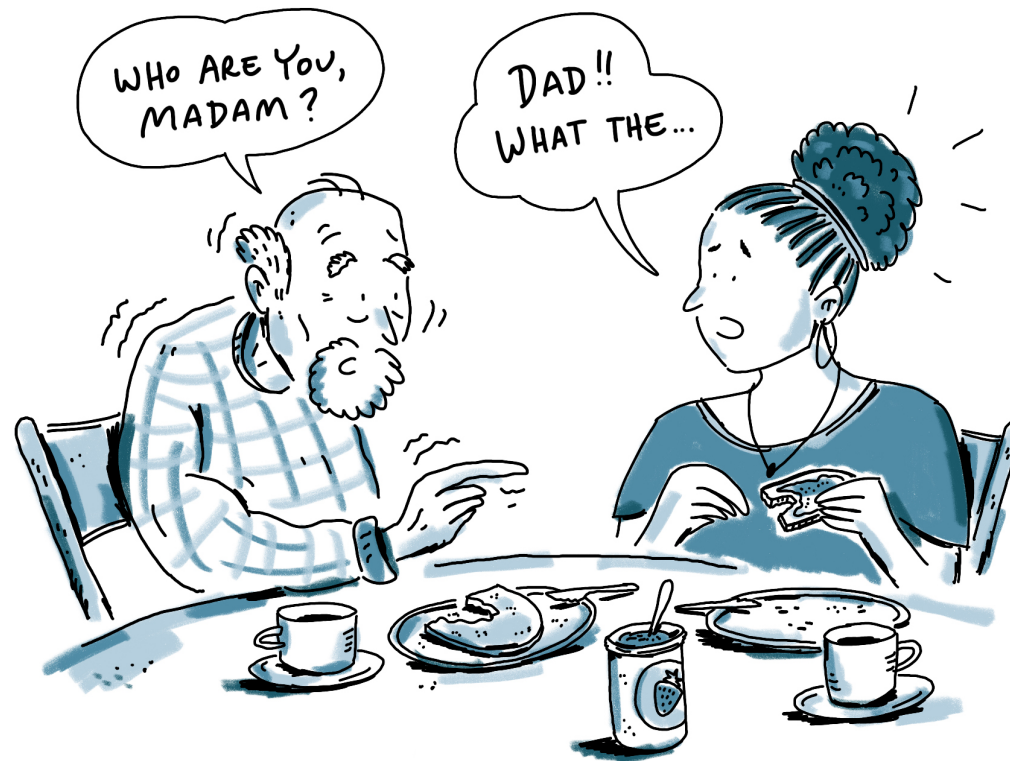


The International Brain Awareness Week





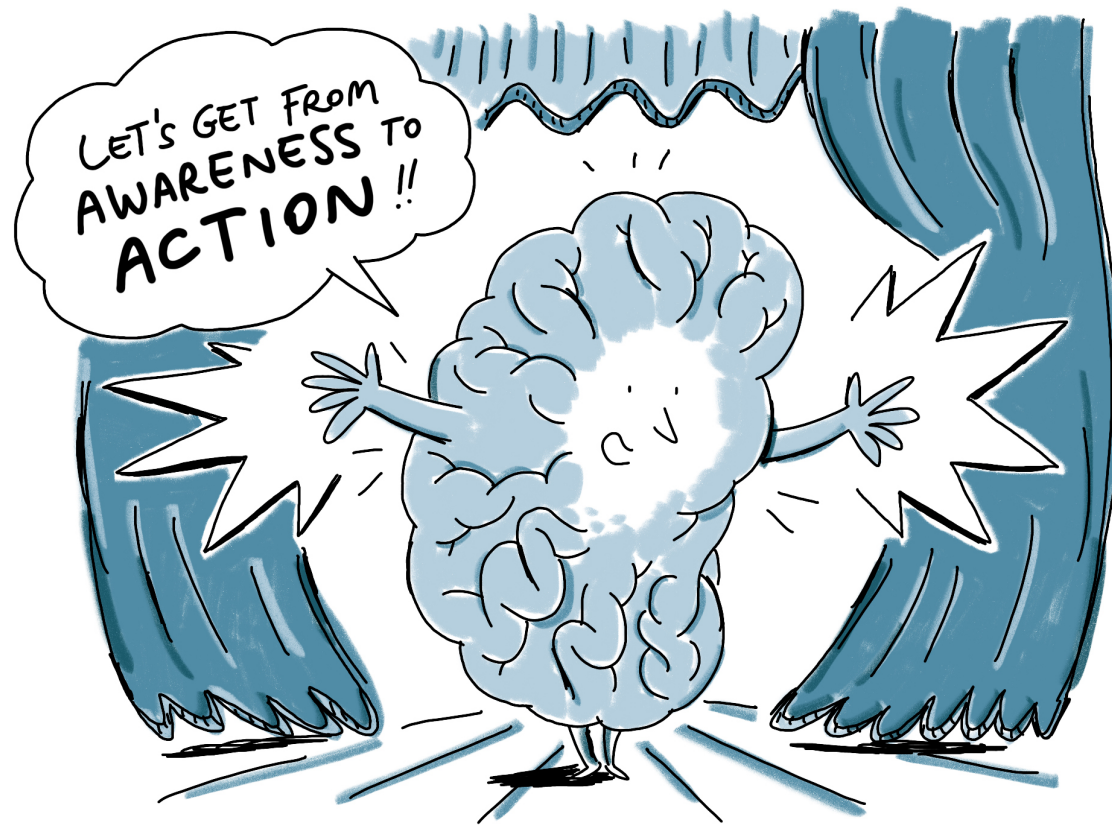
NEURODEGENERATIVE DISEASES

IMPACT ONE IN FOUR FAMILIES WORLDWIDE.

