

ROADMAP	
TITLE OF THE INITIATIVE	<b>Think 2014! A European Year for promoting healthy minds, learning and well-being</b>
TYPE OF INITIATIVE	• CWP      X Non-CWP      • Implementing act/Delegated act
LEAD DG – RESPONSIBLE UNIT	DG RTD – Unit F2
EXPECTED DATE OF ADOPTION	Month/Year: September 2012
VERSION OF ROADMAP	No: 1      Last modification:      Month/Year:

This indicative roadmap is provided for information purposes only and is subject to change. It does not prejudge the final decision of the Commission on whether this initiative will be pursued or on its final content and structure.

A. Context, problem definition
<p>(i) What is the political context of the initiative?  (ii) How does it relate to past and possible future initiatives, and to other EU policies?  (iii) What ex-post analysis of the existing policy has been carried out and what results are relevant for this initiative?</p>
<p><i>"Think2014!"</i> will provide the conditions to create a dialogue on brain health and well-being, to stimulate education and innovation, to enhance productivity, and to foster innovators, while lifting taboos surrounding brain-related disorders or conditions. It will change public perception, career recognition and the way science and its application to the benefit of EU citizens are organized in this area.</p> <p>The political context is the following:</p> <p><b>1. Treaty of Lisbon</b></p> <p>Two provisions are particularly relevant for <i>"Think2014!"</i>: the achievement of the European research Area as a objective for the Research and Technology development policy (Article 179 TFEU), and the establishment of measures necessary for the implementation of the European research area, to complement activities planned in the multiannual framework programme (Article 182 TFEU).</p> <p><b>2. Europe 2020 Strategy</b></p> <p><i>"Think2014!"</i> is in line with the political objectives of the Europe 2020 Strategy aiming for Europe to become a smart, sustainable and inclusive economy. In particular, <i>"Think2014!"</i> is relevant for and will support four out of the five headlines targets proposed to measure progress in meeting the Europe 2020 goals, namely:</p> <ul style="list-style-type: none"> <li>– Employment: 75% of the 20-64 years-old to be employed</li> <li>– R&amp;D / innovation: 3% of the EU's GDP (public and private combined) to be invested in R&amp;D/innovation</li> <li>– Education: reducing school drop-out rates below 10%, and at least 40% of 30-34-year-olds completing third level education</li> <li>– Poverty / social exclusion: reducing school drop-out rates below 10% &amp; at least 40% of 30-34-years-olds completing third level education</li> </ul> <p><b>3. Innovation Union flagship initiative</b></p> <p>Demographic change related to the ageing of the European population is one of the grand challenges identified in the Europe 2020 strategy. Brain-related disorders and conditions, such as mental health issues and neurodegenerative diseases, including dementias dramatically increase with age. Innovative solutions need to be found to address these complex health and social challenge in Europe. In this context, <i>"Think2014!"</i> will contribute to the Innovation Union flagship initiative by raising the awareness to support innovation in brain research with both exploratory, trans-disciplinary investigation, and close-to-market research ideas.</p>

#### 4. European Pact on Mental Health and Well-Being

Launched in 2008 at the EU high-level conference "Together for Mental Health and Well-being", the "European Pact for Mental Health and Well-being" acknowledged the need for a decisive political step to make mental health and well-being a key priority. The Pact recognises that primary responsibility for action in this area rests with Member States. However, it also builds on the EU's potential to inform, promote best practice and encourage actions by Member States and stakeholders and help address common challenges and tackle health inequalities.

In this context, "*Think2014!*" will provide a timely opportunity to raise awareness on the importance of good mental health conditions and well-being, in particular taking into account that problems related to those issues affect millions of European families.

#### 5. Resolutions of the European Parliament

"*Think2014!*" directly meet the objectives and recommendations expressed in two resolutions of the European Parliament:

- "European Parliament resolution of 12 November 2009 on Joint Programming of research to combat neurodegenerative diseases, in particular Alzheimer's disease 2009/2742(RSP)" suggests that the Council and the Commission consider launching a European Year of the Brain in order to raise awareness of age-related neurodegenerative diseases and measures to prevent them. It also considers it important to inform the public about lifestyle changes that can delay and prevent the onset of neurodegenerative diseases, in particular Alzheimer's and Parkinson's disease, and to promote "brain-healthy lifestyles.
- "European Parliament resolution of 19 January 2011 on a European initiative on Alzheimer's disease and other dementias (2010/2084(INI))" suggests that the Council and the Commission consider launching a European Year of Mental Health. It also encourages to develop information campaigns for the general public and for specific groups such as schoolchildren, healthcare professionals, and social workers.

