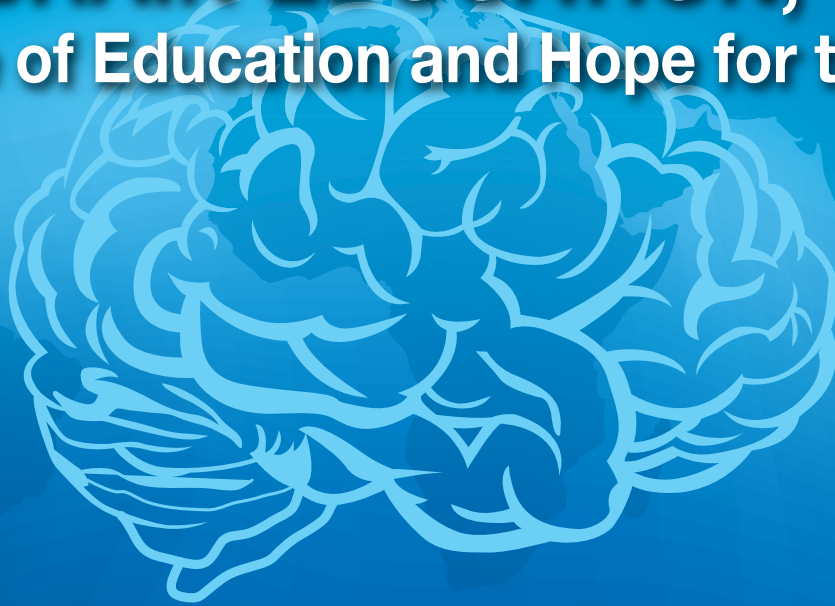


**THE 4th INTERNATIONAL
BRAIN EDUCATION CONFERENCE**

**BRAIN EDUCATION;
The Future of Education and Hope for the Earth**



June 20, 2008

**United Nations, New York City
Conference Room 2**

sponsored by

KIBS(Korea Institute of Brain Science)
IBREA Foundation(International Brain Education Association)

co-sponsored by

NGO Section of Department of Economic and Social Affairs, United Nations
NGO Committee on Education
A Committee of the Conference of NGOs in Consultative Relationship with the UN(CONGO)

United Nations Universal Declaration of Human Rights, Article 26.2

Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the UN for the maintenance of peace.



Brain Declaration

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 or 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!

“Announcement at the Humanity Conference, Seoul, S.Korea, 2001”

CONFERENCE OVERVIEW

- 10:00** Welcoming Remarks
- 10:15** Introduction of Brain Education
Sung Lee, M.D., Secretary, IBREA USA
- 10:30** Education, Dignity, and Human Rights
H.E. Ambassador Raymond Wolfe, Permanent Mission of Jamaica to the UN
- 10:45** Education for a Culture of Peace
Hélène-Marie Gosselin, Director, UNESCO New York Office
- 11:00** Update on UN Millennium Development Goals
Hanifa Mezoui, Ph.D., Chief, NGO Section, Department of Economic and Social Affairs
- 11:15** Question & Answer
- 11:30** Lunch
- 12:45** Brain Education Experiential Exercises
Nora Lee and David Beal, IBREA New York
- 1:00** Special Presentation: Brain Boosting
Eran Katz, Regional Coordinator, IBREA Israel
- 1:30** NGO's and International Affairs
Liberato Bautista, President, Conference of NGO's in Consultative Status with the UN
- 1:45** Opening Panel: Applications of Brain Education
- Brain Education for Successful Aging
Jessie Jones, Co-Director, Center for Successful Aging, California State University at Fullerton
 - Character Education and Brain Education
Dong-Geun Seol, Commissioner of Education, Busan, Republic of Korea
 - Learning from the Inside Out
Warrington Parker, Ph.D., Vice-President, IBREA USA
 - Question and Answer, moderated by Warrington Parker
- 2:55** Break
- 3:10** Keynote Panel: Education for a Culture of Peace, by Way of the Brain
- Neuroscience, Education, and Culture
Antonio Damasio, Director, Brain and Creativity Institute, University of Southern California
 - How to Get Your Brain to Do What You Want It to Do
Jill Bolte Taylor, Ph.D., Author, *My Stroke of Insight*
 - Brain Education – Hope for Humanity
Ilchi Lee
 - Question and Answer, moderated by Sung Lee
- End of Main Conference
- 5:30** Korean Children's Folk Culture Presentation
IBREA inauguration ceremony

Welcome to the Fourth International Brain Education Conference

The future of humanity and the earth depends on the way in which we perceive and utilize our brains. As the heights achieved by civilization today have resulted from the boundless creativity of the human brain, so do the key to the peace of humankind and the answer to the global crisis reside in our brains.

