

IBREA

ANNUAL REPORT

2019-2020

Brain Education to develop
uniquely human capabilities

This report was submitted to UN Global Compact
as the UN Global Compact Communication on Engagement (COE).



IBREA

ANNUAL REPORT 2019-2020

**Brain Education to develop
uniquely human capabilities**

IBREA Annual Report 2019-2020




Purpose of Publication	This report is the fourth official international report published by the International Brain Education Association (IBREA) as a NGO associated with the United Nations Department of Public Information and an NGO participant in the UN Global Compact. IBREA publishes the report biennially to communicate its activities and outcomes related to achieving UN sustainable development goals with stakeholders.
Reporting Guidelines	This annual report covers major activities of IBREA for the last two years and serves as the UN Global Compact Communication on Engagement.
Reporting Period Report Coverage	January 2019~December 2020 The scope of this report includes overall activities stated in the articles of IBREA and issues related to sustainability. Concerning the part of IBREA-Japan, an overseas office of IBREA, this report covers only the activities in that IBREA was involved directly.
Reporting Cycle Publication	Biennial Always available at the IBREA website (www.ibrea.org)
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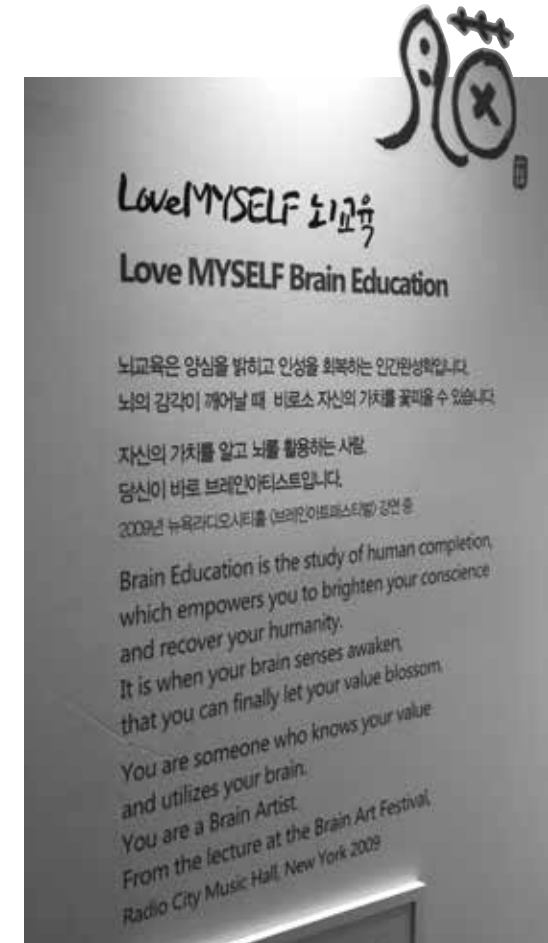
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Message from the Secretariat



International Brain Education Association (IBREA) published its first international official report as the communication on engagement with the UN Global Compact in 2014.

In 2016, IBREA released the first sustainability report to communicate with the stakeholders on the impacts that we have made concerning Goal 3: Good health and well-being and Goal 4: Quality education, among the 17 sustainable development goals (SDGs). Under the slogan of 'restoring humanity through the development of its intrinsic competencies,' IBREA published its second sustainability report in 2019.

This report with 'developing uniquely human capabilities of humanity' is IBREA's fourth official international report. As the COVID-19 pandemic has brought the world to a standstill and caused rapid changes in lifestyle, this report reflects on our endeavors and outcomes to improve the world's well-being in the new contactless environment. It also discloses the standardization process of critical competencies required to Brain Education experts as outcomes of the project since the Brain Education standardization project launched in 2017. IBREA assumes that the solutions to our mental health challenges and the current threat to the global ecosystem will be found in the human brain, just as civilization's science and technology have always advanced through the creativity of the human brain. Thus, IBREA intends to make the earth and human ecosystems sustainable by promoting the roles and values of Brain Education, which consists of the philosophies, principles, and methods needed to develop a more peaceful human brain.

— IBREA Secretariat

Statement of Continued Support for the UN Global Compact



“As a member of the UN Global Compact and a non-profit international organization established to correctly understand and utilize the infinite assets presented by the brain, which is a keyword for the future of humankind in the 21st century, IBREA states our commitment to proactively support the Ten Principles of the UN Global Compact related to Human Rights, Labor, Environment, and Anti-Corruption. Furthermore, as a NGO with official status in the UN Department of Public Information, IBREA will fulfill all of the responsibilities and obligations accorded by the international community.”

The COVID-19 pandemic currently faced by humanity has changed everything about daily life in our global village. However, the true nature of the crisis shown by COVID-19 ultimately leads to the conclusion that it is an issue at the level of coexistence between humans and nature. This means that unless there is a sharp and clear change in the direction of human civilization, invasive attacks by viruses will continue in the future.

What is clear is that human civilization today is the result produced by the creativity of the human brain and that how humankind addresses the crises with which we are confronted ultimately depends on the proper utilization and development of the human brain. This is why we should pay attention to the human brain concerning the direction of future education.

Where future education is headed is clear. The direction of education, which has aimed to create “smart brains” in the 20th century, should be changed to strive toward “good brains” in the 21st century. Brain Education has been designed and systematized with questions about how changes in human consciousness are manifested and with an earnest wish for what value Korea will contribute to the earth and human society in the 21st century.

At the First International Brain Education Conference held at the UN Headquarters in 2008, I presented that “Brain Education is a tool and method for practicing peace.” Brain Education’s philosophy of peace is rooted in “Hongik Ingan” (meaning “widely benefit human beings”), which was the founding ideology for the ancient Korean kingdom of Dahngun Joseon and contained the universal spirit of humankind.

In Korea, a university and a graduate school have been founded that offer bachelor’s, master’s, and doctoral degrees in the field of Brain Education. In addition, the Korean Ministry of Education has officially recognized the certification of Brain Trainers with qualifications in the field of brain training. Founded in 2004 to raise awareness in the international community of the value of Brain Education, which creates peaceful brains, the International Brain Education Association joined the UN Global Compact in 2009 to collaborate

with the international community, and its official standing as a NGO associated with the UN Department of Public Information was approved in 2010.

IBREA actively supports the UN Global Compact and, in observance of the Ten Principles of Human Rights, Labor, Environment, and Anti-Corruption, will share information with relevant parties in various fields as we aim to keep pace with the standards of the international community.

The advent of the era of artificial intelligence and an informationalized society where everything is connected will be a “double-edged sword” that brings new opportunities as well as crises to humankind. “Human Technology,” which enhances uniquely human capabilities and values, will be a key field of the Fifth Industrial Revolution that leads the era of the Fourth Industrial Revolution, the peak of material civilization, to the era of human-centric spiritual civilization.

With confidence and conviction that, as technology for peace, Brain Education can bring great changes to human consciousness and society as a whole by restoring the balance of the two wheels of the human brain, which are “creativity” and “peace.” I look forward to working together on this path of sharing it with the international community.

Thank you.

November 2021
Ilchi Lee | President of
the International Brain Education Association

Brain Declaration

On June 15, 2001, scholars from around the globe attended the First Humanity Conference held in Korea to confirm the new values of "Humanity, the Earth, and the Brain." On this day, world-renowned intellectuals, including IBREA President Ilchi Lee, Al Gore, and Hanne Strong, adopted the "Declaration of Humanity" to solve the problems facing humankind. The Declaration of Humanity articulated the philosophical basis of Brain Education, which presupposes a fundamental shift in human awareness. This declaration was later developed into the Brain Declaration.

The Brain Declaration serves as the Charter for Brain Education that depicts the ideals of humanity and society that IBREA pursues. Therefore, all stakeholders at home and abroad should adopt and use the Brain Declaration when introducing Brain Education.

I declare that I am the master of my brain.

I declare that my brain has infinite possibilities and creative potential.

I declare that my brain has the right to accept or refuse any information and knowledge that it is offered.

I declare that my brain loves humanity and the earth.

I declare that my brain desires peace.

Take Back Your Brain!



About IBREA

Overview

History

Organizational Structure

About IBREA

Overview

President	Ilchi Lee
Organizational Status	Non-profit corporation authorized by Seoul Education Office since 2006 NGO participant in the UN Global Compact since 2009 NGO associated with the United Nations Department of Public Information since 2010
Year Established	2004, International Brain Education Association (IBREA) 2007, IBREA-Japan
Location	(Korea) Caroline Tower 11, Apgujeong-ro 32-gil, Gangnam-gu, Seoul, Korea (Japan) NPO法人 IBREA-Japan 名古屋市北区大曾根四丁目16番15号 IS大曾根3C号
Website	www.ibrea.org jp.ibrea.org

IBREA is a non-profit organization facilitating interdisciplinary research activities and the development of expertise of Brain Education professionals to contribute to sustainable civilization by disseminating Brain Education rooted in Hongik Ingan, the founding ideology of Korea.

IBREA was established under Article 43 of the Civil Act and Regulations on the Establishment and Supervision of Non-profit Corporations under the Korean Ministry of Education in 2004. It was authorized as a non-profit corporation in 2006. IBREA-Japan, an overseas office of IBREA, was founded in January 2007.

To introduce Brain Education to the international society more proactively, IBREA hosted the First International Brain Education conference at the UN headquarters in New York in June 2008. IBREA joined the UN Global Compact in February 2009 and was registered as a NGO associated with the UN Department of Public Information in June 2010.

Currently, IBREA serves as the global hub for Brain Education professionals and engages in activities to encourage exchange and learning among peer professionals and institutions to advance expertise and recognize best practices.

Categories of activities

- Research and development of Brain Education-based teaching and learning modalities
- Proposing educational policies related to Brain Education adaption and improvement of the educational environment
- Hosting research presentations, symposiums, and international forums
- Publishing of association journals and other publications
- Exchange activities with relevant groups both at home and abroad
- Review of Brain Education professionals' certification and international standardization
- Promoting and supporting activities reflecting the values which Brain Education pursues

WE SUPPORT



UN Global Compact

UNGC is a non-binding organization installed within the UN to encourage businesses and firms worldwide to implement UN agendas, including UN Millennium Development Goals, and engage in social responsibility and global environmental improvement activities. UNGC was announced by then UN Secretary-General Kofi Annan in a speech to the World Economic Forum on January 31, 1999. Following his address, regional networks for communication among national participants have been established in about 100 countries. As for Korea, around 250 companies and organizations are registered as participants.

Department of Public Information of UN (UN-DPI)

Founded in 1947, the UN-DPI has worked with many NGOs worldwide. The representatives of NGOs associated with the UN-DPI receive entry permits to the UN Headquarters and the right to access and discuss various UN activities and global issues via weekly NGO briefings and communication workshops and the annual NGO conferences and orientation programs. Also, they can access NGO archives and apply for training on the information resources available to the UN community.



After joining UNGC in 2009, IBREA was approved as a NGO associated with UN-DPI during the first-half review of 2010. IBREA continues to release periodical publications to increase public awareness of the goals of the UN for a sustainable future and pending issues.

Brain Education Worldwide



IBREA advisory & cooperation partners

Academic and research institutions

- Korea Institute of Brain Science
- University of Brain Education
- Global Cyber University
- International Research Association for Brain Education
- Kookhakwon

Certification and accreditation agencies

- International Brain Education Association Certification
- Center of Brain Trainer Certification

Non-profit organizations

- Earth Citizens Organization
- Change Your Energy Foundation
- Benjamin School for Character Education
- Youth Mental Health Character Education Association
- Regional Brain Education Associations
- Brain Trainer Association
- Brain Education Institute
- Korea Sports Kigong Association

Brain Education companies

- Body & Brain Centers
- Brain Power Wellness
- Power Brain Education
- U-DAP Solution China
- HSP Body & Brain Training Center
- Ilchi Brain Yoga
- Ilchi Brain Up
- Brain Education Middle East
- ChangeYourEnergy.com

- HSP Consulting U-Dap
- BR Brain Education
- Kids Brain Education
- DahnWorld
- Brain Training Center
- Brainworld Korea
- HanMunHwa Multimedia
- Meditation Tour

History

Founded in 2004, IBREA is a global consultative body providing examples and best practices of cooperation and convergence among organizations and agencies serving in various areas. Based on the belief that the key to solving humanity's current crisis is the proper use of the human brain, IBREA has been engaging in activities to spread Brain Education worldwide.