What are the main problems which this initiative will address?

"*Think2014!*" will develop awareness and communication actions that will contribute to address the following problems:

- Brain disorders cost EU health care systems hundreds of billions €. In 2010, costs associated with brain disorders are estimated to more than €900 billion, and 35% of the total DALYs are due to brain disorders, mainly depression and other mental disorders. Therefore, better addressing brain health-related challenges would help EU employers to increase job satisfaction, reduce absenteeism, have people better employed and more productive workforce.
- Brain R&D offers large possibilities for innovation, standardization, establishing new markets: e.g. new medical devices, nano-technological applications, brain-machine interfaces. The problem at the same time is that brain R&D and innovation reach an unequalled level of complexity. There is an urgent need to address the current deficit in knowledge that underpins knowledge-based economy and drug discovery, and discourages pharmaceutical industry to further invest (drug development for brain disorders takes longer, costs more and has higher risks of failure).
- Lack of understanding of and attention given to cognitive processes has a detrimental effect on the organisation of education. Better attention and importance should be given to ideas and innovation, with the goal to give each individual the best chance to achieve his/her potential. Europe is also lacking harmonised, early and better detection of children neuro-developmental disorders and cognition deficits, preventing many EU citizens to be integrated in our society. In addition, education and awareness on mood (e.g. depression) and addiction (e.g. drug and gambling) issues and risks is far from satisfactory. Finally, there is also a need for better career valorisation, and to develop attractiveness for the neurosciences, a fascinating area and a true frontier of knowledge, means understanding what it is to be human
- Europe is facing an unprecedented demographic challenge to come (151 million Europeans will be aged >65 in 2060) and needs to urgently develop specific training programmes for elderly, who are at risk of diseases such as Alzheimer or other dementias. In addition, stigmatizing and excluding attitudes of society towards e.g. dementia, epilepsy, depression, sight and hearing loss is still a problem and need to be adequately addressed. Finally, equal access to prevention, early diagnostic, targeted care and early treatment to all EU citizens in regard to brain disorders is a problem.

Who will be affected by it?
<p><i>"Think2014!"</i> will capture the interest of EU stakeholders and citizens and will be able to engage them on policy debate and along a broad variety of awareness and communication actions. As such, <i>"Think2014!"</i> will be a unique opportunity to mobilize citizens and stakeholders, such as patient organizations, employers and public authorities. It will open up new opportunities in science, education and healthcare, and leave a lasting legacy of increased awareness and enthusiasm for harnessing potential.</p> <p><i>"Think2014!"</i> will be targeted at the following recipients:</p> <ul style="list-style-type: none"> <li>– Citizens (better awareness of the importance given to intellectual exercise, of healthy mind and well-being, decrease stigmatization on brain-related disorders, reinforce possibilities for aged people to access specific training programmes);</li> <li>– Employers and Unions (e.g. better awareness of the importance of well-being and healthy minds for a better productivity);</li> <li>– Professors, teachers (e.g. better awareness of the importance of cognitive processes, better place given to ideas and innovation, reinforce trainings and education in brain research);</li> <li>– Universities, research institutions, funding agencies (e.g. reinforcement of training in brain research, reinforcement of the knowledge basis as a support for innovation and competitiveness);</li> <li>– Industries and capital ventures (e.g. reinforce the need for investment, competitiveness and establishing new markets in the area of brain diseases);</li> <li>– Policy makers (e.g. better fight against social exclusion and equal access to diagnosis and treatment);</li> <li>– Media (e.g. better understanding of brain health, science and innovation in this area, and of its consequences);</li> <li>– Science centres and museums (e.g. better place given to brain research and healthy minds);</li> </ul> <p>In order to enhance the coverage, effects and impacts of the activities put in place, <i>"Think2014!"</i> will engage in close cooperation with the following strategic partners and relays:</p> <ul style="list-style-type: none"> <li>– All EU institutions and bodies;</li> <li>– Representations of the Commission and the EP in the Member States;</li> <li>– International organisations such as the WHO or the OECD;</li> <li>– Civil society organisations;</li> <li>– Competent national Ministries;</li> <li>– EU information and documentation centres in the Member States</li> <li>–</li> </ul>
<p>(i) Is EU action justified on grounds of subsidiarity?  (ii) Why can Member States not achieve the objectives of the proposed action sufficiently by themselves? (Necessity Test)  (iii) Can the EU achieve the objectives better? (Test of EU Value Added)</p>
<p>(i) The Lisbon Treaty foresees in its Article 5 (TFEU) that the European Union shall act within the limits of the competencies conferred upon it by the Member States in the Treaties to attain the objectives set out therein. The establishment of the ERA (Art. 179 TFEU) and of measures necessary for its implementation (Article 182 TFEU) constitute objectives that can be better achieved by the Commission than by the Member States, individually or collectively. Those two articles constituting its political base, <i>"Think2014!"</i> can be therefore considered as justified on grounds of subsidiarity.</p> <p>(ii) Member States are definitely important partners in this initiative and will help in implementing some actions at the national level. Some countries have even already organised in the past a dedicated national year of the brain (e.g. Denmark). However, such national-restricted efforts have had no impact at the EU level or on the practices of other Member States undergoing similar problems. Leaving <i>"Think2014!"</i> being achieved by Member States risks to see heterogeneous, and potentially competitive, efforts and actions being put into place, with a lost opportunity for exchanging best practices and have a coordinated effort at EU level.</p> <p>(iii) Problems to be addressed by <i>"Think2014!"</i> (e.g. issues related to the ageing population and neurodegenerative diseases, healthy minds for more productivity, better educated people) are global and should therefore be addressed globally. Those issues should benefit to EU as a whole. <i>"Think2014!"</i> has the opportunity to mobilize stakeholders and to change public perception, career recognition and the way science and its application to the benefit of EU citizens are organized in the brain health area. In this regard, awareness and</p>