THIS CREATES PERSONAL CHALLENGES
AND ADDS INCREASING PRESSURE ON OUR
HEALTHCARE SYSTEM.



TRADITIONALLY, BRAIN HEALTH
AWARENESS HAS FOCUSED SOLELY ON
EDUCATING THE PUBLIC.

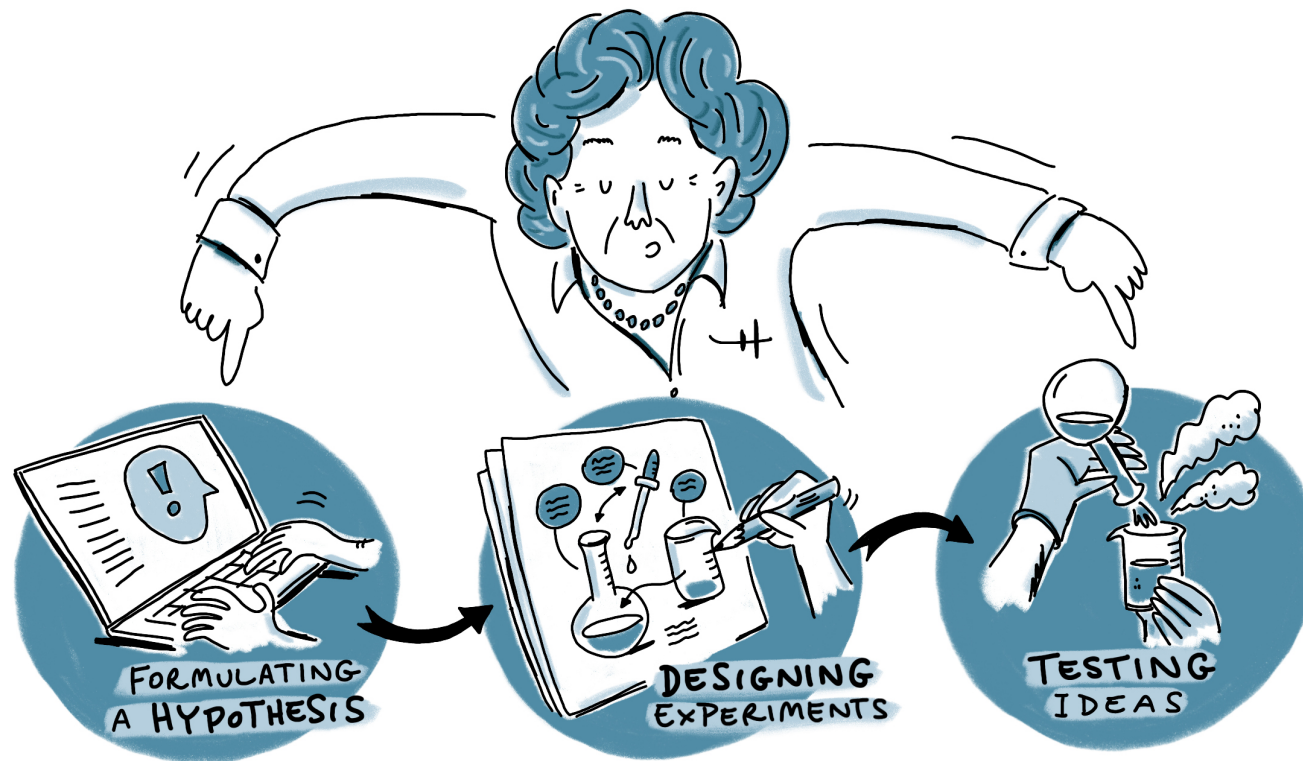


...BUT DURING THE LAST
» **INTERNATIONAL BRAIN AWARENESS WEEK** «
WE FLIPPED THE SCRIPT!



WE ARE INTRODUCING
PARTICIPATORY SCIENCE!

VIA A »NEED-DRIVEN INNOVATION« PROCESS,
PEOPLE FROM ALL WALKS OF LIFE WILL
PARTICIPATE IN SCIENTIFIC DISCOVERY!



USUALLY, SCIENTISTS APPROACH INNOVATION
LIKE THIS. BUT WE ARE TAKING THE PROJECT
EVEN FURTHER...



WE WERE ASKING PEOPLE
WHAT **THEY** REALLY WANTED TO KNOW.
THE RESPONSES SURPRISED US!



THIS APPROACH CHALLENGES THE CONVENTIONAL
BOUNDARIES OF ACADEMIC RESEARCH! IT MAKES US
SCIENTISTS THINK AND ACT DIFFERENTLY AND
EXPANDS OUR UNDERSTANDING OF INNOVATION.



THANKS TO THE SUPPORT FROM **MEDLIFELAB**
THE INTERNATIONAL BRAIN AWARENESS WEEK
IS RESHAPING HOW WE TACKLE ONE OF THE
GREATEST HEALTH CHALLENGES OF OUR TIME.