2006

The First International Brain Education Symposium celebrating the establishment of the corporation



2004~2007 | Beginning and growth of IBREA

- 2004 11 Established IBREA
- 2005 Hosted the first through fourth Brain Education conferences
- 2006 09 Authorized as a non-profit corporation by Seoul Education Office
- 2006 10 Hosted the first International Brain Education Symposium celebrating the establishment of the corporation (location: Korea University)
- 2007 01 IBREA-JAPAN registered as a non-profit organization NPO in Japan
- 2007 12 Co-published the Brain Education magazine *Brain* with the Korea Institute of Brain Science

2007

Designation of the Korea Institute of Brain Science and the University of Brain Education as advisory organizations



2008-2009

Hosting of International Brain Education Conference at UN headquarters



2008~2010 | Developing the partnership with the UN

- 2008 06 Hosted the international Brain Education conference at UN headquarters (location: UN Headquarters, New York)
- 2008 08 Hosted the Fourth International Brain Education Olympiad IHSP0 (location: UN Headquarters, New York)
- 2009 01 Hosted the Mental Health Brain Education Seminar (location: UN Headquarters, Geneva)
- 2009 02 Joined the UN Global Compact
- 2009 02 Attended the UN CONGO Board Conference (location: Thailand)
- 2009 03 Joined the UN Global Compact Network Korea
- 2009 06 Designated as UNEP Billion Tree Campaign Partner
- 2009 07 Hosted the annual cabinet conference on mental health through Brain Education (location: UN Headquarters, Geneva)
- 2009 08 Hosted the Brain Art Festival (location: Radio City Music Hall, New York)
- 2009 10 Received a letter of appreciation for the UNEP's 700 Million Tree Project
- 2009 11 Attended the Korea-China-Japan roundtable conference hosted by the UN Global Compact
- 2009 12 Attended the UN climate change campaign "Seal the Deal"
- 2010 01 Hosted seminars celebrating the anniversary of New York Brain Education Day in New York and Seoul
- 2010 01 Earth Citizens Movement Alliance received a letter of appreciation for the participation in the UNEP UN climate change campaign
- 2010 05 Hosted seminars in 14 cities nationwide to celebrate the International Brain HSP Olympiad (IHSP0) 2010
- 2010 05 Attended the UN Global Compact anti-corruption symposium
- 2010 06 Approved as a NGO associated with the UN-DPI



2010

Accredited as a NGO associated with the UN-DPI



2012

- (Left-Right)
- Hosted the First Brain EXPO in Korea
 - Participated in a global education aid project under the direction of the Korean Ministry of Education in El Salvador
 - Conducted a field survey in Liberia as a part of the KOICA Civil Society Cooperation Program

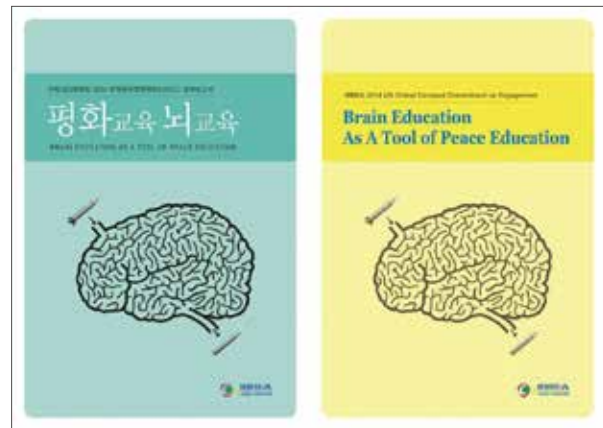
- 2011 06 Participated in a joint research study funded by the Korean Ministry of Education: Research on the Improvement of Students' Creativity, Character, and Learning Ability through brain science-based education
- 2011 12 Selected as a private organization to participate in the KOICA Civil Society Cooperation Program
- 2012 04 Hosted the First Brain EXPO in Korea(location: COEX)
- 2012 06 Approved by KOICA to conduct a field survey to develop new programs as part of the Civil Society Cooperation Program
- 2012 07 Participated in a global education aid project under the direction of the Korean Ministry of Education in El Salvador
- 2012 10 Conducted a field survey in Liberia as a part of the KOICA Civil Society Cooperation Program

2011~2014' Building up research, foreign development assistance in education, global network

- 2013 01 Hosted mental health lectures in nine cities in Korea
- 2013 08 Appointed Gloria Muller, Principal of Joaquin Rodezno School as a Brain Education ambassador for Central-South America
- 2013 08 Hosted the Mental Health Symposium for Youth on the brain and education for happiness
- 2013 10 IBREA-Japan donated to UNICEF Japan for relief activities for Syrian children
- 2013 12 Authorized as a designated donation organization approved by the Korean Ministry of Strategy and Finance
- 2014 04 Provided a Brain Education training program to the Paraguayan educators visiting Chungcheongbuk-do Education Office
- 2014 05 Hosted the 2014 Mental Health Symposium for Youth sponsored by the Korean Ministry of Education
- 2014 10 Hosted the final competition of the Ninth International Brain HSP Olympiad

2014

Issued the first UN Global Compact Communication on Engagement



2015

(Left) Hosted the Korea-China-Japan Earth Management Workshop
(Below) Hosted the Brain Education-based global citizenship education seminar

- 2015 03 Attended the KOICA's Korea-China-Japan Development Collaboration and Global CSR Forum
- 2015 03 Hosted the 2015 Brain Education Expert Forum on ESD and Brain Education
- 2015 05 Attended the UN Global Compact Korea Leaders Summit 2015
- 2015 07 Launched the Earth Citizenship Education Research Group under IBREA
- 2015 11 Hosted a Brain Education-based global citizenship education seminar (location: University of Brain Education)
- 2015 12 Hosted the Korea-Japan Global Character Elite Camp and a Korea-Japan youth future education forum(location: Jeju, Korea)

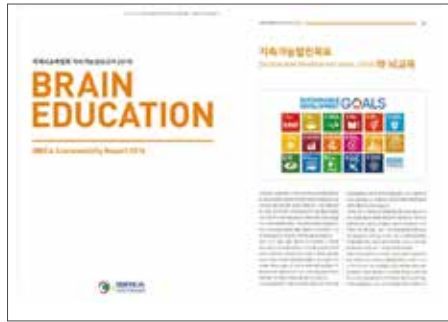


2015~2016' Global citizenship education and the Korea-China-Japan network

- 2016 02 Hosted the Korea-China-Japan Earth Management Workshop and Earth Citizen Youth Forum(location: Jeju, Korea)
- 2016 03 Hosted Brain Education seminars in 18 cities in Korea in celebration of International Brain Awareness Week
- 2016 03 Co-hosted International Earth Citizens Movement Alliance Convention with 16 nations participating(location: Seoul)
- 2016 04 Attended the Forum for Understanding and Implementation of SDGs hosted by the UNGC Network Korea
- 2016 04 Participated in the 2016 COE workshop hosted by the UNGC Network Korea
- 2016 05 Participated in the Sixty-sixth UN DPI/NGO Conference on Global Citizenship Education(Gyeongju, Korea)
- 2016 05 Selected as a participating organization in the 2016 Sustainability Report Publication Support Program by Seoul NPO Support Center
- 2016 06 Implemented the support program for the Youth Global Citizenship Project
- 2016 06 Hosted the Brain Education-based Global Citizenship Education Forum(location: Korean National Commission for UNESCO)
- 2016 06 Hosted the Korea-China-Japan Global Youth Citizenship Workshop for the Sustainable Earth(location: UN Regional Centre of Expertise in ESD in Tongyeong City)
- 2016 08 Hosted the Eleventh International Brain HSP Olympiad(location: New York)
- 2016 08 Participated in the UN Youth Mental Wellbeing Conference(location: UN Headquarters, New York)
- 2016 08 Hosted Korea-China-Japan Global Citizenship Youth Leadership Camp in New York
- 2016 09 Launched an international exchange program, inviting Emeran Mayer, a pioneering scholar in the research of brain-gut interaction
- 2016 10 Participated in the International Conference for Global Citizenship Education Practice and Pedagogy
- 2016 10 Hosted the First Youth Global Citizen Academy on UN SDGs in the Eyes of the Youth
- 2016 12 Hosted the Brain Education-based Global Citizenship Education Roundtable in Kookhakwon

2016





(Clockwise)
 • The first IBREA sustainability report
 • International Brain Education Symposium in New Zealand
 • Building a global network for Brain Education
 • Hosted Korea-China Brain Education Experts Workshop 2018

2017

2017

- 2017 01 Hosted the First Earth Citizen Peace Festival and the International Brain Education Symposium(New Zealand)
- 2017 03 Co-hosted Brain Education seminars in nine locations in Korea to celebrate International Brain Awareness Week
- 2017 04 Submitted its first sustainability report to the UN Global Compact
- 2017 04 Established International Brain Education Convergence Center
- 2017 08 Held an international exchange and training program in Japan in cooperation with Global Cyber University
- 2017 08 IBREA-Japan hosted the Fourth Global Mental Health Seminar(location: Kyoto, Japan)
- 2017 09 Attended the UNGC Korea Leaders Summit 2017

2018

- 2018 01 Hosted the Brain Education Experts Workshop (location: Shanghai, China)
- 2018 02 Released a report on measures for cooperation between Korea and China for Brain Education 2018
- 2018 03 Attended the International Conference on Brain Education (location: London, UK)
- 2018 03 Released a report on Brain Education in Europe in 2018
- 2018 06 Hosted a Brain Education experts forum on prospects for Brain Education in the era of brain utilization (location: Seoul, Korea)
- 2018 08 IBREA-Japan hosted the Fifth Global Mental Health Seminar (location: Fukuoka, Japan)
- 2018 10 Hosted the 2018 Brain Education International Forum with participants from five countries(location: Seoul, Korea)
- 2018 12 Launched the Committee on International Standardization of Brain Education

2018

(Left) Brain Education Experts Forum
 (Right) 2018 Brain Education International Forum



2019



2019

- 2019 04 Attended the general meeting of UN Global Compact Network Korea
- 2019 04 Co-hosted the Brain Meditation Conference(Seoul, Korea)
- 2019 06 Provided Russian Body & Brain Centers with an international exchange workshop
- 2019 06 Attended the Fourth Development Alliance Korea(DAK) subcommittee
- 2019 10 Published the IBREA sustainability report 2019 and submitted it to the UN Global Compact
- 2019 11 Sponsored the 2019 Brain Education Convergence Symposium
- 2019 12 Reappointed as a designated donation organization

(Clockwise)
 • Video conference of Korea-US Brain Education researchers and experts for future cooperation
 • Korea-China joint research on the effects of Brain Education
 • 2020 Brain Education International Forum live-streamed via YouTube
 • 2020 Brain Humanities Forum