communication activities of *"Think2014!"* will be more efficient, and the expected legacies will be higher, if this initiative is undertaken at the EU level.

## B. Objectives of the initiative

What are the main policy objectives?

The general objective of *"Think2014!"* is to raise awareness and to mobilize stakeholders and citizens on the importance of living with a healthy mind in a healthy body to better learn, work, participate and contribute to our society at every age.

The specific objectives of *"Think2014!"* are:

- In terms of employment, to raise awareness and stimulate debate on the conditions needed for a longer and healthier employment of EU citizens and increase EU workforce productivity, in particular towards raising awareness on keeping healthy mind in a healthy body;
- In terms of education, to raise the awareness and focus on the importance of cognition, to contribute to a better organisation of education, of working conditions in schools, better attention and importance given to ideas and innovation, with the goal to give each individual the best chance to achieve his/her potential;
- In terms of R&D innovation, to raise awareness and stimulate debate on the need to re-invigorate brain-related research and development as well as innovation, which is at a pivotal moment in Europe, to take opportunity to play a leadership role in this cutting edge field and transform the current negative industry trend into a positive turn;
- In terms of fighting against poverty and social exclusion, to raise the awareness on the importance of providing (i) perspectives of inclusion rather than exclusion of our society by adequate training and information on brain health to EU employers and citizens, in particular for elderly who are at risk of diseases such as Alzheimer; (ii) equal access to prevention, care and treatment to all EU citizens in regard to brain disorders.

Do the objectives imply developing EU policy in new areas?

No

## C. Options

- (i) What are the policy options being considered?
- (ii) What legislative or 'soft law' instruments could be considered?
- (iii) How do the options respect the proportionality principle?

The following policy options could be considered:

### 1. No *"Think2014!"*

This approach would mean pursuing current other plans and actions for raising awareness and setting up communication actions towards healthy mind and well-being, without organising a specific a European Year on this topic.

### 2. Sectoral approach

The objective of raising awareness on healthy mind, brain research, cognition, well-being could be pursued solely in the context of the different sectoral EU policies and programmes focusing e.g. on funding for research and innovation, workers, educators, enterprises.

### 3. European Year approach

*"Think2014!"* will ensure an EU coordinated approach to address global issues related to healthy mind, learning and mental well-being. It will address in an homogeneous way awareness and develop communication on a series of issues related to brain aspects, such as employment, education, R&D innovation, social inclusion.

## D. Initial assessment of impacts

What are the benefits and costs of each of the policy options?

### 1. No *"Think2014!"* approach

Benefit (strength): No additional budget or resources needed.