Many of the developed countries have called the 21st century the “Century of the Brain,” and they have directed great hopes and massive financial investments towards brain research. Without doubt, multidimensional studies of the human brain will help us understand the role and value of the brain in various fields such as health, education and culture.

Yet though the brain is the control tower of all human activity, our understanding of the brain should not rest solely or even primarily on reductionistic logic. We should develop a greater appreciation for the brain’s complexity and deep potential.

We find that, when different brains are presented with the same information, different ways of processing information result in absolutely different consequences.

Everything depends on how well we operate the brain, and how deeply we can trust it.

The value of a person will differ according to the quantity and quality of information in their brain. Furthermore, people can live creative and peaceful lives when they obtain authentic ownership of their brains, freeing themselves from the bondage of knowledge.

As the ultimate means to access our unlimited human potential, brain-oriented education will play a major role in determining the future of our planet.

The brain is unique as it is a part of the body as well as the stuff of the mind.

When there is a critical mass of human brains performing to their full capacity, we will see a new change leading to an evolutionary leap in human consciousness.

It is time for us to realize that our brain is the last asset and hope of human beings. When we recognize the power of our brain as an object for utilization, we will appreciate its ability to create the healthier, happier and more peaceful life that every human being desires.

Brain-focused education is the key to the future of humanity and the earth.



Ilchi Lee
President, Korea Institute of Brain Science

Arias Sánchez



Presidente de la República

San José, Costa Rica
30 May 2008

Dr. Ilchi Lee
Founder and President
International Brain Education Association

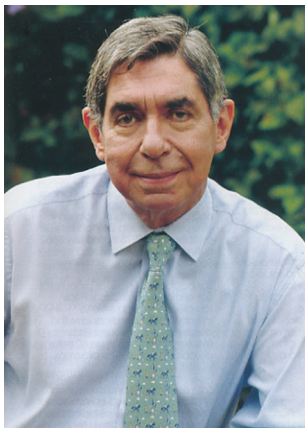
Dear Dr. Lee,

Please accept my heartfelt congratulations on the occasion of the Fourth International Brain Education Conference. I send my best wishes for you, your fellow speakers, and all other participants in this important event.

I have long believed that if we want to create a peaceful world, in every sense of the world – that is, a world based on peace among people, peace among governments, and peace between the human race and our environment – then we must begin with education. We cannot expect to create great societies if we do not first create great schools and universities. And to educate our children well in today's world, we must take full advantage of the scientific tools at our disposal, learning all we can about learning itself.

It is for this reason that I am so pleased to learn that the Brain Education Conference continues to bring together specialists, educators, policymakers and other leaders from around the world, in the heart of the United Nations.

Good luck to all those present at the conference. May your work soon result in improved education, in policy and in practice.



Mr. Oscar Arias Sanchez
President, Republic of Costa Rica



June 20, 2008

Dear Friends:

I am delighted to send greetings to each of you attending the opening of the Fourth International Brain Education Conference at the United Nations (IBREA). I applaud the sponsors: the International Brain Education Association and the Korea Institute for Brain Science (KIBS), as well as all of the co-sponsors who helped organize this important conference.

I join my voice with yours in commending the participants, presenters, and organizers of IBREA and KIBS for increasing awareness of the brain's infinite potential through this Brain Education Conference. Education is the key to shaping our future, and the brain and its potential are at the core of learning. Through increased awareness and education are we able to further scientific advancement and improve the overall health and well-being of people.

You have my best wishes for a productive and successful conference.

Sincerely yours,

Hillary Rodham Clinton
United States Senator



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

June 20, 2008

Dear Friends:

It is a great pleasure to welcome everyone to the International Brain Education Conference hosted by the Korea Institute of Brain Science.

Since its founding, this organization has served as a forum for exploration, discovery, and innovation, uniting a community of leading scientists to share in their vision for a brighter future. Today's conference, entitled "Brain Education: The Future of Education and Hope for the Earth," is a terrific opportunity for these scientists to come together to build on this vision and renew the civic spirit that serves as a hallmark of KIBS's mission.

On behalf of all New Yorkers, I commend everyone involved with the Korea Institute of Brain Science and the International Brain Education Association for working to help all citizens of the world reach their full potential. Please accept my best wishes for an enjoyable event and a wonderful stay in our great City.

Sincerely,

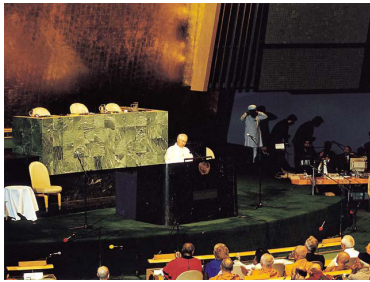
A handwritten signature in black ink that reads "Michael R. Bloomberg".

