

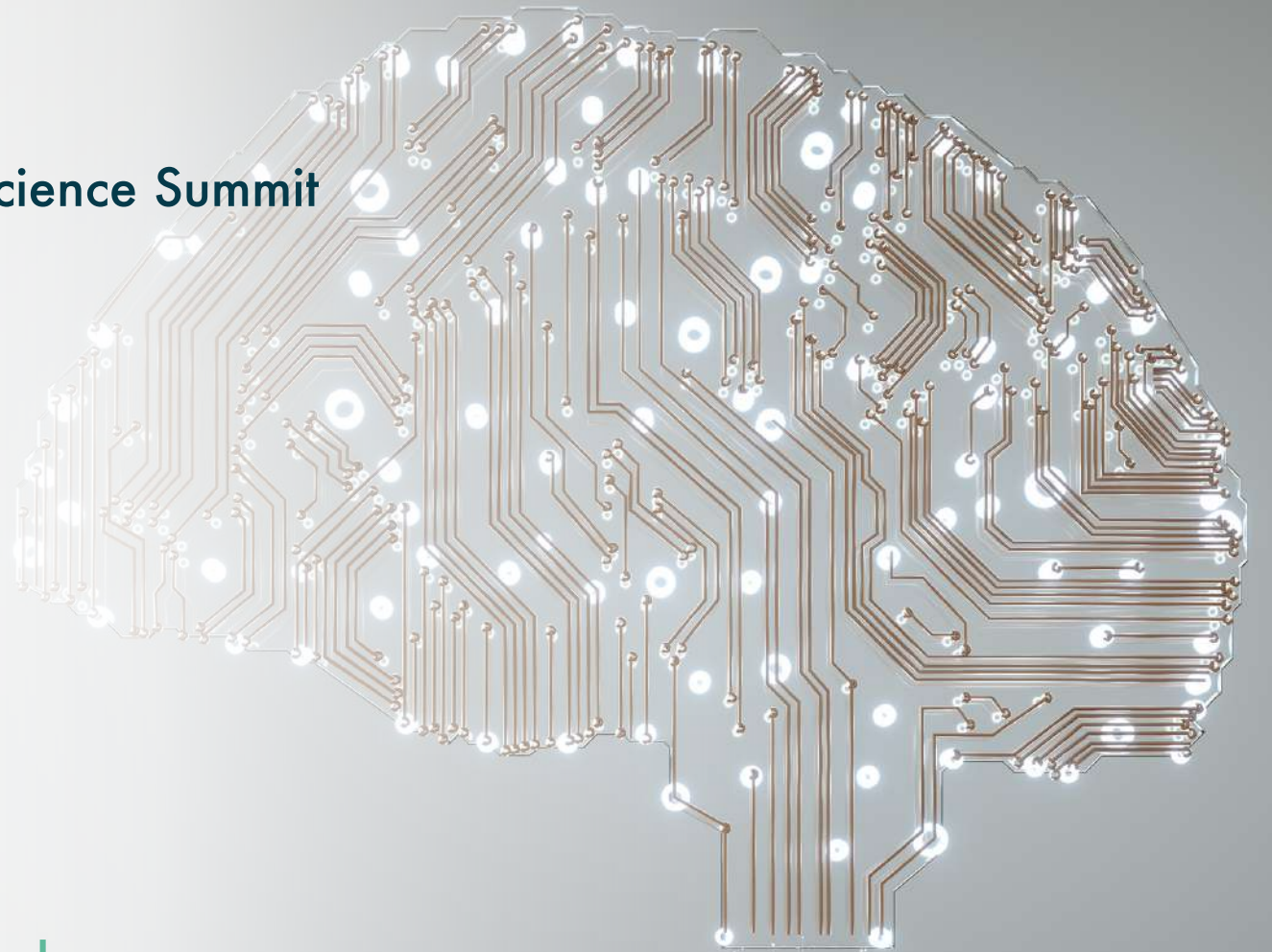
BRAIN CAPITAL BUILDING @ UNGA78 Science Summit