2020

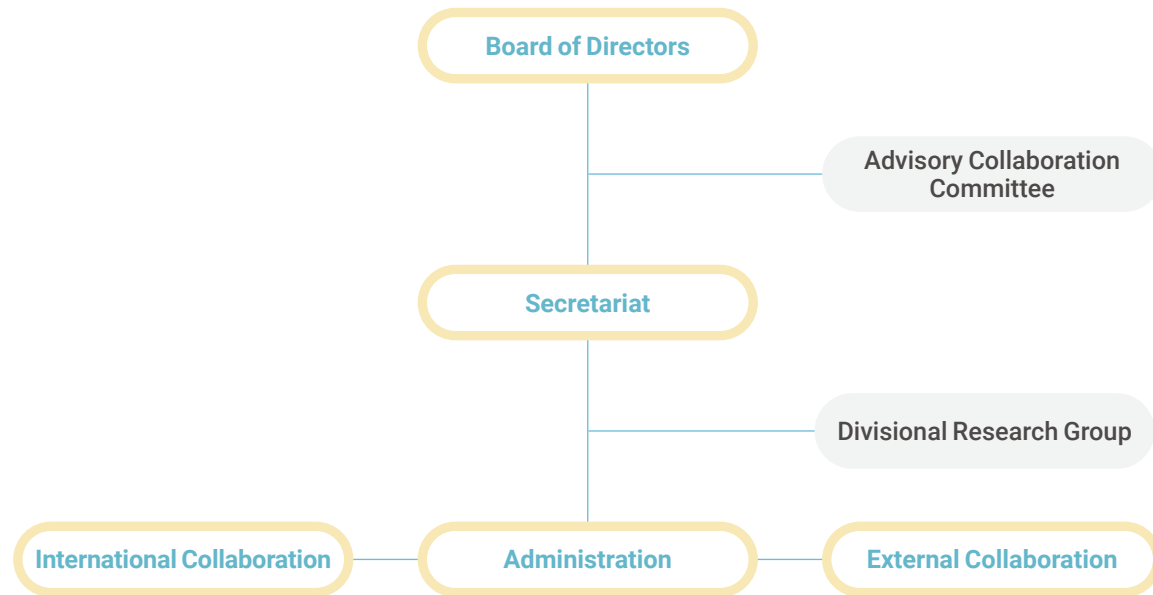
- 2020 02 Visit and network with the US Brain Education partners
- 2020 04 Video conference of Korea-US Brain Education researchers and experts for future cooperation
- 2020 05 Attended the general meeting of the UN Global Compact Network Korea
- 2020 07 Launched the Brain Humanities Forum
- 2020 12 Hosted the 2020 Brain Education International Forum

2020



Organizational Structure

IBREA, following its founding goals, installed the 'advisory collaboration committee' consisting of members from academic institutions and domestic/overseas partner organizations to gather their opinions. The committee's recommendations are reflected in the decision-making process extensively. There are three teams under the Secretariat, including International Collaboration Team, External Collaboration Team, and Administration Team.



Board of Directors	<ul style="list-style-type: none"> • Constituted by voting at the General Meeting • Responsible for deliberation and decision-making on management and business of IBREA through periodical/non-periodical conferences and consultation 	
Advisory Collaboration Committee	<ul style="list-style-type: none"> • Providing consultation based on expertise in academia and the fields at the request of the Secretariat • Acting as a communication platform to utilize expertise and resources among participating organizations to fulfill the collective mission to benefit society by disseminating Brain Education 	
Divisional Research Group	<ul style="list-style-type: none"> • Formulated to consult and facilitate a specific project 	
Secretariat	International Collaboration	<ul style="list-style-type: none"> • Raising public awareness of the issues and work of the UN to build a better, safer, and more sustainable world • Carrying out projects of integrating the UN goals with IBREA's activities • Managing collaborative projects among IBREA's global partners
	External Collaboration	<ul style="list-style-type: none"> • Managing advisory institutions, partner organizations, and donors • Operating PR activities and communications with the public via traditional and new media
	Administration	<ul style="list-style-type: none"> • Administrative management and financial management

IBREA Advisory Organizations

Brain Education is an interdisciplinary field of study for the proper use and development of the human brain. And it is an applied science of human development in improving physical confidence, developing emotional mastery, and expanding consciousness through stimulating mind-body communication.

IBREA works closely with its advisory organizations in science and technology, academic development/professional training, and brain philosophy to support the efforts to develop Brain Education further as an academic discipline with scientific rigor and a systematic approach.

Science and technology



Korea Institute of Brain Science(KIBS)

- Representative research institute on the application of the human brain (founded in 1990)
- Granted the United Nations Consultative Status with ECOSOC(2007)
- Developed the core principle of Brain Education, Brain Operating System (BOS)
- Specializing in research on applications of Brain Education by area

Academic development/Professional training



International Research Association for Brain Education

- International Academy of Brain Education
- Promoting academic development of Brain Education and exploring ways for converging with other brain studies



Global Cyber University

- First to open a 4-year bachelor's degree program in Brain Education(2011)
- Specializing in professional training in the fields of Brain Education and job stress management



University of Brain Education

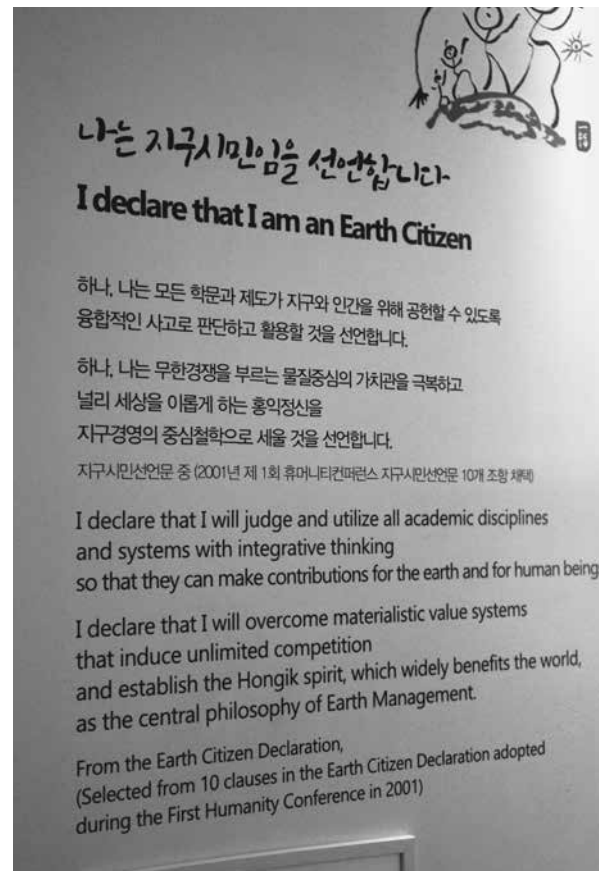
- Masters and doctorate programs in Brain Education
- Facilitating the systemization of Brain Education as an academic discipline

Brain philosophy/culture



Kookhakwon

- An institute for research and education of traditional Korean history, culture, and philosophy(founded in 2002)
- Research and advance the study of brain philosophy



Promoting the Values of Brain Education

The Sixth Global Mental Health Seminar

Theme_ Brain exercise and meditation for primordial prevention of mental deterioration from a new perspective
Host_ IBREA-Japan

2019 Brain Education Convergence Symposium

Theme_ Human brain and developing its intrinsic competencies
Host_ Department of Brain Education Convergence of the Global Cyber University
Sponsor_ IBREA

2020 Brain Humanities Forum

The First Brain Humanities Forum_ Brain and education: Speaking of Brain Education
The Second Brain Humanities Forum_ Brain and education: Transforming the mind through the body
The Third Brain Humanities Forum_ Brain Education leading to behavior changes
The Fourth Brain Humanities Forum_ Behavioral changes and self-motivation

2020 Brain Education International Forum

Theme_ A new approach to capacity building in the world transformed by COVID-19
Host_ IBREA

Strengthening the social influence of media specializing in Brain Education

Promoting the Values of Brain Education

IBREA-Japan The Sixth Global Mental Health Seminar

- Date** November 2, 2019
- Theme** Brain exercise and meditation for primordial prevention of mental deterioration from a new perspective
- Host** IBREA-Japan
- Sponsors** Saitama Prefectural Board of Education, Saitama City, Saitama City Board of Education, Earth Citizens Organization Japan, IBREA

IBREA-Japan opened in 2007 as an overseas office of IBREA. It held the First Global Mental Health Seminar in 2014 as the Japanese Ministry of Health, Labor and Welfare planned to make the occupational stress test mandatory for workplaces hiring more than 50 employees as the Industrial Safety and Health Act amendment took effect. Since then, IBREA-Japan has held a series of seminars each year at prestigious universities in Japan, including the University of Tokyo and Kyoto University. IBREA-Japan has presented cases and empirical research on mental health care based on Brain Education to Japanese society through the seminars.

On November 2, 2019, IBREA-Japan held its sixth Mental Health Seminar at Sonic City Hall in Saitama City(埼玉県) under the topic of 'Brain exercise and meditation for primordial prevention of decreasing mental health from a new perspective' with approximately 190 professionals from various sectors including companies, medicine, research and academia, and the government. 'Primordial prevention(0次予防)' is a novel concept gaining attention in Japan to improve mental health in the workplace. This is a recent movement to improve workplace culture to make each employee feel rewarded for their work and enhance mental health to prevent the status from being transformed into a disease.



Mental health in workplaces and potential of Brain Education

Tanaka Yukari(田中 ゆかり) | President of IBREA-Japan

Tanaka Yukari(田中 ゆかり), President of IBREA-Japan, defined that primordial prevention is understanding our stress and controlling it effectively. She said, "Our brain has the power of self-control based on understanding the given constitution. People react to the stress differently depending on how they use their brain, and it is Brain Education that enables them to bring out the power of the brain." The president also mentioned, "When more people stay healthy and feel happy and peaceful through Brain Education, society and organization can be healthier and happier."



Outcome of introducing the Brain Education program

Shirahase Akira(白波瀬 章) | President at NTT SmartConnect Corporation

Shirahase Akira(白波瀬 章), President at NTT SmartConnect Corporation, a subsidiary of Japan's leading telecommunications company NTT, presented "The way of NTT SmartConnect for health management to trigger the passion of employees" as a guest speaker. Based on the belief that helping employees maintain and improve their health is a way of investing to increase efficiency and productivity, NTT SmartConnect is creating a healthy corporate culture. He said that the company focuses on implementing primordial prevention measures. He added,

"We encourage employees to understand themselves better and adopt new methods to improve mental health following the trends."

As an example of increasing self-awareness on health, he presented a case for holding Brain Education workshops, providing the employees with hands-on experience of exercise, meditation, and healing experience as tools to build good daily habits. He added that employees were highly engaged in the Brain Education workshop and planned to proactively adopt Brain Education training methods such as meditation before meetings.



Managing work-related stress with Brain Education

Morikawa Yoshimi(森川 佳) | Occupational stress management specialist

Morikawa Yoshimi emphasized three powers that would help people manage their stress better. First, the power to recognize the source of stress; second, the power to endure stress reactions; and third, the power to return to the original state. Ultimately, the power to restore the mind and body under stress to their original state is most important. Thus, she explained that we should be the master of our brain to manage the sources of stress. She described the process of developing three powers of stress management through Brain Education training as follows: "Brain

exercise makes your body flexible and strengthens the lower abdomen. Brain meditation prevents people from being swayed by emotions and helps them raise their inner power to see things from the right perspective. Brain healing creates a positive mood to increase teamwork by developing empathy with colleagues. By repeating these fundamental cycles, we can bring a positive change to the entire organization."

She also outlined occupational stress management programs for a construction company and the employees and caregivers of a private nursing home. She presented a positive change between the stress levels and brainwaves before and after the program. Those who were more nervous than others relieved their tension, and people who used the left brain more were shown to activate their right brain. Furthermore, those who felt less motivated gained vitality after the program.

2019 Brain Education Convergence Symposium

- Theme** The human brain and developing its intrinsic competencies
- Host** Global Cyber University (advisory organization of IBREA for systematization of Brain Education and human resource development)
- Sponsors** IBREA, Brain Trainer Association, Brainworld Korea, Inc.



The 2019 Brain Education Convergence Symposium was held on November 30, 2019, in Seoul under 'Human brain and developing its intrinsic competencies.' The Department of Brain Education Convergence of Global Cyber University holds a Brain Education Convergence Symposium annually to present various cases by area.

Oh Chang-Young, Dean of Brain Education Convergence Department at the Global Cyber University, gave an opening speech. He said, "Developed countries continue to invest in scientific exploration on the functions and structure of the brain to preoccupy the brain as the key asset in the twenty-first century. However, Korea has established a four-year college and a graduate school offering master's and doctoral degrees in Brain Education for the first time. Furthermore, Korea has national certification for licensing trainers in brain training. Now it is critical to train experts by area to help people with the proper application and development of the brain."