Michael R. Bloomberg
Mayor

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ABOUT THE HOST ORGANIZATIONS



1990 Korea Institute of Brain Science founded;
 training manual published on theory and practice of advanced cognitive development
 1997 Brain Respiration developed, systematic 5-step approach for using brain well
 1999 Korea-Japan Brain Science Symposium held in Seoul, Korea
 2000 Statement offered to the Millennium World Peace Summit at the United Nations

Mr. Ilchi (Seung-heun) Lee, president of KIBS, presented a statement for a vision of peace that transcends religious, racial, and national boundaries at the Millennium World Peace Summit at the United Nations, from Aug 28th to Aug 31st, 2000.

2001 Humanity Conference, and International Brain Science Symposium held in Seoul, Korea

World-renowned scholars, thinkers and social activists gathered in Seoul, Korea on June 15, 2001, to attend the New Millennium World Peace Humanity Conference. A Brain Declaration was proposed at the conference. To left, Mr. Lee with US Vice-President Al Gore



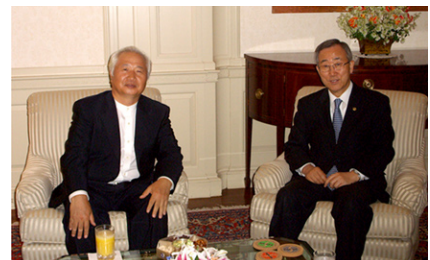
2003 International Brain Science Symposium held in Seoul, Korea 2004 International Brain Science Symposium held in Seoul, Korea 2005 International Brain HSP Olympiad established.

KIBS inaugurated the International Brain HSP Olympiad (IHSP) as an Olympiad for the 21st century - the century of the brain. The purpose of this event is to raise awareness that the brain is the key to recovery of our humanity. The IHSP celebrates the unlimited potential of the brain, including advanced faculties associated with integrated brain utilization.



2006 Second International Brain HSP Olympiad held in Seoul, Korea. International Brain Education Association founded in Seoul, Korea. Attained consultative status with the United Nations Economic and Social Council. Third International Brain HSP Olympiad held in Ellenville, NY, USA

Mr. Lee meeting with UN Secretary General Mr. Ban Ki-moon, to describe the role of Brain Education as a methodology for promoting peacefulness in civil society.



CONFERENCE BACKGROUND

Fourth International Brain Education Conference:

The Future of Education & Hope for the Earth

Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.

Universal Declaration of Human Rights, Article 26.2, adopted by the United Nations General Assembly on December 10, 1948.

2008 marks the 60th Anniversary of the Universal Declaration of Human Rights.

How can we achieve the great aims for education enshrined in this document?

The burden of Brain Education is to guide individuals and organizations in better application of the brain, to develop greater power for self-management, pro-sociality and cooperation, and positive action.

Humanity's greatest asset is the brain. The Fourth International Brain Education Conference marks a new era of awareness - that the future of education and hope for the earth depend essentially on how we access and use brain.

SPONSORING ORGANIZATIONS

KOREA INSTITUTE OF BRAIN SCIENCE

The Korea Institute of Brain Science is a not-for-profit research institute whose mission is to develop innovative, behavioral interventions for bettering human brain function, to elucidate their mechanisms of action, and to identify practical applications.

To support the creation of a global culture of wellbeing and peacefulness, KIBS foresees that the best strategy is the one readily available to all: better use of the brain itself.

KIBS is a non-governmental organization in consultative status with the United Nations Economic and Social Council, offering expertise about how to use the brain well for the furtherance of international cooperation. For more information, visit

<http://eng.kibs.re.kr>

INTERNATIONAL BRAIN EDUCATION ASSOCIATION

The International Brain Education Association is a not-for-profit educational association which offers training to realize the unlimited potential of the brain, for creating health, happiness, and peace on earth. Currently there are representatives of IBREA in over 100 countries.

IBREA is also the sponsor of the International Brain HSP Olympiad. For more information, visit

<http://www.brainolympiad.org>

<http://www.ibrea.org>

NGO SECTION, DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS, UNITED NATIONS

The Department of Economic and Social Affairs (DESA) of the UN Economic and Social Council promotes and supports international cooperation to achieve development for all, and assists governments in agenda-setting and decision-making on development issues at the global level.

The NGO Section of DESA facilitates consultative relationships between non-governmental organizations and the UN.

