

# **Social Toolkit: G7 Canada Brain Economy Summit**

*Uniting leaders across sectors to build a thriving brain economy for the future*

## **\* BACKGROUND & PURPOSE \***

We're excited to be part of this global movement advancing the brain economy, and we look forward to amplifying this important conversation together!

This social media toolkit is designed to make it easy to communicate about the upcoming **G7 Canada Brain Economy Summit** and spark discussion on the critical role of brain health in economic policy.

It is intended to be used in the lead up to our series of events – the Virtual Roundtables on May 28 and June 4 and the live Summit in Calgary (May 28 – June 13, 2025). We encourage you to personalize your posts and share them in your own voice. We also encourage you to tag each other and key G7 engagement groups like B7, S7, T7, W7, etc., to help expand the conversation. Let's amplify this message together across our networks!

Inside, you'll find:

- Key messages you can use or adapt
- Sample posts for X (Twitter) and LinkedIn
- Downloadable graphics

Link to the event page: <https://canadianbrain.ca/g7-canada-brain-economy-summit/>

## **\* KEY MESSAGES \***

- Brain-related disorders cost the global economy \$8.5 trillion annually in lost productivity, while demand for cognitive, emotional, and social skills continues to accelerate across every sector.
- Brain health is more than a health issue — it is a cross-sectoral responsibility that demands coordinated leadership across government, business, science, philanthropy, and civil society.
- Brain capital — the combination of brain health and brain skills — is foundational to the future economy, driving economic growth, innovation, productivity, and workforce resilience.
- With brain health recognized as a global policy priority for the first time at the 2025 World Economic Forum Annual Meeting at the Davos Alzheimer's Collaborative Brain House, the G7 has a once-in-a-generation opportunity to lead the global response and shape lasting economic strategy.
- The G7 Canada Brain Economy Summit is a catalyst for cross-sector action, empowering leaders across disciplines — not just government — to shape a shared agenda for brain health and economic progress.
- The G7 Canada Brain Economy Summit is part of a [Brain House Tour](#) to gather insights from all sectors which began at the 2025 World Economic Forum Annual

Meeting in Davos by a key partner organization, the Davos Alzheimer's Collaborative. From the G7, the Brain House tour continues to UNGA, the G20, then back to Davos in January 2026, where partners will unveil a strategic brain health framework.

## CANADA-SPECIFIC

- Canada is already building a brain-powered economy—through major investments in AI, quantum, and biomanufacturing, and a highly educated workforce. To unlock the full value of this advantage, we must treat brain health as a national economic priority.

## \* SOCIAL MEDIA GRAPHICS \*

We have included shareable graphics in the .zip file. Summit participants can also add their photograph to one of the templates and download a personalized graphic. Instructions can be found in Canva:

[https://www.canva.com/design/DAGp3osqFK8/L0gGtYDI5nxuKTVFYjLqUA/edit?utm\\_content=DAGp3osqFK8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGp3osqFK8/L0gGtYDI5nxuKTVFYjLqUA/edit?utm_content=DAGp3osqFK8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)



Need help? Contact [G7summit@canadianbrain.ca](mailto:G7summit@canadianbrain.ca)

## \* SOCIAL MEDIA POSTS \*

*Please find below two LinkedIn posts — one for International Stakeholders and one for Canadian stakeholders.*

### **LinkedIn - For International Stakeholders**

On June 14, as G7 leaders gather in Canada, the G7 Canada Brain Economy Summit will convene global experts in Calgary to spotlight brain capital — the combined power of brain health and brain skills — as a critical driver of economic growth, innovation, and workforce resilience.

Brain-related disorders already cost the global economy \$8.5 trillion annually in lost productivity. And the demand for cognitive, emotional, and social skills is only growing.

This isn't just a health crisis — it's a defining challenge and opportunity for the 21st century. Advancing brain health will take more than better treatment. It requires national and global leadership across business, science, government, philanthropy, and civil society.

At the Summit, leaders will unveil the Brain Economy Declaration — a shared set of investment and policy recommendations designed to inform the G7 Leaders' Communiqué and shape global economic strategy.

This marks a turning point. From Davos, where brain health was named a global policy priority, to Kananaskis, where G7 countries can act, we have a unique opportunity to embed brain health in economic policy worldwide.

Let's ensure brain health becomes a priority — in Canada and beyond.

Learn more: <https://canadianbrain.ca/g7-canada-brain-economy-summit/>

#BrainEconomy #G7 #BrainHealth #G7Kananaskis2025

@Canadian Brain Research Strategy @Canadian Science Policy Centre @Brain Economy Hub @DavosAlzheimer's Collaborative @European Brain Council @Brain Capital Alliance @Ontario Brain Institute @Rice University @G7 Canada Sherpa @University of Calgary @Hotchkiss Brain Institute

### **LinkedIn - For Canadian Stakeholders**

On June 14, as world leaders gather in Canada, the G7 Canada Brain Economy Summit will spotlight a global movement seeded by Canadian leadership.