September 19th, 2023

Harnessing Brain Capital for Economic Policy

Presented by **Professor Rym Ayadi**

Prepared with **Sara Ronco and Elena Stotts-Lee**



Brain
Capital
Alliance



**United
Nations**

We are facing a **polycrisis** and need **innovative policy solutions**



Economic &
Financial crises,
Debt

Global health crises,
Lack of access to
health care

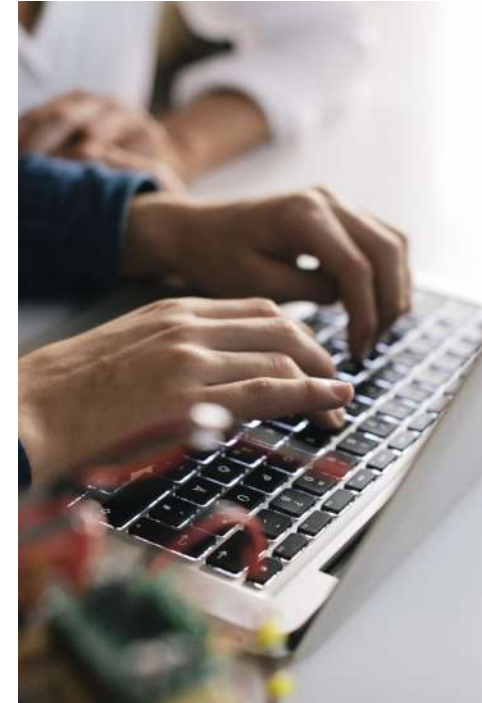


Climate crisis,
Environmental
degradation,
Resource scarcity

Political crises,
Social inequality,
Migration

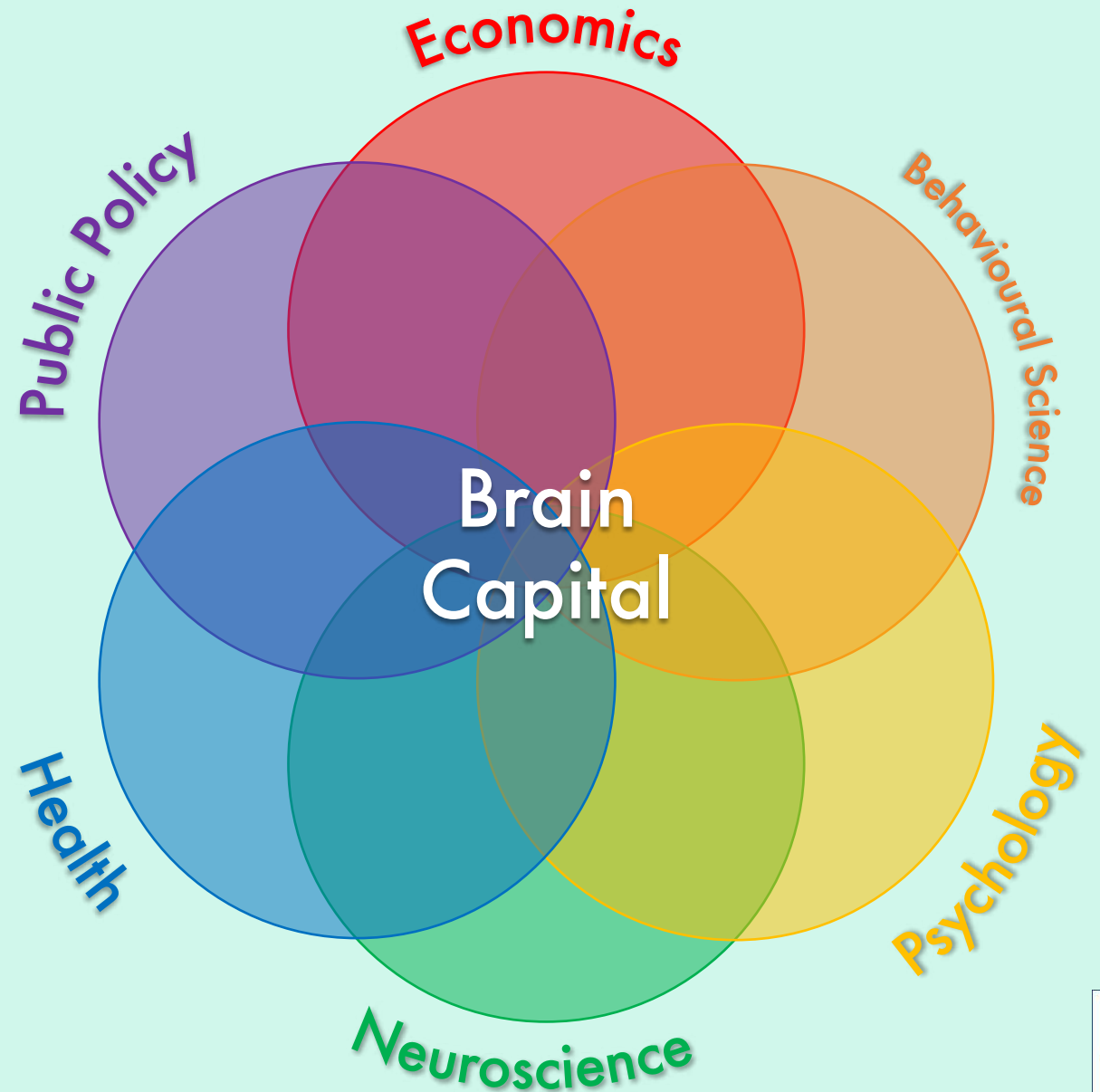


Technological
challenges,
Rise of AI



Complex problems require forward-thinking solutions with a strong foundation in research.

By combining knowledge from multiple disciplines, **Brain Capital** will allow policy makers to reimagine current economic systems.



Measuring Brain Capital

In 2022, the Euro-Mediterranean Economists Association (EMEA) formed a multi-disciplinary working group to define and measure the Brain Capital concept and build the Brain Capital Dashboard.

The Working Group highlighted three key pillars:

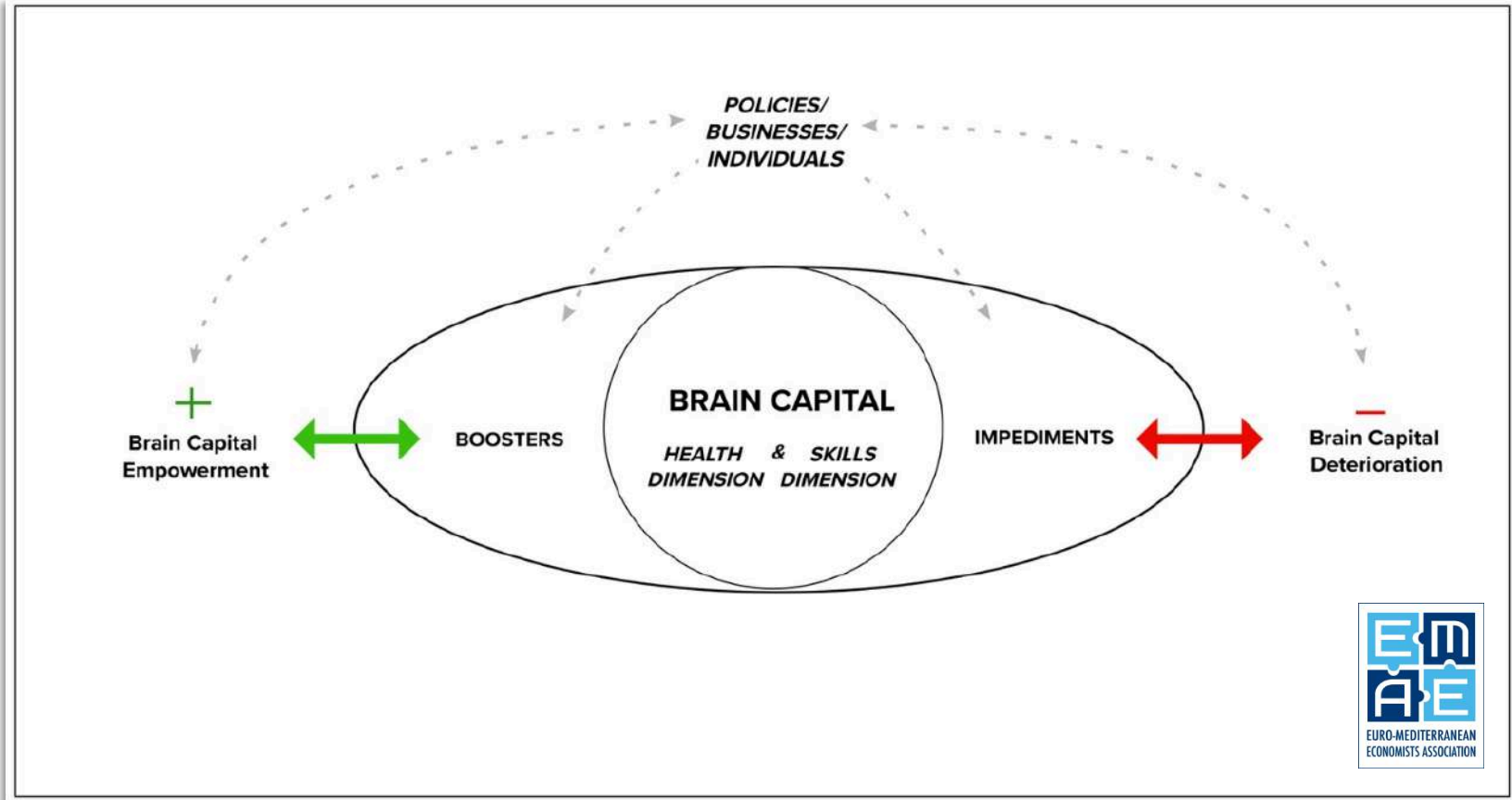
Brain
Capital
Drivers

Brain
Health

Brain
Skills

Brain Capital = Brain Health + Brain Skills of the population

Brain Capital accumulates and deteriorates based on different **Drivers** from the political, social, natural, and economic environments within a country.