Following the opening speech, professors at the Department of Brain Education Convergence presented Brain Education application cases by area. Then, in the third part, students and graduates explained their activities to integrate Brain Education into their professional fields.

The influence of play on brain development in early childhood

Lee Eun-Jung | Adjunct Professor at Department of Brain Education Convergence of Global Cyber University and Executive Director at Kids Brain Education, Inc.

"The amended Nuri Curriculum(the national course for all children from 3- to 5-years old) will be implemented in the early childhood field, beginning in 2022. As for the play that would help develop the brain more effectively, we need to encourage children to move their bodies in various ways, interact with each other, and express themselves to raise concentration on and observation of themselves. They will be the leaders in the era of the Fourth Industrial Revolution. Thus, we need to help them better manage their mind, body, and brain and build their capacity to live a happy life through Brain Education."



Developing critical competencies of the future generation in the era of the Fourth Industrial Revolution

Choi Yoon-Lee | Head of Contents Development at BR Brain Education, Inc.

"As the era of artificial intelligence accelerates, it will be more important for people to find their value and realize the infinite potential of the brain by themselves. BR Brain Education focuses on the education to 'restore' awareness of the body and the self rather than 'impart' knowledge. Brain education leads to behavioral changes in practice through integrated development of mind, body, and cognition."



The emergence of the brain training industry and the state-certified expert, Brain Trainer

Roh Hyung-Chul | Secretary of Brain Trainer Association

"Recently, more and more people are adopting brain training techniques to improve their concentration, memory, thinking, reasoning, or calculating capabilities. Meditation is one of the methods that people practice for promoting brain health. State-certified Brain Trainers are gaining attention as experts leading the trend. Brain Trainers are expanding their expertise, such as dementia prevention training, youth career guidance, learning capability improvement, stress management training for professional athletes, and emotional adjustment programs for conscripted soldiers."



Restoring humanity through the improvement of intrinsic human competencies

Kim Ji-In | Head of International Collaboration at IBREA

"We have witnessed the rapid growth in global wealth with the resulting rise in productivity. At the same time, environmental degradation increases across the planet and income polarization have risen worldwide. As a result, international bodies, including the UN, OECD, and others, began to provide indicators of what constitutes a 'good life,' such as well-being and quality education beyond economic growth. Brain Education focuses on developing intrinsic human competencies to create a life as the masters of their life instead of addressing external constraints."



2020 Brain Humanities Forum

Background

In July 2020, IBREA saw the need to expand the discussion about Brain Education regarding the values of the human brain and its application mechanism proactively from the context of education and science to humanities as the global ecosystem faces a new threat amid COVID-19.

Some argue that the history of humanity will be divided into the time before and the period after COVID-19. Likewise, the COVID-19 pandemic brought a devastating impact across the globe, and it seemed unavoidable to change the international economic order of free trade established since World War II. There were also significant changes in individual lifestyles, not to mention healthcare and education systems.

When AI-based AlphaGo came out to the world for the first time, people said that the future generation would be the 'first generation to coexist with AI,' and now another slogan has been added – the 'first to witness the breakdown of the global ecosystem in person.'

With this social context, IBREA held the 'Brain Humanities Forum' jointly with Brain Education magazine Brain with six professionals from related institutions and organizations. To avoid unproductive discussion without substance, the Brain Education Convergence Research Center of Global Cyber University, an advisory organization of IBREA, participated in the Forum to make it serve as an opportunity for follow-up studies and expanding networks of professionals.



(Above) Attendees of Brain Humanities Forum

(below) Follow-up studies of Brain Education Convergence Research Center at Global Cyber University

The First Brain Humanities Forum

- Topic** Brain and education: Speaking of Brain Education
- Date** August 19, 2020
- Panelists** **Shin Hye-Sook** | Professor at the Department of Brain Education, University of Brain Education, **Oh Chang-Young** | Professor at the Department of Brain Education Convergence, Global Cyber University, **Chang Rae-Hyuk** | IBREA Secretary, Professor the Department of Brain Education Convergence, Global Cyber University, **Bang Eun-Jin** | Associate Editor of *Brain* magazine
- Moderator** **Kim Ji-In** | Head of International Collaboration, IBREA

The Second Brain Humanities Forum

- Topic** Brain and education: Transforming the mind through the body
- Date** August 19, 2020
- Panelists** **Shin Hye-Sook** | Professor at the Department of Brain Education, University of Brain Education, **Oh Chang-Young** | Professor at the Department of Brain Education Convergence, Global Cyber University, **Chang Rae-Hyuk** | IBREA Secretary, Professor the Department of Brain Education Convergence, Global Cyber University, **Choi Jung-Im** | Middle school teacher working on Kookhak Kigong Sports Club at School, **Bang Eun-Jin** | Associate Editor of *Brain* magazine
- Moderator** **Kim Ji-In** | Head of International Collaboration, IBREA

The Third Brain Humanities Forum

- Topic** Brain Education leading to behavior changes
- Date** September 16, 2020
- Panelists** **Shin Hye-Sook** | Professor at the Department of Brain Education, University of Brain Education, **Oh Chang-Young** | Professor at the Department of Brain Education Convergence, Global Cyber University, **Chang Rae-Hyuk** | IBREA Secretary, Professor the Department of Brain Education Convergence, Global Cyber University, **Kim Jin-Hee** | Elementary school teacher and president of Seoul Association for Brain Education Curriculum Studies, **Bang Eun-Jin** | Associate Editor of *Brain* magazine
- Moderator** **Kim Ji-In** | Head of International Collaboration, IBREA

The Fourth Brain Humanities Forum

- Topic** Behavior changes and self-motivation
- Date** October 28, 2020
- Panelists** **Shin Hye-Sook** | Professor at the Department of Brain Education, University of Brain Education, **Yoon Sun-A** | Professor at the Department of Counseling Psychology, **Yang Hyun-Jung** | Vice President of Korea Institute of Brain Science, **Oh Chang-Young** | Professor at the Department of Brain Education Convergence, Global Cyber University, **Chang Rae-Hyuk** | Professor at the Department of Brain Education Convergence, Global Cyber University, **Kim Jin-Hee** | Elementary school teacher and president of Seoul Association for Brain Education Curriculum Studies, **Bang Eun-Jin** | Associate Editor of *Brain* magazine
- Moderator** **Kim Ji-In** | Head of International Collaboration, IBREA

2020 Brain Education International Forum

- Theme** A new approach to capacity building in the world transformed by COVID-19
- Participants** Brain Education professionals from Korea, the US, China, and Japan
- Date** December 15, 2020 | Live-streamed via YouTube
- Host** IBREA
- Sponsors** Global Cyber University, University of Brain Education, Brain Trainer Association

Background

One year has passed since the global movement of people and products stopped, and people live with COVID-19 as the new normal. IBREA held the 2020 Brain Education International Forum in December 2020 under 'A new approach to capacity building in the world transformed by COVID-19,' two years after the 2018 Brain Education International Forum. The Forum was held on December 15, 2020, for 4 hours in two parts, with topics of 'Well-being and meditation' for session 1 and 'Future society and education' for session 2. Twelve Brain Education professionals from Korea, the US, China, and Japan attended as speakers, and over 10,000 viewers watched the Forum live-streamed on YouTube.

Program

Part 1: Well-being and meditation	<ul style="list-style-type: none"> • Future value of Brain Education _Ilchi Lee • What is the value of Brain Education in workplaces? _Ericka Crawford • Prospects for Brain Education in China in the post-epidemic era _Julie Miao • The future of integrative health care utilizing meditation _Yang Hyun-Jung • Status of Brain Education in Japan prospects in the contactless era _Tanaka Yukari • Breaking the silence on youth mental health with Brain Education TV _Gabi Petrylaite and Linda Yoonjin • Meditation training and personal coaching in an untact world _Park Jong-Chan
Part 2: Future society and education	<ul style="list-style-type: none"> • Expanding education beyond classrooms _Dave Beal • A leap forward of Global Cyber University in the era of remote learning _Oh Chang-Young • The school that will thrive in an untact world _Kim Nah-Ok • Self-motivation is a crucial learner competency _Choi Yoon-Lee • Effectiveness of play-centered Brain Education for preschoolers _An So-Young • Trends and prospects of the brain training market _Roh Hyung-Chul

2020 Brain Education International Forum live-streamed via YouTube



Session I: Well-being and meditation

In his keynote speech titled 'Future value of Brain Education,' IBREA President Ilchi Lee said, "Brain Education is to love yourself, take charge of your mind and body, and feel and express joy and happiness to small things. A good person is a person with a good brain, and it is Brain Education that helps to have a good brain."

In the first session titled 'Well-being and meditation,' Dr. Ericka Crawford, who obtained her doctoral degree in Brain Education at Brandon University, delivered her first presentation under the title of 'What is the value of Brain Education in workplaces?' She was also the Vice President of a Biotech firm and led a 'Stress management in uncertain times' project. She explained the project's outcome with Brain Education and meditation programs for employees of her company and told accounts of employees participating in the project.

The second speaker, Julie Miao, CEO of UDAP China, a provider of Brain Education located in Shanghai, presented 'Prospects for Brain Education in China in the post-epidemic era.' She said that people are shifting their attention from physical health to mental health to improve holistic well-being for themselves and their children. She introduced a Brain Education research project implemented for three months at an elite private middle school to study the impact of Brain Education training programs on young people's emotional well-being.

The next speaker was Yang Hyun-Jung, Dean of the Integrative Health Care Department at the University of Brain Education. She gave her presentation on 'The future of integrative health care utilizing meditation.' Professor Yang said meditation correlates positively with preventing aging, dementia in older adults, and diabetes based on numerous neuroscientific research.

President Tanaka Yukari of IBREA-Japan presented 'Status and prospects for Brain Education in Japanese society in the contactless era' as the fourth speaker. She highlighted major activities of IBREA-Japan since 1997, including ▲ Issuance of Brain Trainer certificates, ▲ Educational support, ▲ Workplace support, ▲ Happy Brain City project, and delivered the impact of Brain Education training, which are gaining force recently on Japanese society.

Gabi Petrylaite and Linda Yoonjin are YouTube creators who run the 'Brain Education' TV channel. They presented 'Breaking the silence on youth mental health with Brain Education TV.' The viewers were highly interested in the live presentation of young YouTubers.

The last speaker was Park Jong-Chan, Education Team Head of DahnWorld, one of Korea's leading meditation companies. In his presentation on 'Meditation training and personal coaching in an untact world,' he introduced newly launched online live classes on Brain Meditation and breathing training amid COVID-19. In addition, he provided the viewers with hands-on experience of some techniques from the class.

2020 Brain Education International Forum Session I: Well-being and meditation





2020 Brain Education International Forum Session II

Session II: Future society and education

The first speaker who opened Part 2: 'Future society and education' was Dave Beal, Executive Director of Brain Power Wellness. He shared how Brain Education has been introduced in the public education system and explained the changes due to COVID-19 and the responsive actions Brain Power Wellness has taken under 'Expanding education beyond classrooms.'

The second speaker, Oh Chang-Young, Dean of Brain Education Convergence Department at the Global Cyber University, spoke about 'A leap forward of Global Cyber University in the era of remote learning.' He emphasized, "Schools had to switch hastily to remote learning due to COVID-19. However, Global Cyber University provided the curriculum without disruption in the contactless era since we have already adopted a remote education system 20 years ago." In addition, he explained the major tracks of the Brain Education Convergence Department, including brain development of preschoolers, brain training of children and adolescents, essential competency building of adults, brain health and beauty care, and prevention of dementia in middle-aged and older adults.

In her presentation on 'The school that will thrive in an untact world,' the third speaker, Kim Nah-Ok, Principal of Benjamin School for Character Education, cited the case of Minerva School, which is gaining attention as a symbol of the university of the future. She said, "Minerva School and Benjamin School share many things in common. Both were established seven years ago. The two schools do not have a physical campus and use an online platform to conduct classes. Instead of delivering knowledge, both focus on developing students' proactive and creative problem-solving capabilities based on experience."