NGO COMMITTEE ON EDUCATION

A COMMITTEE OF THE CONFERENCE OF NGOS IN CONSULTATIVE RELATIONSHIP WITH THE UN (CONGO)

The NGO Committee on Education focuses its attention on and promotes the various programs of formal and non-formal education of the UN intergovernmental agencies, of international institutions, and of NGOs. It addresses the issue of literacy for all children and adults, and other aspects of education in order to further enhance the goal of world education for all. CONGO is an independent, international, non-profit membership association of non-governmental organizations (NGOs).

It facilitates the participation of NGOs in United Nations debates and decision-making.



UN Millennium Development Goals

Goal 1. Eradicate extreme poverty and hunger.

Goal 2. Achieve universal primary education.

Goal 3. Promote gender equality and empower women.

Goal 4. Reduce child mortality.

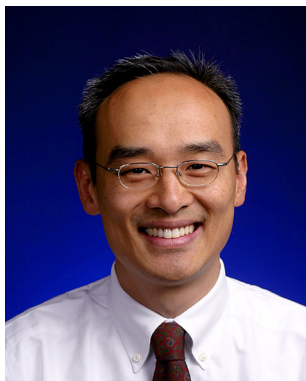
Goal 5. Improve maternal health.

Goal 6. Combat HIV/AIDS, malaria, and other diseases.

Goal 7. Ensure environmental sustainability.

Goal 8. Develop a global partnership for development.

INTRODUCTORY PRESENTERS



Sung Lee M.D., M.Sc. is Secretary of the International Brain Education Association USA. He has conducted research on the health effects of Brain Education programs and frequently lectures about the role of the brain in health promotion. Lee received his undergraduate degree with honors from Brown University, where he was elected to the Phi Beta Kappa Honor Society. From 1992-93 he was a Rotary Foundation Ambassadorial Scholar at the University of Cambridge, where he earned a graduate degree in the history of medicine. Dr. Lee undertook medical training at the University of California at San Francisco, Yale-New Haven Hospital, and the New York Presbyterian Hospital. He has an advanced degree in clinical research methodology from the Weill Medical College of Cornell University, where he served on the faculty of the Divisions of Medicine and Psychiatry. Lee is a diplomate of the American Board of Internal Medicine.



His Excellency Raymond Osbourne Wolfe, The Permanent Representative of Jamaica to the United Nations, presented his credentials to UN Secretary-General Kofi Annan on 13th June 2006. He was elected Chairman of the Third Committee of the 62nd Session of the United Nations General Assembly for the period September 2007 - August 2008. Prior to his new appointment, since 2003, Ambassador Wolfe was Under-Secretary for Multilateral Affairs at the Ministry of Foreign Affairs and Foreign Trade, Jamaica. In June 2004, he was appointed as Permanent Representative of Jamaica to the International Seabed Authority (ISA) and subsequently served as President of the Council of the 13th Session of the Authority (July 2007) and President of the 16th Meeting of State Parties to the United Nations Convention on the Law of the Sea (June 2006). Ambassador Wolfe graduated from the University of the West Indies with a Bachelor of Science in international relations with a focus on comparative politics, international politics, international economic relations, government and politics of the West Indies. He also holds a diploma in international relations from the Foreign Service Officers' Training Course in Canberra, Australia, and has completed a Commonwealth Executive Programme in public management at the Executive Education Centre of the Schulich School of Business at York University, Toronto, Canada.



Hélène-Marie Gosselin is a development and communication official with more than 25 years of managerial experience in multilateral development institutions. As UNESCO's Representative to the United Nations since February 2006, Ms Gosselin directs relations with the United Nations Secretariat and its Agencies, Funds and Programmes. She is a frequent public speaker on the subjects of development, education, science, culture and communications. Ms Gosselin previously served until 2006 as UNESCO's director responsible for programme activities in 20 countries of the Caribbean region. Prior to this she also worked in Western and Central Africa as a UNICEF Development Officer. In these capacities, she has raised substantial funds and awareness in support of project implementation for education, culture, communication and child welfare programmes. Ms. Gosselin studied history, political science and business administration at the Université de Montréal and the Ecole des Hautes Etudes Commerciales of Montréal. Prior to joining the United Nations System in 1979, Ms. Gosselin worked as an Adviser to the European Commission Delegation in Ottawa, Canada.

