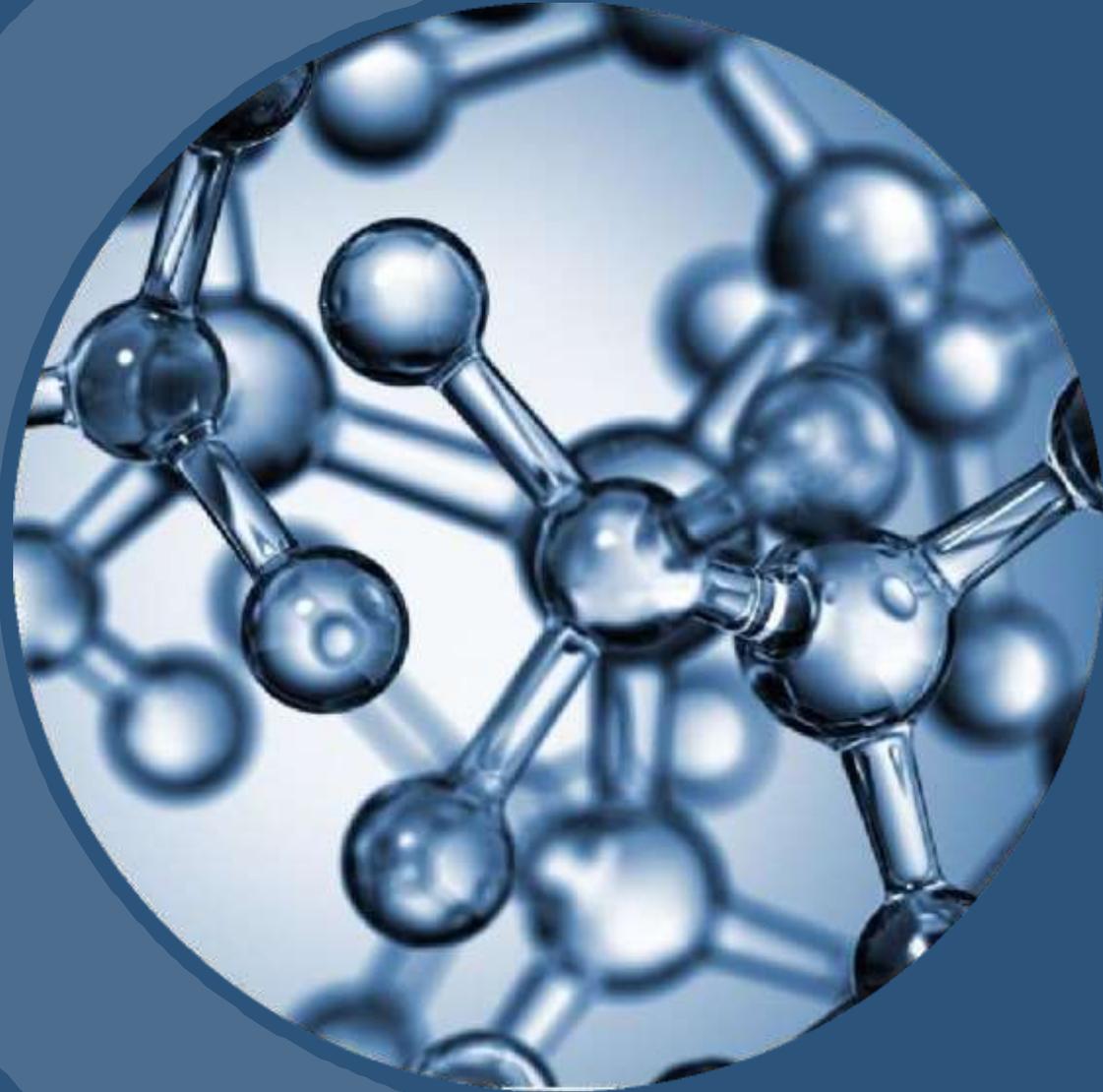


IMPACT
CENTRE FOR INNOVATION IN
MENTAL AND PHYSICAL HEALTH
AND CLINICAL TREATMENT





- 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](#).
- Good brain health plays a significant role in an individual's well-being and profoundly impacts the collective economy and society. Conversely, poor brain health, or brain disease, carries devastating public health, social and economic consequences. Participants of 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 vigorously to the development of a brain health pillar of the European Health Union, which is very much in line with the needs of the European society and citizens.
- To continue building on these themes, a series of events were held throughout June and July. The first, in Paris, focused 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.
- These themes have been continuously highlighted as fundamental to address modern societal challenges and drive innovation on the international stage. In September 2022, brain capital was [profiled at the United Nations General Assembly](#) and discussed in major public and private reports from the World Health Organization, the UN Development Programme, Price Waterhouse Coopers and Lundbeck. Finally, [at COP27 in November](#) the concept of green brain capital was introduced. The concept is underpinned by brain health, environmental determinants of brain health, green skills, creativity infrastructure, ecological intelligence and digital literacy and has the capacity to be a new vector for sustainability.



**FOR MORE INFORMATION ON THE
BRAIN CAPITAL ALLIANCE,
PLEASE VISIT**

[HTTPS://BRAINCAPITAL-PLATFORM.NET/](https://braincapital-platform.net/)