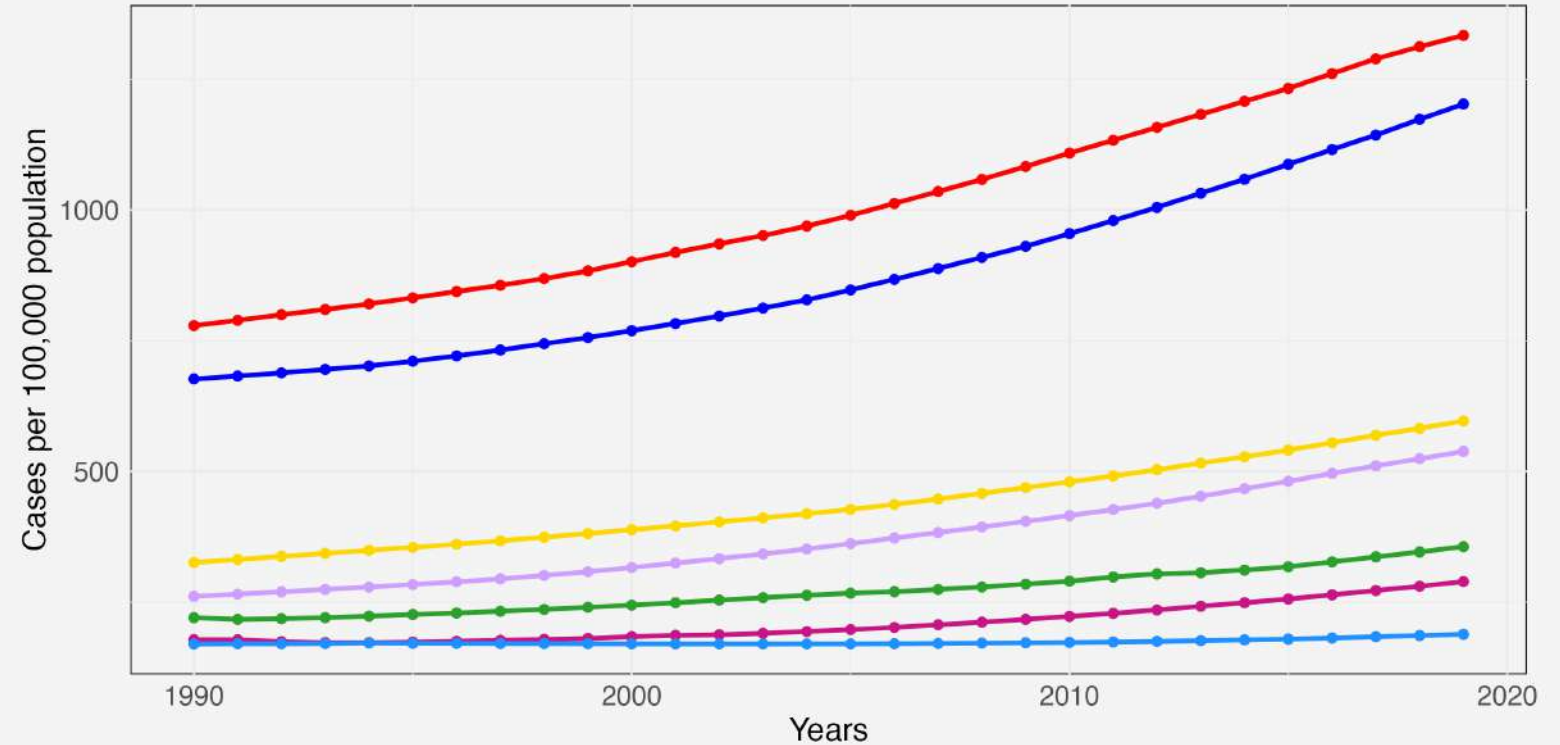


Brain Health

Strong economies depend on an absence of disorders (e.g., depression, anxiety, substance misuse, dementias, and neurocognitive disorders) across the life span.

Prevalence of Alzheimer's disease and other dementias