INTRODUCTORY PRESENTERS



Hanifa Mezoui, Ph.D., has been Chief of the NGO Section of the Department of Economic and Social Affairs (DESA) since March 1997. During the last four years, she has made a deep and passionate commitment to the implementation of the Millennium Development Goals. Through the UN Informal Regional Network (UN-NGO-IRENE), an outreach programme which she initiated, she is mobilizing civil society for a global campaign to implement the MDG's and other UN objectives. She has ensured through civil society networks and partnerships that knowledge of the UN's mission and achievements is widespread and factually based. The UN-NGO-IRENE network which she was instrumental in starting has created new development opportunities through strategic partnerships with key constituencies. Mezoui has graduate degrees in Modern Literature, Business Administration, and Linguistics, and she is fluent in French, English, and Arabic.



Eran Katz is the best-selling author of *Secrets of a Super Memory*, *Jerome Becomes a Genius* and *The Richest Man in Jerusalem*. He is a popular guest on television and radio shows and has delivered his lectures to hundreds of leading multinational companies and organizations including Motorola, IBM, Oracle, Microsoft, General Electric, Coca-Cola, AT&T, Texas Instruments, Avis, European Petrochemical Association, Singapore Government, Thai Chamber of Commerce, Japan Open-sense workshops, and the World Science Forum. Katz is an advisory board member of the International Brain Education Association.



Liberato Bautista is President of CONGO, the Conference of Non-Governmental Organizations in Consultative Relationship with the United Nations, an international non-profit organization with secretariat offices in New York, Geneva, and Vienna. He also concurrently serves as Assistant General Secretary for United Nations and International Affairs for the General Board of Church and Society (GBCS) of The United Methodist Church and serves as this organization's main representative to the United Nations. He has extensive background in peace and human rights advocacy in the Philippines, United States and around the world. Bautista studied political science, history and international studies in the Philippines. His doctoral studies in religion and society, at Drew University in Madison, New Jersey, focused on Christian social and political ethics. He writes and lectures in a variety of fields, including international affairs and relations, UN and international organizations, social and political ethics, theology and religion, human rights and human dignity, and peace and conflict transformation.

BRAIN EDUCATION TRAINERS

Dave Beal is the New York Coordinator for PowerBrain Education, and a national Brain Education (BE) teacher trainer. He received his BA from the University of North Carolina and earned his Masters in Education from PACE University in Manhattan. He has taught elementary school in Brooklyn and Freeport, New York and has taught BE to thousands of children, teachers and parents over the past four years. Mr. Beal became a BE Coordinator to help empower children to reach their fullest physical, social and academic potential.

Nora Lee, is Program Director of PowerBrain. She graduated from Sook Myung Women's University in Seoul, Korea with a bachelor's degree in computer science, and subsequently trained as a Brain Education instructor at the Korea Institute of Brain Science. She has more than 13 years of experience developing and teaching Brain Education programs to teachers, students and parents. She has led hundreds of Brain Education Workshops for teachers and students in the United States. Her focus is to help teachers and students to utilize the potential of their brain so they can perform their best in all aspects of their lives.

Passion Jun, M.D. is Director of HSP Advanced Brain Education for IBREA USA. She received her medical degree from the Catholic University of Daegu and spent several years on staff at the Korea Institute of Brain Science. Jun has extensive experience teaching Brain Education to children with special needs. She is also the lead US trainer of HSP (Heightened Sensory Perception) Advanced Brain Education for children and adults. Currently, as an NGO representative to the United Nations, she is focused on delivering Brain Education as a way for the UN community to achieve its goals.

OPENING PANEL: Applications of Brain Education

Brain Education for Successful Aging

Jessie Jones, PhD

What we do for ourselves dies with us

What we do for others and the world remains and is immortal

~ Albert Pike

Although old age is not a choice, much of the way we age is within our control. Researchers now believe that diseases & negative lifestyles (e.g., a destruction environment, lack of education, poor dietary intake, physical inactivity, and chronic stress) cause the most severe declines in our health and well-being—not the aging process itself. Healing ourselves and the world is deeply dependent upon the emotional circuitry of our brains. This presentation focuses on the importance of mastering the brain through taking conscious control of thoughts for successful aging.

Experience the language of healing—Grit, Gratitude, and Grace. As we nurture the mind to be an instrument of inspiration, we awaken our true nature and our ability to profoundly impact the quality of our lives and to help bring peace to the earth.