Hosted in Calgary, the Summit will convene experts across sectors to champion brain capital — the combined power of brain health and brain skills — as a key driver of innovation, workforce resilience, and inclusive economic growth.

Our country has a long-standing stake in this conversation. The concept of brain capital was first championed by the late Hon. Michael Wilson, who warned as early as 2011 that brain-based disorders would become the leading cause of disability — and that cognitive, emotional, and social skills would define the future of work.

That future is here.

Brain-related disorders now cost the global economy \$8.5 trillion each year. Meeting this moment requires coordinated action across government, business, research, philanthropy, and civil society.

The Summit will unveil the Brain Economy Declaration, developed through international roundtables and designed to influence the G7 Communiqué and global policy agendas.

ca From Davos, where brain health earned recognition as a global economic priority, to Kananaskis, where Canada hosts the G7, this is our chance to lead by example.

Let's put brain health where it belongs: at the heart of Canada's economic strategy.

Learn more: <https://canadianbrain.ca/g7-canada-brain-economy-summit/>

#BrainEconomy #G7 #BrainHealth #G7Kananaskis2025

@Canadian Brain Research Strategy @Centre for Aging + Brain Health Innovation @Davos Alzheimer's Collaborative @European Brain Council @Brain Capital Alliance @Ontario Brain Institute @Rice University @G7 Canada Sherpa @University of Calgary @Hotchkiss Brain Institute

### **Twitter/X**

*Please find below an assortment of posts for Twitter/X, hashtags and accounts.*

**Hashtags:** #BrainHealth #BrainEconomy #G7 #G7Kananaskis2025

**Accounts:** @cbrrs\_srcr @cabhi\_innovates @DavosAlzheimers @EU\_Brain @OntarioBrain @RiceUniversity @G7CanadaSherpa @UCalgary @HotchkissBrain

### **Summit Awareness**

The G7 Canada Brain Economy Summit is a global moment for action. Timed with the G7 Leaders' Summit, it will spotlight brain capital—brain health + brain skills—as essential to innovation, economic growth, and workforce resilience. 📍 Calgary | June 14 🌐

<https://canadianbrain.ca/g7-canada-brain-economy-summit/> #BrainEconomy #BrainHealth #G7Kananaskis2025

### **Declaration Focus**

At the G7 Canada Brain Economy Summit, global experts will present the Brain Economy Declaration—a cross-sector call to invest in brain health + skills as the foundation for growth and innovation. G7 leaders, are you listening? #BrainEconomy #BrainHealth #G7 [Link to Event Page]

### **Summit Participation (two versions)**

Proud to join leaders across health, science, business, civil society, and more at the G7 Canada Brain Economy Summit—working together to advance brain health and economic resilience.

📍 Calgary | June 14

[Link to Event Page]

#BrainEconomy #BrainHealth #G7

Excited to take part in the G7 Canada Brain Economy Summit—where leaders across sectors are aligning around brain health and brain skills as vital to our shared economic future.

📍 Calgary | June 14

[Link to Event Page]

#BrainEconomy #BrainHealth #G7Kananaskis2025

### **Speaker Highlight (two versions)**

***For speakers:***

Looking forward to joining the G7 Canada Brain Economy Summit in Calgary—part of a global effort to put brain health and skills at the core of innovation, economic growth, and workforce resilience.

[Link to Event Page]

#BrainEconomy #G7 #BrainHealth

***For organizations:***

We're proud to share that [@ Name] will speak at the G7 Canada Brain Economy Summit—joining leaders across sectors to....

📍 Calgary | June 14

[Link to Event Page]

#G7 #BrainEconomy #BrainHealth

**Canada Leadership**

As host of the G7, Canada is helping drive a global shift. The G7 Canada Brain Economy Summit will call on national and global leaders to take action on brain health for the future economy.

📍 Calgary | June 14

[Link to Event Page]

#BrainEconomy #BrainHealth #G7Kananaskis2025

**Brain Economy Awareness**

The economy runs on “brain capital”—the combined power of brain health + brain skills. Yet it's absent from major policy discussions. The leaders coming together at the G7 Canada Brain Economy Summit aim to change that. [Link to Event Page] #BrainHealth #BrainEconomy #G7 #G7Kananaskis2025

A nation's economic strength depends on its people. Brain health + skills fuel innovation, productivity & competitiveness. Without investment, nations fall behind. @G7—Will brain health be on your agenda? [Link to Event Page] #BrainHealth #BrainEconomy #G7 #G7Kananaskis2025

Brain health + skills will define which economies thrive in the face of global challenges. The G7 can future-proof global economies by investing in brain capital. The Summit in Calgary sets the stage. 🌐 #G7Kananaskis2025 [Link to Event Page]