From the Absence of Disorders dimension of the Brain Capital Dashboard



Regions: East Asia & Pacific, Latin America & Caribbean, North America, Sub-Saharan Africa, Europe & Central Asia, Middle East & North Africa, South Asia

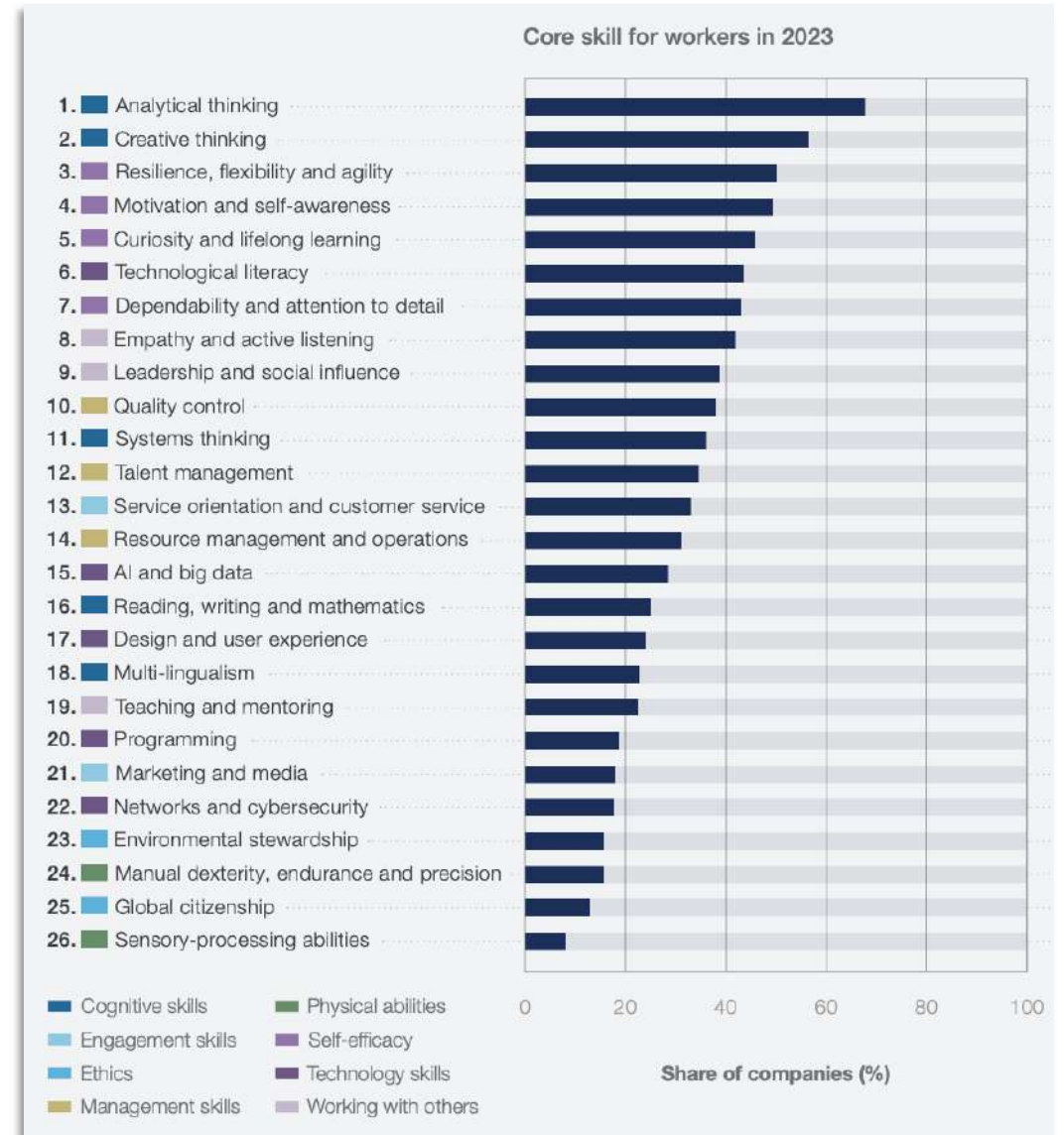
Data source: IHME, Global Burden of Disease