Dr. Jessie Jones, Professor in Health Science, Co-director, Center for Successful Aging, Director, Fibromyalgia Research and Education Center, and past director Gerontology

Programs at California State University, Fullerton (CSUF) has an extensive teaching and research background in two areas: gerokinesiology (exercise science and aging) and

fibromyalgia symptom management. Dr. Jones' work has been published in numerous professional journals and

featured in over a hundred popular newspapers and magazines including USA Today, Boston Globe, New York Times. She has conducted over 150 professional

presentations at conference across the U.S. and abroad, including,

Brazil, China, France, Germany, Japan, Korea, and Taiwan. She has authored, co-authored, or edited major books in the area of gerokinesiology, including the Senior Fitness Manual, LifeSpan: Tools to Help You

Be Strong and Independent, and Physical Activity Instruction of Older Adults. She co-chaired the publication of the International Curriculum

Guidelines for Preparing Physical Activity Instructors of Older Adults (in cooperation with the World Health Organization). Most recently, Dr. Jones has co-authored a book titled, *In Full Bloom: Brain Education for Successful Aging*. Professor Jones has received a number of special recognition awards for her work including North America's Most Innovative Active Aging Program from the International Council on Active Aging, the Molly Mettler Leadership in Health Promotion Award from the National Council on Aging, and the Governor's Council on Physical Fitness and Sport award for promoting health and fitness for older adults. Dr. Jones is the immediate past Co-Editor-in-Chief of the *Journal of Aging and Physical Activity*.

OPENING PANEL: Applications of Brain Education

Character Education and Brain Education

Seol, Dong-geun, Ph.D.

Egoism and materialism are too prevalent in today's society, and respect for our basic humanity seems to deteriorate. In Korea, the number of students under 20 who have been involved in school violence has increased 60% in two years. These statistics suggest that education can not ignore the development of character.

Character is the beginning and the end. In a global society, we can not deny that knowledge and the information are important, but it is more important to educate children to have strong character. In this context, Busan Metropolitan City Office of Education has made efforts for character education and violence prevention, and 'Brain Education for Happy Schools' has emerged as a promising approach. The purpose of this program is to provide support for both basic social skills and for improving concentration. The program is very popular among principals and parents, and it has proved effective for promoting students' confidence and enthusiasm for learning and healthy living. Our plan is to expand this brain program, to develop a training program for teachers, and create a model school. It is my hope that this brain-focused program will enhance the happiness and life prospects of our students.



Mr. Seol Dong-geun is Commissioner of Education of Busan Metropolitan City Office of Education. He has won numerous awards in his long and distinguished career as an educator, including the Exemplary Servant Award from the Korea Broadcasting Communication University, the Transparency Award from the Korea Transparency Agency and Seoul Newspaper, and the Presidential Medal of Civil Merit. He has served as Chairman of the Presidential Committee on Educational Innovation. Mr. Seol also has business experience as CEO of the Samyoung Shipping Company. He attended Teacher's College of Busan, and he has graduate degrees in Public Affairs and International Studies from Dong-A University.

OPENING PANEL: Applications of Brain Education

Learning from the Inside Out

Warrington Parker, Ph.D.

In 1948, following the end of World War II, the countries of the United Nations adopted the Universal Declaration of Human Rights, which aimed to set a foundation for global peace and security based on a profound new level of respect for the individual. One of its articles addressed education, stating that education is a right for all children, and that “Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.” (Article 26.2) Sixty years later, wars, conflicts and misunderstandings of nations rage on. Typically, educational systems are still focused on the acquisition of knowledge through the core academic subject areas of reading, writing, math, and science. There is hardly any meaningful attempt to teach children how to create and maintain peace in the world.

Brain Education (BE) is a way for children to realize that they have the power to create well-being, peacefulness, and higher academic achievement, by using the brain well. BE integrates teachings and exercises to promote physical strength and coordination, emotional self-awareness and regulation, concentration, imagination and cooperation. It awakens a deeper and more authentic respect for self, others, and even the earth. Through BE, educational leaders can realize the vision of Article 26.2 of the Universal Declaration of Human Rights.



Warrington Parker, Ph.D.

Vice-President, IBREA USA

Warrington Parker is vice-president of IBREA-USA. Dr. Parker has had a long distinguished career in education and corporate leadership. He taught in elementary and secondary schools and directed adult and special youth basic education for the Detroit Public Schools (Skills Training Center) before earning his doctoral degree in Organizational Psychology from the University of Michigan. He went on to serve as Program Associate at The Institute for Social Research of the University of Michigan, and Adjunct Professor at Wayne State University. Currently he is an Adjunct Professor of the University of Brain Education, Mokchon, South Korea. Parker also served as Vice President for Leadership Development and Organizational Change for Rockwell Corporation's top 200 executives. He was featured in Industry Week: "Rockwell's Bold New World." He also has experience in leadership development consulting as owner and

president of The Warrington Group, through which he has consulted with senior leadership teams of Fortune 500 companies. Parker is currently Co-Director of PowerBrain Education (Sedona, AZ) in 2006. PowerBrain Education offers Brain Education For Enhanced Learning to schools throughout the United States.

