

# THE BRAIN ECONOMY FOR ONE HEALTH

21st CENTURY RESPONSE TO 21st CENTURY CHALLENGES

SCIENCE SUMMIT AT THE 79<sup>TH</sup> 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 79<sup>th</sup> 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 and ecosystems.

8.15 - 9.00 Breakfast and coffee

9.00 – 9.05 **Welcome and Introduction**

**Amy Dittmar**, Provost, Rice University

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

**Rym Ayadi**, Co-Founder, Brain Capital Alliance

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

9.05 – 9.35 Keynote Speech of **Nadia Calviño**, President, European Investment Bank (tbc)  
Keynote Speech of **Kathy Hochul**, Governor of New York

9.35 – 10.30 **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

**Pedro Conceição**, Director, Human Development Report, UNDP

**Claudia Chwalisz**, CEO, DemocracyNext

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

10.30 – 10.45 **Coffee Break**

10.45 – 12.15 **Investing in Brain Health Breakthroughs**

*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.*

**Opening Keynote:**

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

**Eric Bennett**, Chief Investment Officer, Tolleson Wealth Management

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

**Ronel Golden**, Senior Advisor, Robert S Kaplan

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

**Kwame Barnieh Sarpong**, Senior Partner, KPMG Africa

12.15 – 13.15 **Lunch**

13.15 - 13.30 **Keynote: Towards Wellbeing Economies**

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

13.30 – 14.15 **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.*

**Massamba Thioye**, Project Executive UNFCCC Global Innovation Hub at the UN Climate Change Secretariat

**Burcin Ikiz**, Founder and Director, EcoNeuro

**Lawrence Jones**, SVP International, Edison Electric Institute

**Peggy Shepard**, Co-Founder and Executive Director, WE ACT for Environmental Justice and member, White House Environmental Justice Advisory Council (WHEJAC)

14.15 – 15.00 **Living in Brain-Friendly Places**

*The design and quality of our physical surroundings – from regional land use and planning to urban publicspaces 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, building science, nature-based solutions, and physical infrastructure for social cohesion and collaboration.*

**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

**LAM Khee Poh**, Provost's Chair Professor of Architecture and the Built Environment, National University of Singapore

15.00 – 15.30 **Coffee Break**

15.30 – 16.00 **Neuroshield: Protecting Citizens in the Age of Disinformation**

**Amandeep Gill**, United Nations Technology Envoy (tbc)

16.00 – 17.00 **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.*

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

**Fred Binka**, International Expert in Finance and Investment

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

**Ekkehard Ernst**, Chief Economist, International Labour Organisation

**Cinzia Alcidì**, Head of Economic Policy, Centre for European Policy Studies

**Funsho Allu**, Partner, TIA Capital Management

17.00 – 18.00 **Conclusions: Brain Economy for One Health**

*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.*

**Deborah W. Brooks**, CEO and Co-Founder, The Michael J. Fox Foundation for Parkinson's Research

**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

**Tarun Dua**, Head of Brain Health, World Health Organization

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

**Facundo Manes**, President of the Committee on Science, Innovation and Technology of the Argentine Parliament

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

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

18.00 - 19.30 **Reception**