Brain Skills

Our economy is a *Brain Economy*.

With the rise of automation, the skills in demand will rely more on cognitive, social, and emotional capacity.

Brain-based skills such as self-control, emotional intelligence, creativity, analytical thinking, and cognitive flexibility will be highly valued.



Source: World Economic Forum, Future of Jobs Report 2023

Brain Capital Drivers

Some dimensions which **boost** or **impede** the accumulation of brain capital include:



Digitalization



Health services



Social conditions



Education



Natural environment



Pre-natal related issues



Cultural services



Food security

In 2023, the EMEA research team built the **Global Brain Capital Dashboard**

The dashboard monitors the Brain Capital concept using pillars, dimensions, and indicators defined by the Working Group.

It was launched in a Policy Paper published on September 18th from Brookings.

Brain Capital Dashboard

About Brain Capital

How to Use the Map

Interactive Map

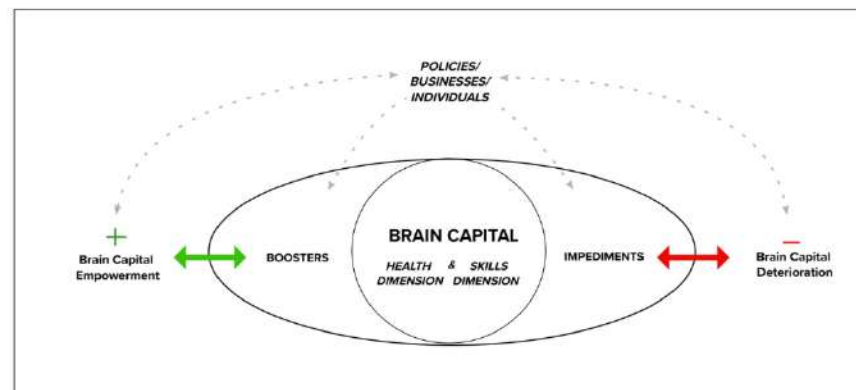
About the Dashboard

Welcome to the Brain Capital Dashboard!

What is Brain Capital?

Brain Capital is a productive and complex capital stock that accumulates over the lifecycle.