KEYNOTE PANEL: Education for a Culture of Peace, by Way of the Brain

Brain Education: The Future of Education and Hope for the Earth

Ilchi Lee

The 21st Century is the 'Century of the Brain' and the future of humanity and the earth depends on the way in which we perceive and utilize our brains. Even though the brain is the control tower of all human activity, our understanding of the brain should not rest solely or even primarily on logic. We should develop a greater appreciation for the brain's complexity and deep potential. When different brains are presented with the same information, brains have a different ways of processing information, which result in completely different consequences. Everything depends on how well we operate the brain, and how deeply we can trust it. People can live creative and peaceful lives when they obtain authentic ownership of their brains and free themselves from the bondage of knowledge. With the brain as the ultimate means to accessing our unlimited human potential, brain-oriented education will play a major role in determining the future of our planet. The key to peace and the answer to the global crises reside in our brains.



Ilchi Lee has spent the last three decades developing and sharing ways to realize the potential of the human brain, i.e. Brain Education. In South Korea, his programs have been applied by the Ministry of Education, Samsung Corporation and other major businesses, and hundreds of community-based health training centers, schools, and private educational institutes. Lee personally trained and consulted with many leaders of the South Korean "Economic Miracle," including the founder of the Hyundai Corporation. His methods have been taught in the United States, China, Japan, the United Kingdom, Germany, Canada, and Brazil. Lee is the founding president of the Korea Institute of Brain Science (KIBS), the University of Brain Education, and the International Brain Education Association (IBREA). Through Lee's programs, hundreds of thousands of individuals have experienced greater well-being, personal empowerment, and expanded

vision for life. In recognition of his contributions, Lee has received certificates of commendation from numerous cities throughout the United States including Cambridge, Houston, Los Angeles, Denver, Santa Fe, and Atlanta. For his numerous contributions to human welfare, in 2002 Lee received the Presidential Medal of Civil Merit, the highest civilian honor given in the Republic of Korea.

KEYNOTE PANEL: Education for a Culture of Peace, by Way of the Brain

Neuroscience, Culture, and Education

Antonio Damasio, M.D., Ph.D., and Hanna Damasio, M.D.

We live in a globalized economy. Scientific and technological advances, especially in the area of information, are changing the composition of economic sectors, modifying patterns of employment, altering markets, influencing immigration, and inevitably, changing lifestyles, social policies and politics, and the long established order of international competitiveness. Moreover, electronic communication is changing access to information and modifying substantially what one learns and how one learns. It is only natural that, under the circumstances, the image of what education should provide for new generations is also changing rapidly, and with it the notion of how to teach and of how to learn.

As progress in the neuroscience of mind and behavior reveals how the brain processes information, how it reasons, how it emotes and feels, and how it operates in society, it is important to consider that this new knowledge can influence one's views of education, from the structure of the curriculum to the techniques of teaching. In my talk, I will review recent advances in cognitive neuroscience possibly relevant to the future of education.



Antonio Damasio is David Dornsife Professor of Neuroscience and Director of the Brain and Creativity Institute at the University of Southern California; he is also an adjunct professor at the Salk Institute in La Jolla, California. Damasio has made seminal contributions to the understanding of how the brain processes memory, language, emotions, and decisions and has described his discoveries in best selling books (*Descartes' Error*, *The Feeling of What Happens*, and *Looking for Spinoza*) translated into over 30 languages and taught in universities worldwide. He is the recipient of numerous awards (including, most recently, the Asturias Prize in Science and Technology, 2005; and the Signoret Prize, 2004, which he shared with his wife Hanna Damasio). Damasio is a member of the Institute of Medicine of the National Academy of Sciences and a fellow of the American Academy of Arts and Sciences, the Bavarian Academy of Sciences, and the European

Academy of Sciences and Arts. He has been named "Highly Cited Researcher" by the Institute for Scientific Information. His current work is aimed at illuminating the brain basis of social behaviors (ranging from moral judgments and communication to economic decisions), and understanding mechanisms of creativity in art, science, and technology.

KEYNOTE PANEL: Education for a Culture of Peace, by Way of the Brain

How to Get Your Brain to Do What You Want It to Do

Jill Bolte Taylor, Ph.D.

On the morning of December 10, 1996, Jill Bolte Taylor, a thirty-seven year old Harvard-trained neuroscientist, experienced a massive stroke when a blood vessel exploded in the left side of her brain. A neuroanatomist by profession, she observed her own mind completely deteriorate to the point that she could not walk, talk, read, write, or recall any of her life, all within the space of four brief hours. As the damaged left side of her brain – the rational, grounded, detail- and time-oriented side – swung in and out of function, she alternated between two distinct and opposite realities: the euphoric nirvana of the intuitive and kinesthetic right brain, in which she felt a sense of complete well-being and peace, and the logical, sequential left brain, which recognized that she had had a stroke and enabled her to seek help.