The fourth speaker, Choi Yoon-Lee, Head of Contents Development of BR Brain Education Inc., a company specializing in brain training for children and adolescents, presented, 'Self-motivation is a key learner competency.' She said, "Self-awareness is a starting point of self-motivation and develops as the children train to focus on themselves. Brain Education training helps them be aware of their physical, emotional and mental state to cultivate their self-motivation."

An So-Young, Director at Kid Brain Education Inc., delivered her presentation on 'Effectiveness of play-centered Brain Education for preschoolers.' She stressed, "The fact that they cannot play face-to-face due to COVID-19 can be a big problem to children. Early childhood is the most critical period for development. Thus, we need to provide them with an environment to play in to balance their physical, emotional, and cognitive development."

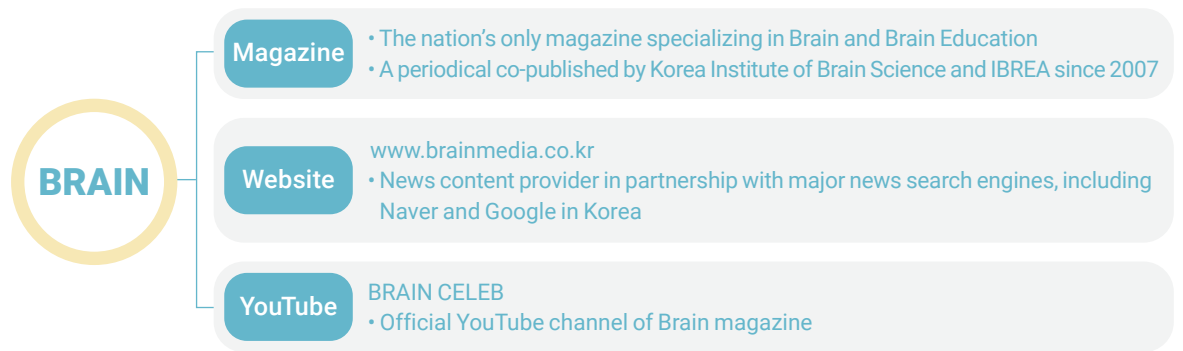
As the last speaker, Secretary of Brain Trainer Association Roh Hyung-Chul delivered his presentation on 'Trends and prospects of the brain training market.' He mentioned, "Popularization of Brain Education has served as a great turning point for the development of the brain training industry. The notion that we can apply and develop our brain as the master away from the scientific and medical approaches suggests a fundamental direction for brain training."

Strengthening the social influence of media specializing in Brain Education

Background

People are adapting themselves to live contactless lifestyles. However, increased remote work and prolonged social distancing practices threaten our holistic well-being due to a lack of physical activities and emotional instability. Specifically, decreasing 'mental health' centering on poorer sleep quality has become a social issue.

IBREA considers that mental health directly relates to the brain and endeavors to publicize Brain Education and its value to proper application and development of the human brain. To make Brain Education more accessible and valuable, IBREA focused on building infrastructure to support media contents production specializing in Brain Education and strengthening the social influence of media.



Expanding the scope of Brain Education magazine Brain

The Brain Education magazine *Brain*, co-published by IBREA and its science and technology advisory organization, the Korean Institute of Brain Science, has expanded its scope of operation as a Brain Education media to include a website and YouTube channel in 2020. 'Brainmedia(www.brainmedia.co.kr),' the official website of *Brain*, was unveiled on the YouTube channel, BRAIN CELEB, started in March 2021, a dedicated channel to address social issues concerning the human brain.

(Left) Brainmedia website / (Right) YouTube channel <BRAIN CELEB>



BRAIN HISTORY



International Cooperation and Exchange

Video conference of Korea-US Brain Education professionals for building a network

In-service training for Qatari Brain Education and meditation instructors

Korea-China joint research: Effects of Brain Education and meditation program in Pudong Middle School in Shanghai

International Cooperation and Exchange

Video conference of Korea-US Brain Education professionals for building a network

Body & Brain Centers and Brain Power Wellness are the two representative Brain Education companies in the US. Body & Brain Centers specialize in Brain Education-based practices for adults, and Brain Power Wellness is for teachers and students of public schools.

In February 2020, IBREA visited the headquarters of the two companies in Arizona and New York to hold workshops to facilitate studies and exchange opinions on Brain Education among professionals. Participants recognized the need to share the data and information on Brain Education studies across the globe regularly and provide a channel to discuss and build a network among researchers.

As all offline exchange activities had stopped due to the rapid spread of COVID-19 at the end of February, a video conference of Korea-US Brain Education professionals for building networks was held online in April. It was designed to share the participants' areas of interest and study topics and explore the possibility of short/mid-term cooperation projects.



Video conference of Korea-US Brain Education professionals for building a network

Date April 7, 2020

Participants

The US » **Steve Kim** | Brain Power Wellness, **Ericka Crawford** | Corporate training, **Fatima Bustos-Choy** | Corporate training, **Collette Hemmings** | Outreach activities
Korea » **Yang Hyun-Jung** | Professor(Korea Institute of Brain Science), **Oh Ju-Won** | Professor(University of Brain Education), **Oh Chang-Young** | Professor(Department of Brain Education Convergence, Global Cyber University), **Chang Rae-Hyuk** | Professor(Department of Brain Education Convergence, Global Cyber University), **Ji Hoon** | General Manager(HSP Consulting U-DAP)

Host IBREA International Collaboration Team

Ericka Crawford

"I plan to amass the efficacy data on Brain Education programs implemented in organizations and share them with others. Success stories should encourage companies to implement Brain Education programs in their workplaces. As a follow-up study of the qualitative research carried out as a part of my doctoral dissertation, I hope to continue the study to other states beyond California for meta-analysis."



Fatima Bustos-Choy

"Recently, I was engaged in developing a Power Brain System to provide the principles of Brain Education and training methods tailored to organizational development. Mintco of the US has implemented this program as a pilot project. The key to efficient corporate training is to encourage the members to proactively engage in the program and help them constantly change their lives based on the training. In this regard, the program was very successful. A series of follow-up programs will be implemented after the end of COVID-19. I am positive that there will be much more and better results."



Yang Hyun-Jung

"Researches that the Korea Institute of Brain Science conducts largely consists of two fields. One is cognitive neuroscience, and the other is the impact of meditation and other brain application methods on the body. The relationships between physical and mental health are well established through various academic research. Still, such relationships are not known well in practice. Thus, we plan to increase integrative studies by considering both academic and practical approaches. Specifically, study topics will include meditation having a positive impact on body systems in various ways and interactions of such systems to prompt changes on the body and epigenetic mechanism."



Oh Ju-Won

"I am interested in developing Brain Education programs connecting the result of neuroscience studies on people with severe trauma, stress, addiction, obsession, and panic disorder and validating the effect of such programs. I also believe that Brain Education programs for healthy people(including both children and adults) will bring more credible and effective results when they apply the recent outcome of neuroscience studies."



Oh Chang-Young

"I am recently focusing on studies of developing and validating programs providing a positive impact on human cognition by applying the principles and training methods of Brain Education. In the long term, I want to develop and study programs using the methods of Brain Education for effective HR development."



In-service training for Qatari Brain Education and meditation instructors



In January 2019, BE-ME(Brain Education Middle East), a Brain Education company in Doha, the capital of Qatar, asked IBREA to send its instructors to the leading Korean meditation company DahnWorld for in-service training. Regarding the purpose of the visiting program, BE-ME CEO Mohammed Abu Zeinab said, "Instructor training in Korea has expertise and experience from its rich history and tradition of Brain Education. It will serve as an opportunity for us to expand our capabilities as meditation professionals and for personal growth."

IBREA reviewed the in-service training program of DahnWorld for two months and exchanged opinions on the curriculum with BE-ME. The training was held in July for three weeks. Under the motto of 'Master the principles and skills of teaching by doing,' nine sessions for capacity-building as instructors of an introductory meditation class were held step by step.

Teaching practices were based on repeating the five steps; learning principles, applying the principles and planning a lesson, implementing a lesson, evaluating and reflecting on the performance, and improving their capabilities as instructors based on the evaluation and reflection. As a result, the participants improved their self-reflection and communication skills with members.



BE-ME, a Brain Education company in Qatar
Based on his experience of Brain Education while studying in the US, Mohammed Abu Zeinab founded BE-ME(Brain Education Middle East) in November 2017 in Doha, the capital of Qatar, as an education company dedicated to spreading Brain Education in the Middle East. BE-ME offers classes in partnership with local wellness businesses, develops education programs, and deploys instructors to non-profit organizations, schools, and companies.

Korea-China joint research: Effects of Brain Education and meditation program in Pudong Middle School in Shanghai

As schools have reopened since the outbreak of COVID-19 in 2020, Pudong Middle School in Shanghai asked a Chinese Brain Education company, U-DAP Solution China, to deploy trainers to run meditation classes for their students.

As students took online classes at home for a long time due to COVID-19, the mental health issue of adolescents that was hidden behind the enthusiasm for education in Chinese society has emerged. The principal of Pudong Middle School put the quality of life above school academic achievement and wanted to help students stay healthy for their bodies and minds through meditation.

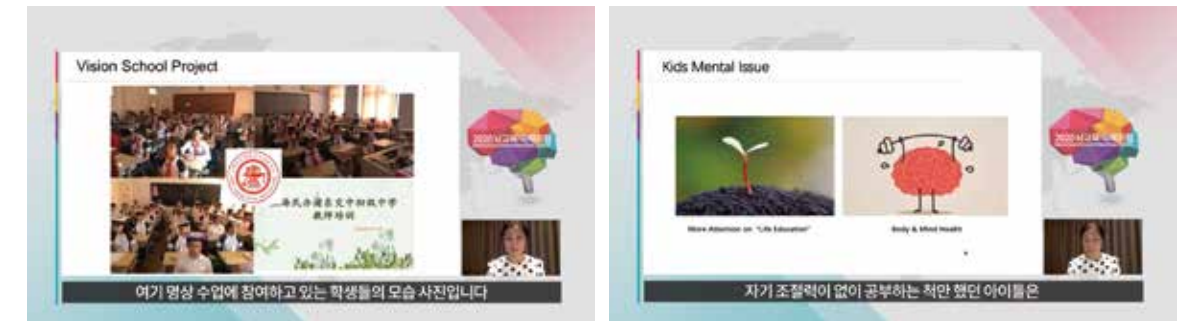
U-DAP sent trainers to classes of the seventh and ninth graders each from September to December 2020. They ran Brain Education and meditation classes four times per week and for 12 weeks total.

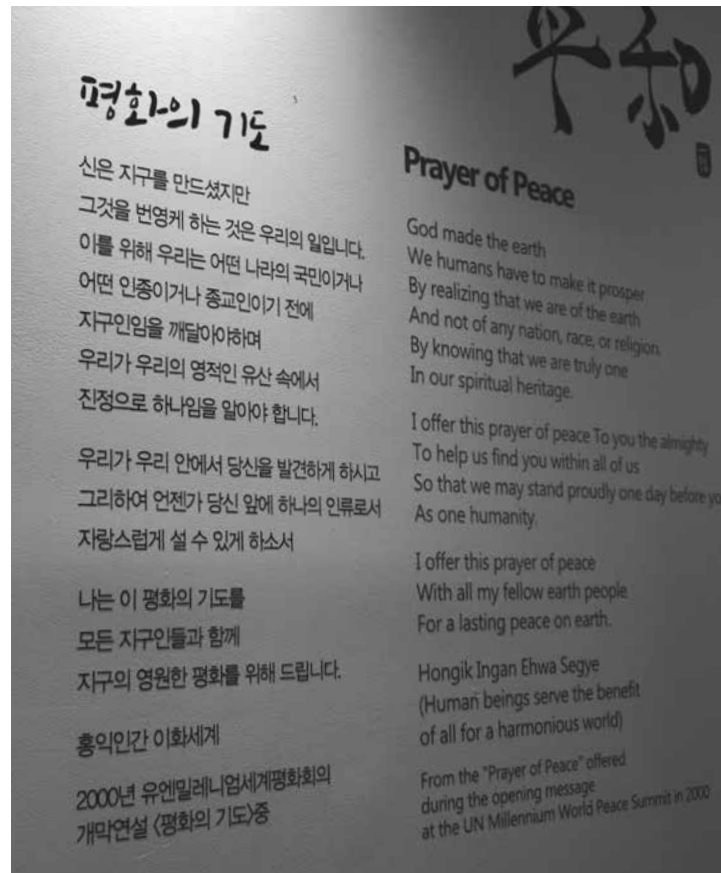
The program has three stages: stress release and relaxation, improving concentration, and increasing perseverance and self-confidence. Each 30-minute session consists of brain exercises for relaxation and ease of tension, breathing and meditation to concentrate on the inner self, and wrapping up exercises and positive messages to awaken the brain.

