

THE BRAIN ECONOMY

THE BRAIN ECONOMY SUMMIT

21st CENTURY RESPONSE TO 21st CENTURY CHALLENGES
SCIENCE SUMMIT AT THE 79TH UNITED NATIONS GENERAL ASSEMBLY
18 SEPTEMBER 2024
STEELCASE WORKLIFE CENTER
4 COLUMBUS CIRCLE
NEW YORK, UNITED STATES

As part of the UN Science Summit at the 79th United Nations General Assembly and Summit for the Future, Rice University's Baker Institute Center for Health and Bioscience, the California Mental Health Services Oversight Accountability Commission, the Brain Capital Alliance, the Euro-Mediterranean Economists' Association, HKS and NeuroCentury are convening a plenary conference focused on the new concept of the Brain Economy which posits a transformative societal approach to build brain capital, an asset that optimizes brain health and brain skills, in the face of technological change. The event's particular focus will be on how the brain economy can support the goals of the One Health framework, aiming to balance and optimize the health of people, animals, and ecosystems.

8.15 - 9.00 Breakfast and coffee

9.00 – 9.15 **Welcome and Introduction**

Paul Cherukuri, Vice President for Innovation and Chief Innovation Officer, Rice University

Harris Eyre, Executive Director, Brain Capital Alliance

Rym Ayadi, Co-Founder, Brain Capital Alliance

Paweł Świeboda, Co-Founder, Brain Capital Alliance

9.15 – 9.45 Opening Keynotes

Kana Enomoto, Director of Brain Health, McKinsey Health Institute

Shiva Dustdar, Director and Dean, European Investment Bank Institute

Devora Kestel, Director, Mental Health, Brain Health and Substance Use, World Health Organization

Annika Sten Pärson, Founding Partner and Executive Chair of the Inner Foundation

THE BRAIN ECONOMY

9.45 – 10.45 **Brain Economy: Paradigm Shift for Democratic Renewal**

The Opening Session will address the question of how the democratic systems can prosper in the age of technological acceleration. It will argue that the concept of the Brain Economy, with its focus on cognitive and emotional well-being as well as brain skills, is the essential part of much needed response to rapid technological change.

Setting the Stage:

Presentation of the Democracy and Brain Health Project:
Agustin Ibanez, Director, BrainLat Institute

Chair: **Paweł Świeboda**, Co-Founder, Brain Capital Alliance

Pedro Conceição, Director, Human Development Report, UNDP

Claudia Chwalisz, CEO, DemocracyNext

Upali Nanda, Global Sector Director, Innovation and Executive Vice President, HKS

Joel H. Rosenthal, President, Carnegie Council for Ethics in International Affairs

10.45 – 11.15 **Coffee Break**

11.15 – 12.30 **Systemic Investing in the Brain Economy**

Current period has seen phenomenal innovation in brain health, from the emergence of new biomarkers to renewed dynamic in drug development. This session will focus on the investment which is needed for transformational impact in prevention, early diagnosis, and lifecycle approach to brain health, as well as integration of physical and brain health in primary care.

Chair: **Shiva Dustdar**, Head of the European Investment Bank Institute

Jonathan Behr, Dementia Discovery Fund; Partner, SV Health Investors

Eric Bennett, Chief Investment Officer, Tolleson Wealth Management

Marco Mohwinckel, President, Tech Tour Mental & Brain Health Program

Tarek Samad, Senior Vice-President and Global Head of Research, Lundbeck

Kwame Barnieh Sarpong, Senior Partner, KPMG Africa

Allison Sekuler, President and Chief Scientist, CABHI and Baycrest Academy for Research and Education

THE BRAIN ECONOMY

12.30 – 13.30 **Lunch**

13.30 - 13.45 **Keynote: Towards Wellbeing Economies**

Jo-An Occhipinti, Professor, Faculty of Medicine and Health, University of Sydney; Co-Director Mental Wealth Initiative

13.45 – 14.00 **Keynote: Finland's Brain Health Program to Unlock Wellbeing**

Mika Pyykkö, Executive Director, Finnish Brain Association

14.00 – 14.30 **Brain Economy: Carbon-Neutrality as a Renewed Societal Aspiration**

The Brain Economy is one that enables carbon-neutrality while redefining societal aspirations. Prioritizing brain health is vital for sustainable development, as it significantly influences our ability to learn, work, and innovate as individuals and as a society. It also strengthens our resilience and adaptive capacity as individuals and societies facing climate change.

Keynote: Burcin Ikiz, Founder and Director, EcoNeuro

Fire-side Chat: **Mark Chambers**, VP Partnerships, Elemental Excelsior; former Senior Director, White House Council on Environmental Quality and **Burcin Ikiz**, Founder and Director, EcoNeuro

14.30 – 15.30 **Living in Brain-Friendly Places**

The design and quality of our physical surroundings – from regional land use and planning to urban public spaces and buildings' interior environments – play a pivotal role in shaping our mental processes, well-being, and social interactions. This session will explore the global integration of nature-based solutions, building science, and physical infrastructure for social cohesion and collaboration.

Chair: **Julie Hiromoto**, Director of Integration and Partner, HKS

Christian Benimana, Co-Executive Director and Senior Principal, MASS Design Group

Mae Ling Lokko, Assistant Professor, Yale University School of Architecture

Jie Zhao, Executive Vice President, Delos Labs

Catie Ryan Balagtas, Director of Projects, Terrapin Bright Green

15.30 – 16.00 **Coffee Break**

THE BRAIN ECONOMY

16.00 – 16.30 Towards Brain-Positive Transitions: The Case of California

Fire-side Chat: **Toby Ewing**, Executive Director, Mental Health Services Oversight & Accountability Commission and **Paweł Świeboda**, Co-Founder, Brain Capital Alliance

16.30 – 17.30 Brain Skills and the Re-Training Revolution to Prepare for AI-Enhanced Future

Brain Economy is one which places strong emphasis on deploying humans' cognitive and emotional skills in close collaboration with the machines. This session will examine investments in brain skills and large-scale retraining programs needed in the context of advancements in AI. Brain Economy is one which prioritizes transformation of the workplace for human-friendly companionship with AI tools.

Chair: **Rym Ayadi**, Founder and President, Euro-Mediterranean Economists' Association

Fred Binka, Head of Africa Corporate and Sovereign Investments, Farallon Capital

Michael Platt, Director, Wharton Neuroscience Initiative and James S. Riepe Professor, University of Pennsylvania

Cinzia Alcidi, Head of Economic Policy, Centre for European Policy Studies

Tim Foxx, Head, School Studies Council, The University of Pennsylvania Graduate School of Education

Marta Sanchez Bret, General Manager, WeMind Cluster

17.30 – 18.15 Blueprint for Building the Brain Economy

Given the mounting pressures on public health, climate, and the environment alike, innovative, and outcome-based approaches are needed. In this context, the concept of the Brain Economy stands out as an enabler of the deep, scalable, and impactful systems' transformation, in line with the One Health framework's emphasis on the interconnected health of humans, animals, and the environment.

Chair: **Harris Eyre**, Executive Director, Brain Capital Alliance

Frédéric Destrebecq, Executive Director, European Brain Council

Rajinder K. Dhamija, Director, Institute of Human Behavior and Allied Sciences; Chair, National Task Force on Brain Health, India

Quazi Haque, Chief Medical Officer, Elysium Healthcare & Global Mental Health & Brain

Alfred K. Njamnshi, CEO and Founder, Brain Research Africa Initiative (BRAIN)

Diana Saville, Co-founder and President, BrainMind

18.15 - 19.30 Reception