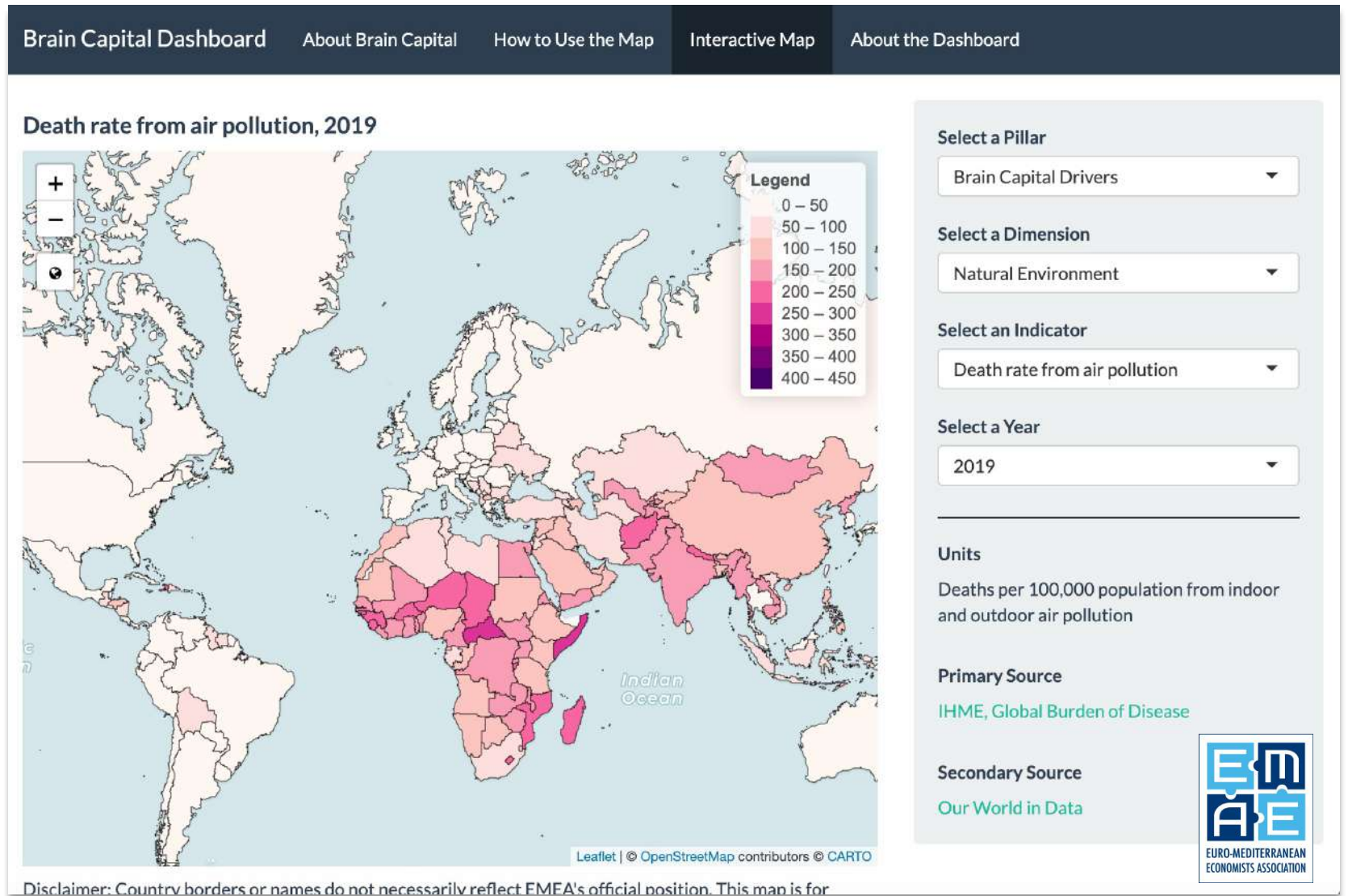
We consider brain capital as a multi-dimensional set of factors varying from physical to socio-cultural ones, enabling the brain to remain healthy, to develop, and to avoid deterioration. We present Brain Capital as a circular concept summarized in figure below.



The main feature of the dashboard is an Interactive Map

The map displays global indicators for each dimension across many years.