Before starting the program, U-DAP signed a joint research agreement with IBREA with the consent of the principal of Pudong Middle School. The agreement is related to the study on the impact of the Brain Education training program on improving emotional adjustment ability and academic efficiency, which Professor Oh Ju-Won led at the University of Brain Education in Korea. Professor Oh plans to collect the final data in the first half of 2021, provide the result to the school authority, and submit a research paper within the year.

The principal was delighted with the result after witnessing changes in the two classrooms while implementing the program. In recognition of the necessity to change school culture to encourage students to proactively engage in the meditation class, the school agreed to open additional Brain Education and meditation seminars for teachers and parents to create a culture of embracing and supporting meditation practice.

(Top) Presentation on the research project at the 2020 Brain Education International Forum
(Bottom) Meditation class for Brain Education in Pudong Middle School in Shanghai





Job Competency Standardization for Brain Education Professionals

Building Global Cooperation System for Standardization

Setting Up Standardization Process

Children's Brainwave Coaching Certification and Training Program

Reorganization of International Kookhak Kigong Master
Certification Program



Job Competency Standardization for Brain Education Professionals

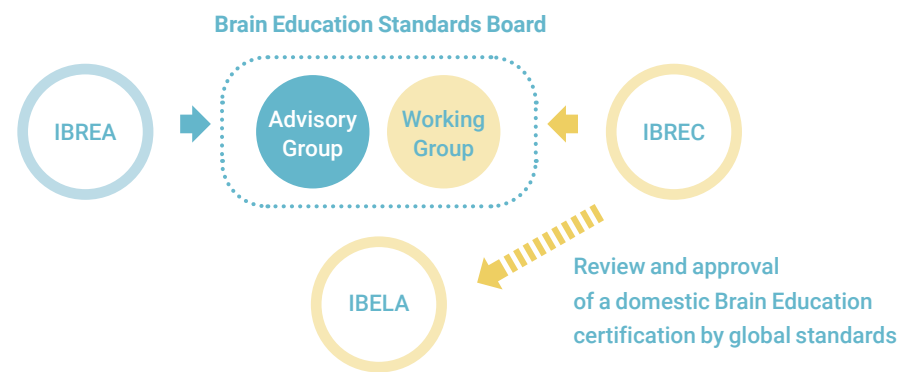
Building Global Cooperation System for Standardization

As the domestic Brain Education market has matured and Brain Education spreads overseas, including the US, Japan, and Europe, Brain Education organizations have been calling to provide a standard training certification system for instructors and trainers. Furthermore, there have been demands for a professional development support system to secure talented people with qualifications. Therefore, when the Brain Education International Forum was held in December 2018, IBREA installed the Brain Education Global Standards Board, referred to as Standards Board, as a cooperation system to develop job competency standards for Brain Education professionals.

[The scope of standardization and composition of the Standards Boards]

Scope	<ul style="list-style-type: none"> • Education contents by area and age • Instructor training system • Certification system • Standard and process in business model development by area
Composition of the Standards Board	<p>[Advisory group] Experts from Brain Education research and academic institutions (IBREA)</p> <p>[Working group] Field experts by area and age (IBREC)</p>

International Brain Education Leader Alliance (IBELA) was established in the US in October 2019 to facilitate tasks related to certification and quality management in the US and Europe, leading to establishing a cooperation system among IBREA, IBREC, and IBELA.



[Global cooperation system for standardization of Brain Education]

International Brain Education Association (IBREA)

- A global consultative body consisting of Brain Education professionals
- Communication with the stakeholders at home and abroad on standards set-up
- Designation of the advisory group members of the Standards Boards for reviewing standard models prepared by the working group

International Brain Education Association Certification (IBREC)

- Certification management and training programs carry-out directly or outsourced to other certified agencies
- Designation of the working group members of the Standards Boards for developing standards

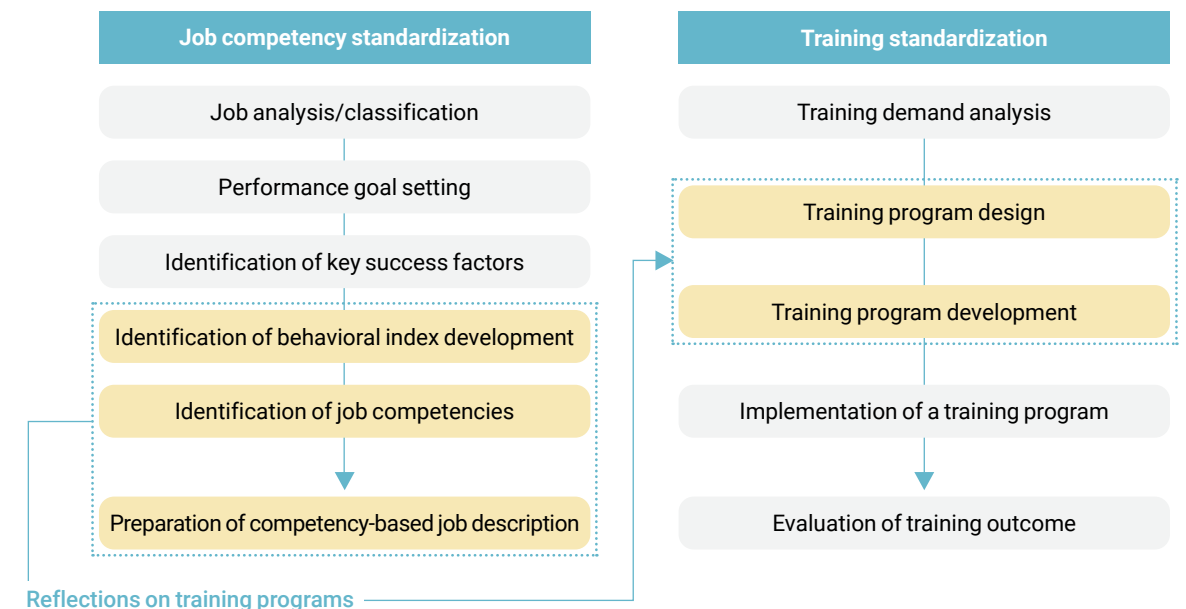
International Brain Education Leader Alliance (IBELA)

- Review and approval of a domestic Brain Education certification by global standards at the request of certification and management agencies of countries around the world
- Certification and qualification management of International Brain Education Leaders (Brain Education professionals)

Setting Up Standardization Process

The Brain Education Standards Boards reviewed candidates of standardization frameworks to be applied to identify the requirements for Brain Education professionals. After reviewing different options, the Standards Board adopted 'National Competency Standards' (NCS), which identifies occupational competencies (knowledge, skills, attitude) required to conduct a given duty in workplaces based on systematic and scientific analysis. The Standards Board established the standardization process for Brain Education professionals' job competencies and training programs based on the NCS framework.

In 2020, the Standards Board reviewed the Children's Brainwave Coaching Certification and Kookhak Kigong Master Certification system following the process below:



[Standardization process for job competency and training]

Children's Brainwave Coaching Certification and Training Program

Brainwave tests have been used to diagnose mental disorders such as ADHD, autism, depression, brain tumor, and central nervous system diseases. Brainwave measuring devices have been introduced promptly in the education sector since the Ministry of Education in Korea approved Brain Trainer Certification as a state-certified credential in 2009. According to the Brain Trainer Association, demands for coaching professionals using brainwave measuring devices for children and young people participating in career development camps, character-building programs, and after-school programs to learn how to use the brain well are increasing rapidly.

Considering that a brainwave is one of the body's biosignals, and children and adolescents are still in the stages of brain development, parents and students undergoing the test are somewhat sensitive to the credibility of measuring results and counselors. Thus, Brain Trainer Association has developed 'Smart Brain,' a brainwave measuring device for Brain Trainers, and restricted the qualifications of brain-based coaches using the machine to those with Brain Trainer certificates.

In the meantime, the Brain Trainer Association requested that the International Brain Education Association Certification develop standard manuals on brain-based coaching for children and adolescents and expert training programs.

As a result, the Level 1 qualification for a children's brainwave coaching expert was approved with IBEL certification in November 2020 following review by the Standardization Committee. As of the end of 2020, 41 applicants acquired the certificates through review by IBELA.

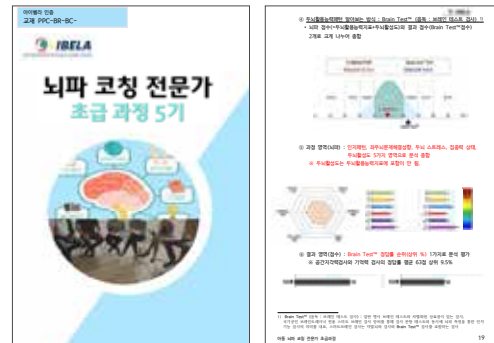
The certification is designed to test if the applicant has the competency to identify children's characteristics and inclination when using the brain and explain the result and current state of children to their parents based on expert knowledge on brainwave and testing techniques using Smart Brain. The certification process consists of assessing the process of education and practice, a written test, and a practical skill test.



An example of a test report of a brainwave measurement device

(Top) Children's brainwave coaching expert textbook for beginners

(Below) Training of children's brainwave coaching experts



Reorganization of International Kookhak Kigong Master Certification Program

Brain Education uses mind-body practices of the Korean people, such as breathwork, meditation, and Kigong as ways to use the brain well. Kookhak Kigong, as one of those modalities, has roots in ancient educational institutions to cultivate talent for the country. It was transformed into recreational sports tailored to modern people.

Kookhak Kigong practitioners began teaching Kigong at parks for free in the 1980s. As a result, their numbers substantially increased to 2,330 across the country by 2019.

Now, Kigong practitioners have opened outreach classes such in parks, welfare centers, public offices, and schools through the Korea Sports Kigong Association, contributing to improving the health of local communities. The Association is a full member of the Korean Sports & Olympic Committee under the Ministry of Culture, Sports and Tourism and regional associations.

Kookhak Kigong runs sports clubs in elementary, middle, and high schools to promote sports activities at school. Teachers and Kookhak Kigong instructors are making efforts to enhance physical strength and cultivate students' character through these Kookhak Kigong sports clubs.



[Status of Kookhak Kigong practitioners' activities by the end of 2019]

Activities of Kookhak Kigong practitioners





Video guidelines for teachers in charge of school sports club

The Korea Sports Kigong Association has held International Kookhak Kigong Competition for All since 2007 to spread Kookhak Kigong to the international society. Kigong practitioners overseas, including the US, Japan, the UK, Qatar, and Russia, continue to participate in the competition. The 8th International Kookhak Kigong Competition for All was held online in 2020 with 62 teams from 10 countries amid the COVID-19 pandemic.

The Association needed standards of movement and practice guidance and a standardized promotion and advancement system as Kookhak Kigong became popular across the globe. Therefore, the Association requested that the Standards Board develop the process and system.

The Standards Board installed the Working Group to examine the promotion and advancement system of Korean Kookhak Kigong. The Working Group has developed regulations and manuals on movements according to the system until 2020. It plans to establish domestic and international certification systems in 2021 and 2022.