<p>Costs (weaknesses): Main problems will persist. In addition, EU institutions may risk losing credibility in regard to those stakeholders having already declared their support for a more ambitious project such as a European Year. Losing such a momentum would have definitely political costs.</p> <p><b>2. Sectoral approach</b></p> <p>Benefit (strength): No, or only very small additional budget needed.</p> <p>Costs (weaknesses): Some results will be obtained from separate actions undertaken by different actors at the EU level. However, the lack of planning and coordination would imply that each stakeholder would get only partial information. All awareness and communication actions undertaken would therefore reach only partly their expectations due to difficulties to link all the initiatives together in a coherent manner. This option is definitely insufficient to reach all the objectives mentioned in this roadmap.</p> <p><b>3. European Year approach</b></p> <p>Benefits (strengths): All those issues related to healthy mind, learning and mental well-being are connected and would definitely be addressed in a coordinated unique project. Such an approach will also take advantage of the momentum already generated among several stakeholders, such as patients organisations, industries, umbrella organisations, European and national associations. This European Year would also be a unique opportunity to demonstrate the impact of Union policies and activities. Finally, mobilisation and participation of Member States to this initiative would be more efficient with this option.</p> <p>Cost (weakness): Need for a substantial budget</p>
<p>Could any or all of the options have significant impacts on (i) simplification, (ii) administrative burden and (iii) on relations with other countries, (iv) implementation arrangements? And (v) could any be difficult to transpose for certain Member States?</p>
<p>No.</p>
<p>(i) Will an IA be carried out for this initiative and/or possible follow-up initiatives? (ii) When will the IA work start? (iii) When will you set up the IA Steering Group and how often will it meet? (iv) What DGs will be invited?</p>
<p>Given the indirect nature of the potential impacts, no impact assessment is planned for this initiative.</p>
<p>(i) Is any of options likely to have impacts on the EU budget above €5m?  (ii) If so, will this IA serve also as an ex-ante evaluation, as required by the Financial regulation? If not, provide information about the timing of the ex-ante evaluation.</p>
<p>(i) Options (1) and (2) would not require an EU budget above 5 million €. Option (3) would require a budget of 25 million €  (ii) No Impact Assessment is required for the proposal. A distinct ex-ante evaluation will be carried out.</p>

E. Evidence base, planning of further work and consultation
<p>(i) What information and data are already available? Will existing impact assessment and evaluation work be used?  (ii) What further information needs to be gathered, how will this be done (e.g. internally or by an external contractor), and by when?  (iii) What is the timing for the procurement process &amp; the contract for any external contracts that you are planning (e.g. for analytical studies, information gathering, etc.)?  (iv) Is any particular communication or information activity foreseen? If so, what, and by when?</p>
<p>A substantial amount of information on the landscape of well-being and mental health, brain research and innovation, and costs of the brain disorders for the society is already available, e.g.:</p> <ul style="list-style-type: none"> <li>– The burden of brain diseases in Europe (Olesen and Leonardi, <i>in</i> European Journal of Neurology 2003, <u>10</u>: 1–7)</li> <li>– Costs of Disorders of the Brain in Europe (Andlin-Sobocki et al., <i>in</i> European Journal of Neurology 2005, <u>12</u>: supp)</li> <li>– Resource allocation to brain research in Europe – a full report (Olesen and Leonardi, <i>in</i> European Journal of Neurology 2006, <u>24</u>)</li> <li>– World Alzheimer Report 2009 and 2010 by Alzheimer's Disease International</li> </ul>

Which stakeholders & experts have been or will be consulted, how, and at what stage?

More than 180 organisations, representing a wide range of stakeholders and including patients, their carers and families, scientists and researchers, healthcare professionals (neurologists, psychiatrists, neurosurgeons) and both pharmaceutical and device industries are currently supporting this initiative and have already submitted letters of support to the Commission and to the European Parliament.

Additional stakeholders of the civil society will also be consulted through a series of workshops during the preparatory phase of *"Think 2014! A European Year for promoting healthy minds, learning and well-being"* in 2012 and 2013.

In 2012, a steering committee will be set up, involving the EU Institutions, Member States as well as stakeholder organisations. It will be expected to meet at least 2 times in 2012 and 3 times in 2013. The objective of the steering committee will be (i) to discuss the programme of *"Think 2014! A European Year for promoting healthy minds, learning and well-being"*; (ii) to act as a liaison network and to facilitate the dissemination of information to the potential actors of the initiative.