The dashboard is available on the EMEA Open Knowledge Platform at research.euromed-economists.org/brain-capital-dashboard/



Harnessing Brain Capital for Economic Policy

The Brain Capital concept has the potential to transform our economic systems, workplace environments, and policy priorities through the following channels:



Healthcare policy



Education & Life-long learning



Public awareness campaigns



Economic incentives



Economic diversification



Social safety nets



Research & development



Workplace policies

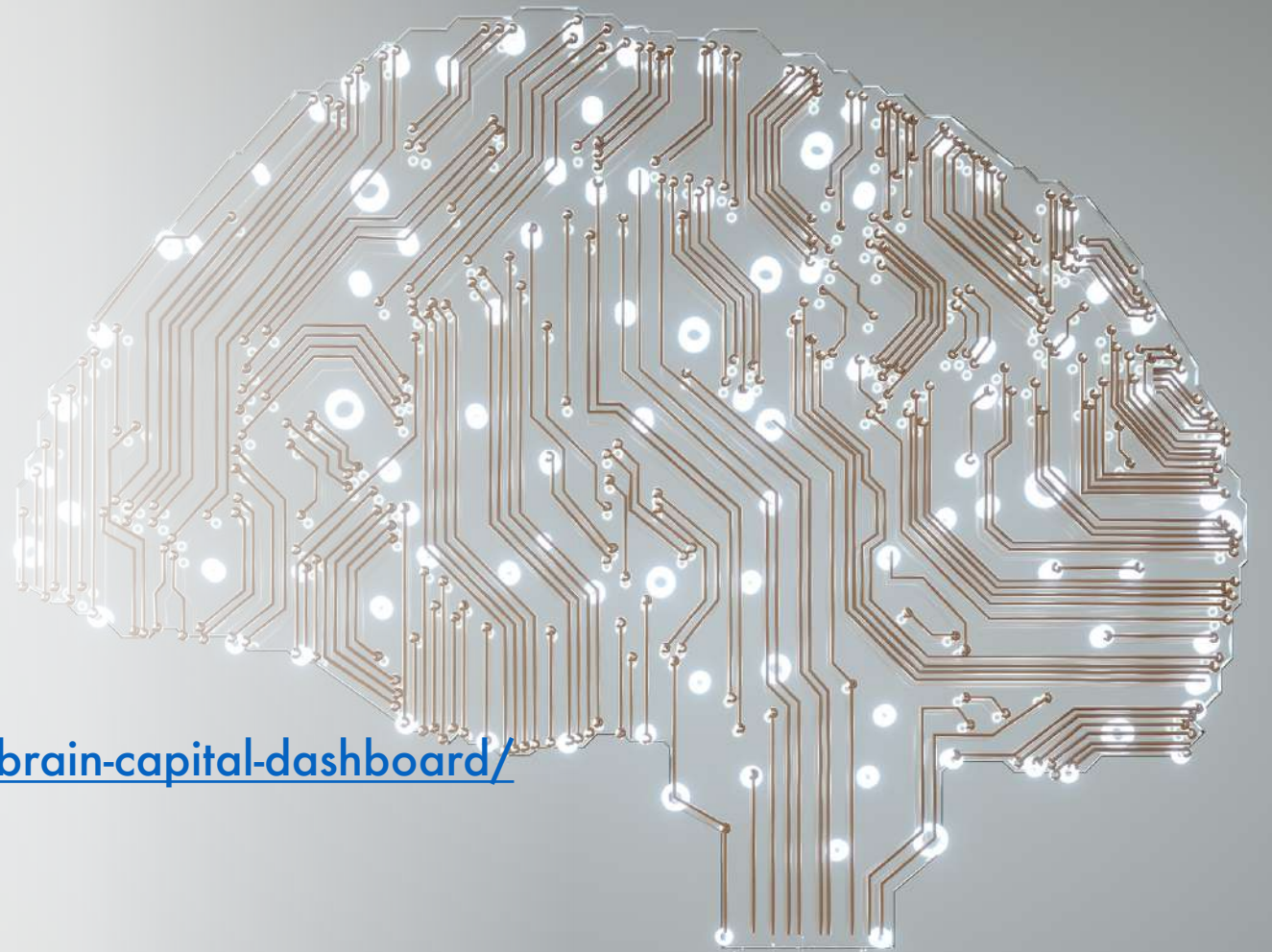
Thank you!

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<https://research.euromed-economists.org/brain-capital-dashboard/>

<https://braincapital-platform.net/>



Brain
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**SCAN TO
VISIT THE
GLOBAL
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CAPITAL
DASHBOARD**