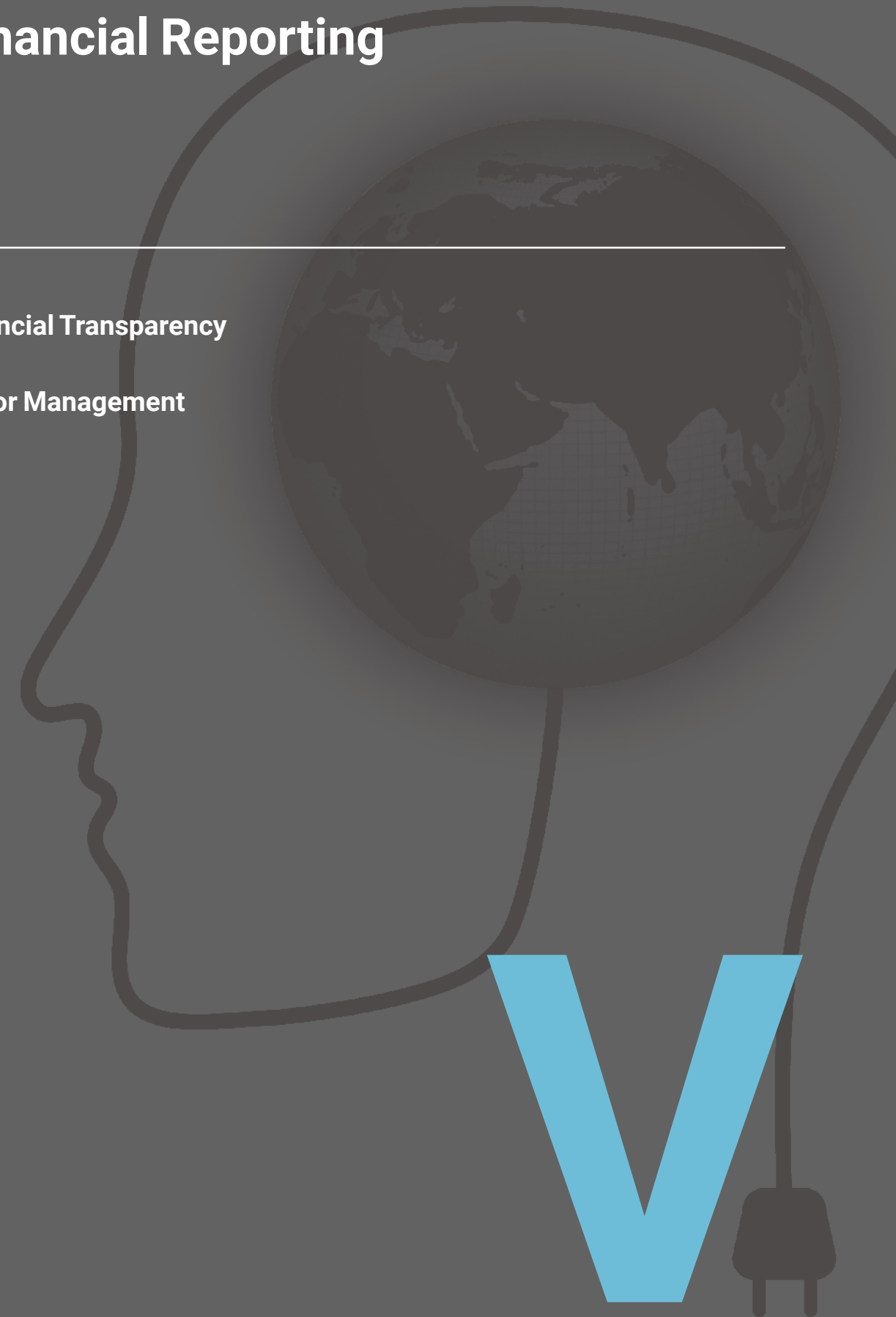
[Plan for the reorganization of International Kookhak Kigong Master Certification program by stage]



Financial Reporting

Financial Transparency

Donor Management



Financial Reporting

Financial Transparency

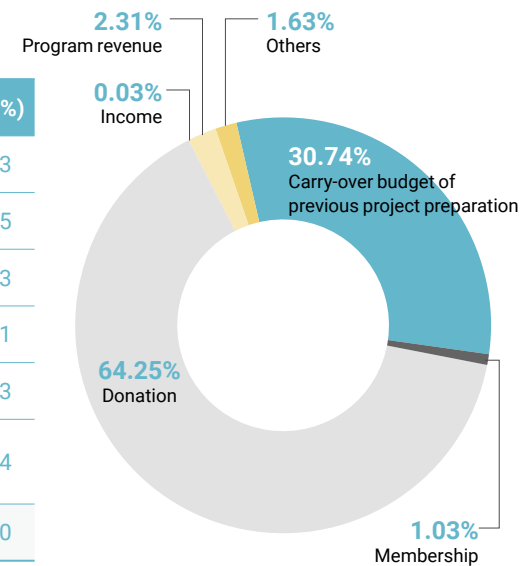
Efforts to improve transparency

IBREA is supported by donations from individuals and institutions that intend to share and spread the value of Brain Education. For a more transparent financial operation, IBREA makes efforts as follows:

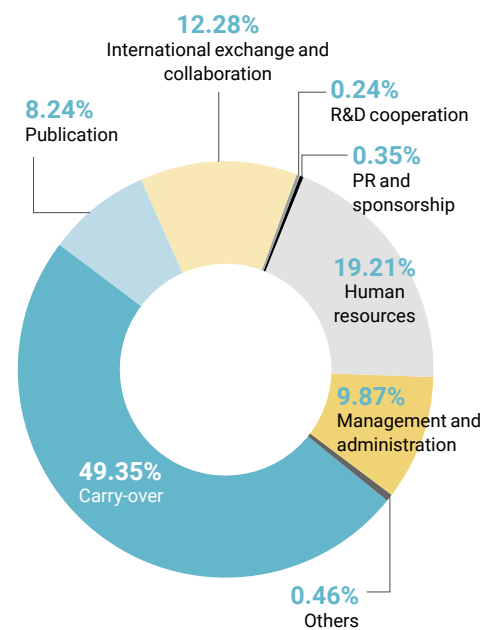
- 1 The Advisory and Collaboration Committee discusses a budget plan for the coming year submitted by the Secretariat. A final decision is made at the meeting of the board of directors and the general meeting held at the beginning of the year.
- 2 A financial audit and balance account are made annually through an external accounting firm.
- 3 As a designated donation organization authorized by the Ministry of Strategy and Finance, IBREA publicly posts reports on donations and their usage through its website and the homepage of the National Tax Service.

Income and Expenditure in 2019

Revenue by source	Korean Won(KRW)	Percentage(%)
Membership	1,695,000	1.03
Donation	105,243,128	64.25
Income	53,358	0.03
Program revenue	3,785,000	2.31
Others	2,675,484	1.63
Carry-over budget of previous project preparation	50,349,867	30.74
Total	163,801,837	100.0

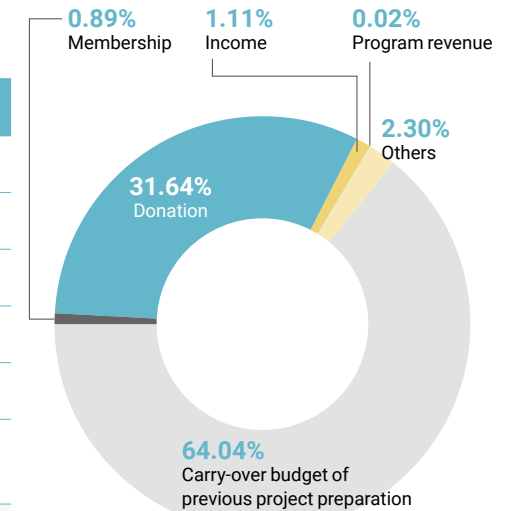


Expenditure by category	Korean Won(KRW)	Percentage(%)
Publication	13,490,258	8.24
International exchange and collaboration	20,118,100	12.28
R&D cooperation	393,200	0.24
PR and sponsorship	567,720	0.35
Human resources	31,468,850	19.21
Management and administration	16,174,236	9.87
Others	753,358	0.46
Carry-over	80,836,115	49.35
Total	163,801,837	100.0

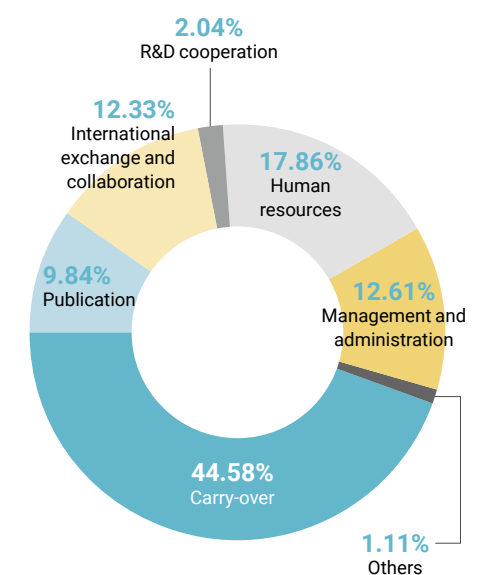


Income and Expenditure in 2020

Revenue by source	Korean Won(KRW)	Percentage(%)
Membership	1,120,000	0.89
Donation	39,941,417	31.64
Income	1,400,494	1.11
Program revenue	25,000	0.02
Other income	2,908,973	2.30
Carry-over budget of previous project preparation	80,836,115	64.04
Total	126,231,999	100.0



Expenditure by category	Korean Won(KRW)	Percentage(%)
Publication	11,966,215	9.84
International exchange and collaboration	15,569,393	12.33
R&D cooperation	2,570,250	2.04
PR and sponsorship	0	0
Human resources	22,540,000	17.86
Management and administration	15,911,986	12.61
Others	1,404,494	1.11
Carry-over	56,269,661	44.58
Total	126,231,999	100.0



Inner Audit Report

Memorandum for the Board of Directors of IBREA

We audited the financial and administrative details of the corporation IBREA from January 1, 2019, to December 31, 2020. The financial audit was performed by examining whether the related accounting books and evidential documents were handled according to general financial procedures. The administrative audit was reviewed by inspecting related books and administration files while taking part in meetings of the board of directors and other conferences.

We did not find any significant concerns according to the audit inspection. However, minor accounting errors were requested to be corrected on the financial statements. In addition, further details for financial improvement were submitted to the finance officials and administrators respectively.

Apart from the details above, the financial statements of the corporation IBREA were correctly made according to general financial standards. Business activities and administrative details have also been conducted according to the articles of the corporate body.

June 1, 2021

IBREA Auditor Yoo Byeong-LI



IBREA Auditor Yoo Seong-Mo



재무상태표

제 15기 2020년 12월 31일 현재
제 14기 2019년 12월 31일 현재

회사명 : (사)국제뇌교육협회

(단위 : 원)

과 목	제 15(당)기		제 14(전)기	
	금 액		금 액	
자 산				
I. 유 동 자 산		57,308,938		83,466,599
(1) 당 좌 자 산		57,308,938		83,466,599
보 통 예 금		1,240,023		29,059,910
정 기 예 적 금		55,434,556		54,263,604
미 수 금		96,700		84,740
선 금 금		275,000		0
선 금 비 용		49,519		50,175
선 납 세 금		213,140		8,170
(2) 재 고 자 산		0		0
II. 비 유 동 자 산		1,000		150,700
(1) 투 자 자 산		0		0
(2) 유 형 자 산		0		0
(3) 무 형 자 산		1,000		150,700
소 프 트 웨 어		1,000		150,700
(4) 기 타 비 유 동 자 산		0		0
자 산 총 계		57,309,938		83,617,299
부 채				
I. 유 동 부 채		1,040,277		2,781,184
미 지 금		706,687		2,555,904
예 수 금		120,450		217,110
고 유 목 적 사 업준비금		213,140		8,170
II. 비 유 동 부 채		0		0
부 채 총 계		1,040,277		2,781,184
자 본				
I. 자 본 금		0		0
II. 자 본 잉 여 금		0		0
III. 자 본 조 정		0		0
IV. 기 타 포 괄 손 익누계액		0		0
V. 이 익 잉 여 금		56,269,661		80,836,115
미 처 분 이 익 잉 여 금		56,269,661		80,836,115
(당 기 순 손 실)				
당기 : 24,566,454 원				
전기 : -30,486,248 원				
자 본 총 계		56,269,661		80,836,115
부 채 및 자 본 총 계		57,309,938		83,617,299

손익계산서

제 15(당)기 2020년 1월 1일부터 2020년 12월 31일까지
제 14(전)기 2019년 1월 1일부터 2019년 12월 31일까지

회사명 : (사)국제뇌교육협회 (단위 : 원)

과 목	제 15 (당) 기		제 14 (전) 기	
	금	액	금	액
I. 매출액		41,086,417		110,723,128
기부금수익	39,941,417		105,243,128	
협회비	1,120,000		1,695,000	
행사비수입	25,000		3,785,000	
II. 매출원가		0		0
III. 매출총이익		41,086,417		110,723,128
IV. 판매비와관리비		68,557,844		82,212,364
직원급여	22,440,000		31,168,850	
상여금	100,000		300,000	
복리후생비	1,238,160		2,225,770	
여비교통비	2,500		25,200	
통신비	165,054		132,434	
세금과공과금	671,440		882,680	
보험료	450,976		642,175	
운반비	2,500		0	
교육훈련비	0		130,000	
도서인쇄비	8,500		36,000	
소모품비	163,300		1,298,101	
지급수수료	6,940,644		7,511,465	
건물관리비	2,348,552		2,386,211	
무형고정자산상각	149,700		904,200	
퇴직연금	3,770,660		0	
간행물발행보급	11,966,215		13,490,258	
국제교류협력	15,569,393		20,118,100	
연구개발협력	2,570,250		393,200	
기타홍보및후원	0		567,720	
V. 영업손실		27,471,427		-28,510,764
VI. 영업외수익		4,309,467		2,728,842
이자수익	1,400,494		53,358	
고유목적준비금수입	1,195,524		46,288	
잡이익	1,713,449		2,629,196	
VII. 영업외비용		1,404,494		753,358
기부금	0		700,000	
고유목적준비금전입	1,400,494		53,358	
잡손실	4,000		0	
VIII. 법인세차감전손실		24,566,454		-30,486,248
IX. 법인세등		0		0
X. 당기순손실		24,566,454		-30,486,248

Donor Management

Performance of duty in designated donation organizations

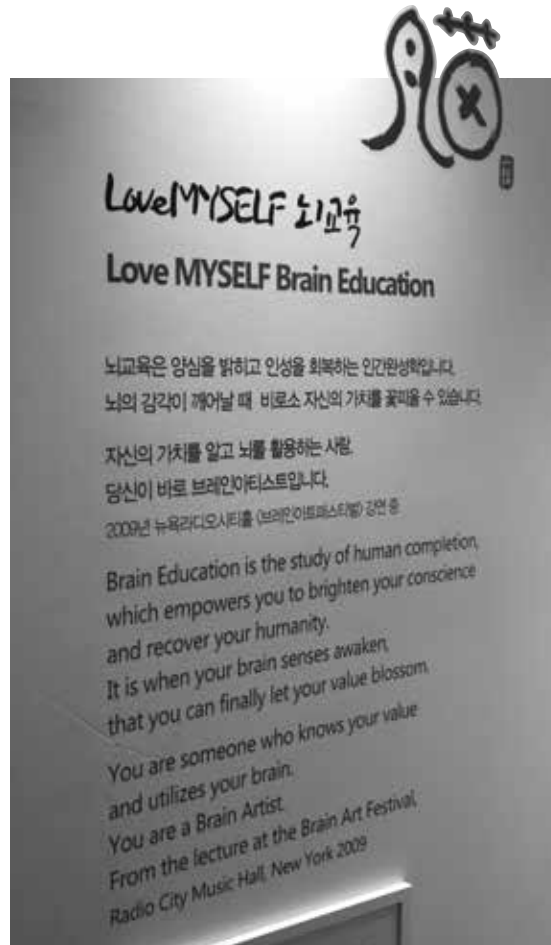
As a designated donation organization authorized by the Ministry of Strategy and Finance since 2014, IBREA has been providing the benefit of a tax deduction for donors. In addition, IBREA offers support for donors by submitting all donation receipts as a package through the simplified IT system of the National Tax Service.



Management of donor information

1. To protect personal information and transparent management of donations, IBREA uses a professional solution system used by the Beautiful Foundation, Greenpeace, the UNHCR, the Supreme Court, and over 700 other organizations.
2. Donors can directly review their member information and donation details through the home page of IBREA.
3. IBREA disposes of donors' personal information after five years since their last donation.
4. Following privacy regulations, IBREA does not collect identification numbers without consent, and the numbers are kept encoded.





Appendix

Efforts to achieve UN SDGs

Participation in the UN Global Compact

Appendix

Efforts to achieve UN SDGs

The 2030 Agenda for Sustainable Development adopted by the General Assembly meeting of the UN in October 2015 following the Millennium Development Goals are a collection of 18 interlinked global goals designed as a call to action and a blueprint for achieving a better and more sustainable future for all. In addition, IBREA has contributed to achieving SDGs by spreading Brain Education, a method for training the human brain to improve its intrinsic competencies to the international society.

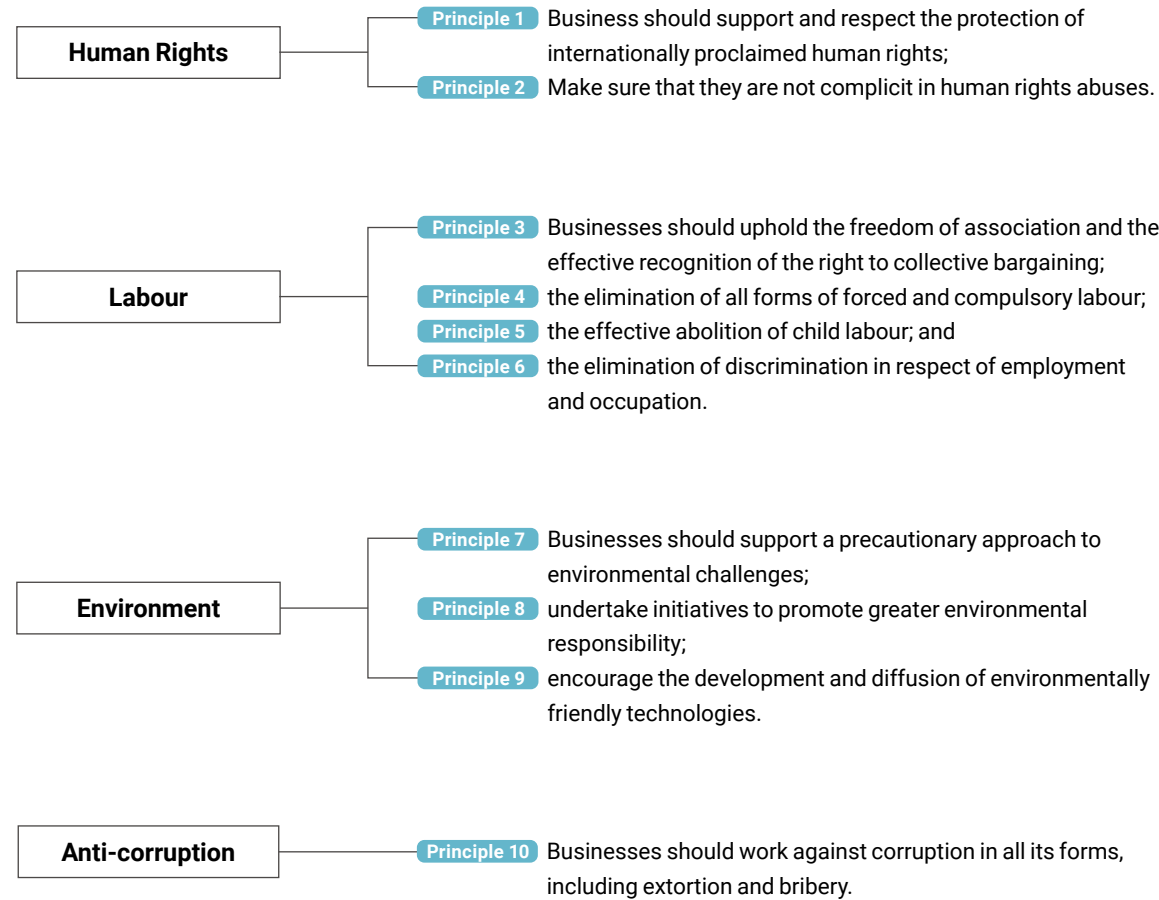
	UN SDGs	SDGs implementation measures of IBREA	Pages
	Goal 3: Good health and well-being Ensure healthy lives and promote well-being for all at all ages	IBREA has made an effort to raise public awareness of practical approaches to improve mental health with key stakeholders at home and abroad and shared examples of boosting mental health through the technique.	22~31
	Goal 4: Quality education Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	The mental health of students has a significant impact on their academic efficiency. Therefore, IBREA is making an effort to create internal and external environments that improve students' mental health and stakeholders in education, such as researchers, teachers, and parents.	37
	Goal 17: Partnerships for the goals Strengthen the means of implementation and revitalize the global partnership for sustainable development	A cooperation system allowing the use of expertise and core competencies of various sectors is critical to achieving SDGs. IBREA facilitates communication and supports efforts to develop effective partnerships within the private sector, civic groups, academic and research institutions, and expert training agencies of Brain Education currently operating in 18 countries.	34~37

Participation in the UN Global Compact

IBREA joined the UN Global Compact (UNGC) in February 2009 and UNGC-Korea in March of the same year. IBREA complies with The Ten Principles of Human Rights, Labor, Environment, and Anti-corruption and submits Communication on Engagement (COE) biannually. In addition, IBREA engages in activities to implement SDG leadership through reporting on the SDGs by preparing its sustainability report following 'NPO Sustainability Reporting Guidelines' since 2014.

Classification	Principles	Efforts by IBREA	Pages
Human rights	1. Businesses should support and respect the protection of internationally proclaimed human rights.	<ul style="list-style-type: none"> Implement projects to increase public awareness of mental health as a universal human right and promote self-care measures. Provide workplace sexual harassment prevention programs 	22-23, 37
	2. Make sure that they are not complicit in human rights abuses.	<ul style="list-style-type: none"> Comply with personal data protection obligations. 	51
Labor	4. The elimination of all forms of forced and compulsory labor.	<ul style="list-style-type: none"> Employees work overtime, such as extended hours, holidays, or night duty under the labor-management agreement. 	Article 30 of Employment Regulations (Chapter 5) [Overtime Work]
	5. The effective abolition of child labor.	<ul style="list-style-type: none"> All employees are aged over 18. 	Article 8 of Employment Regulations (Chapter 2) [Employment Restrictions]
	6. The elimination of discrimination in respect of employment and occupation.	<ul style="list-style-type: none"> Cooperate proactively to provide support for employees before/after childbirth and child-rearing period under the Employment Insurance Act. Select a printing office hiring people with disabilities to prepare publications. 	Chapter 7 (Protection of Maternity) of Employment Regulations
Anti-corruption	10. Businesses should work against corruption in all forms, including extortion and bribery.	<ul style="list-style-type: none"> Disclose detailed statement on the use of donation to Home Tax (national tax service portal) and IBREA home page. 	51
		<ul style="list-style-type: none"> Audit by an independent audit firm. 	Issue the statement of tax adjustment each year and place the document at the Secretariat

The Ten Principles of the UN Global Compact





IBREA, International Brain Education Association

The International Brain Education Association (IBREA) is a non-profit organization engaging in interdisciplinary and academic activities related to Brain Education for the correct application and development of the human brain and taking the lead in developing pedagogy to contribute to sustainable civilization. IBREA joined the UN Global Compact in February 2009 and was accredited as an associated NGO to the UN-DPI in June 2010.

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