In this talk, Dr. Taylor will share her perspective on the brain and its capacity for recovery; the sense of omniscient understanding she gained from this unusual and inspiring voyage out of the abyss of a wounded brain; and the recalibration of her understanding of the world according to the insights gained from the right brain.



Jill Bolte Taylor is a trained and published neuroanatomist. She specializes in the postmortem investigation of the human brain. Because she has a brother who has been diagnosed with the brain disorder schizophrenia, Dr. Taylor served for 3 years on the board of directors of the national NAMI organization (National Alliance on Mental Illness) between 1994-1997. Currently she serves as President of the Greater Bloomington Affiliate of NAMI. Because there is a long term shortage of brain tissue donated for postmortem research by individuals diagnosed with schizophrenia or bipolar disorder, Dr. Taylor travels extensively as the National Spokesperson for the Mentally Ill for the Harvard Brain Tissue Resource Center (Harvard Brain Bank) located at McLean Hospital. On December 10, 1996, Dr. Taylor woke up to discover that she was experiencing a rare form of stroke, an arterio-venous malformation (AVM). For the past ten years, Dr. Taylor has

been successfully rebuilding her brain - from the inside out. In response to the swelling and trauma of the stroke which placed pressure on her dominant left hemisphere, the functions of her right hemisphere have blossomed. Among other things, she now creates and sells unique stained glass brains. In addition she published a book about her recovery from stroke and the insights she gained into the workings of her brain: *My Stroke of Insight: A Brain Scientist's Personal Journey*.

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Brain Declaration

1. I declare that I am the master of my brain.
2. I declare that my brain has infinite possibilities and creative potential.
3. I declare that my brain has the right to accept or refuse any information or knowledge that it is offered.
4. I declare that my brain loves humanity and the earth.
5. I declare that my brain desires peace.

뇌선언문

1. 나는 나의 뇌의 주인임을 선언합니다.
2. 나는 나의 뇌가 무한한 가능성과 창조적 능력을 가지고 있음을 선언합니다.
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Déclaration sur le cerveau

1. Je déclare que je suis Maître de mon cerveau.
2. Je déclare que mon cerveau possède les compétences créatives et les possibilités indéfinies.
3. Je déclare que mon cerveau est un acteur qui sélectionne les informations et les connaissances.
4. Je déclare que mon cerveau aime les hommes et la planète
5. Je déclare que mon cerveau suit naturellement la paix

Declaración del cerebro

1. Declaro que soy el dueño de mi cerebro.
2. Declaro que mi cerebro posee una infinita posibilidad y capacidad creativa.
3. Declaro que mi cerebro es un núcleo que elige la información y el conocimiento.
4. Declaro que mi cerebro ama al ser humano y a la Tierra.
5. Declaro que mi cerebro busca esencialmente la paz.

Декларация мозга

1. Я заявляю, что я хозяин своего мозга.
2. Я заявляю, что мой мозг обладает безграничными способностями и творческим потенциалом.
3. Я заявляю, что мой мозг имеет право принимать или не принимать любую информацию или знание, которое ему предлагается.
4. Я заявляю, что мой мозг любит человечество и землю.
5. Я заявляю, что мой мозг жаждет мира.

脑宣言

1. 我宣言，我是我脑的主人。
2. 我宣言，我的脑具有无限的可能性和创造性。
3. 我宣言，我的脑是选择情报和知识的主体。
4. 我宣言，我的脑热爱人类和地球。
5. 我宣言，我的脑本质上爱好和平。

脳宣言文

1. わたしは、わたしの脳の主であることを宣言します。
2. わたしは、
わたしの脳が無限の可能性と創造的な能力を持っていることを宣言します。
3. わたしの脳は、情報や知識を選択する主体であることを宣言します。
4. わたしの脳は、人間と地球を愛していることを宣言します。
5. わたしの脳は、本質的に平和を求めていることを宣言します。

“Gehirn”-Erklärung

1. Ich erkläre, dass ich der Meister meines Gehirns bin.
2. Ich erkläre,
dass mein Gehirn unendliche Möglichkeiten und kreatives Potenzial hat.
3. Ich erkläre,
dass mein Gehirn das Recht hat, zu akzeptieren oder abzulehnen,
was ihm an Informationen oder Wissen geboten wird.
4. Ich erkläre, dass mein Gehirn die Menschheit und die Erde liebt.
5. Ich erkläre, dass mein Gehirn Frieden ersehnt.

Take Back Your Brain!

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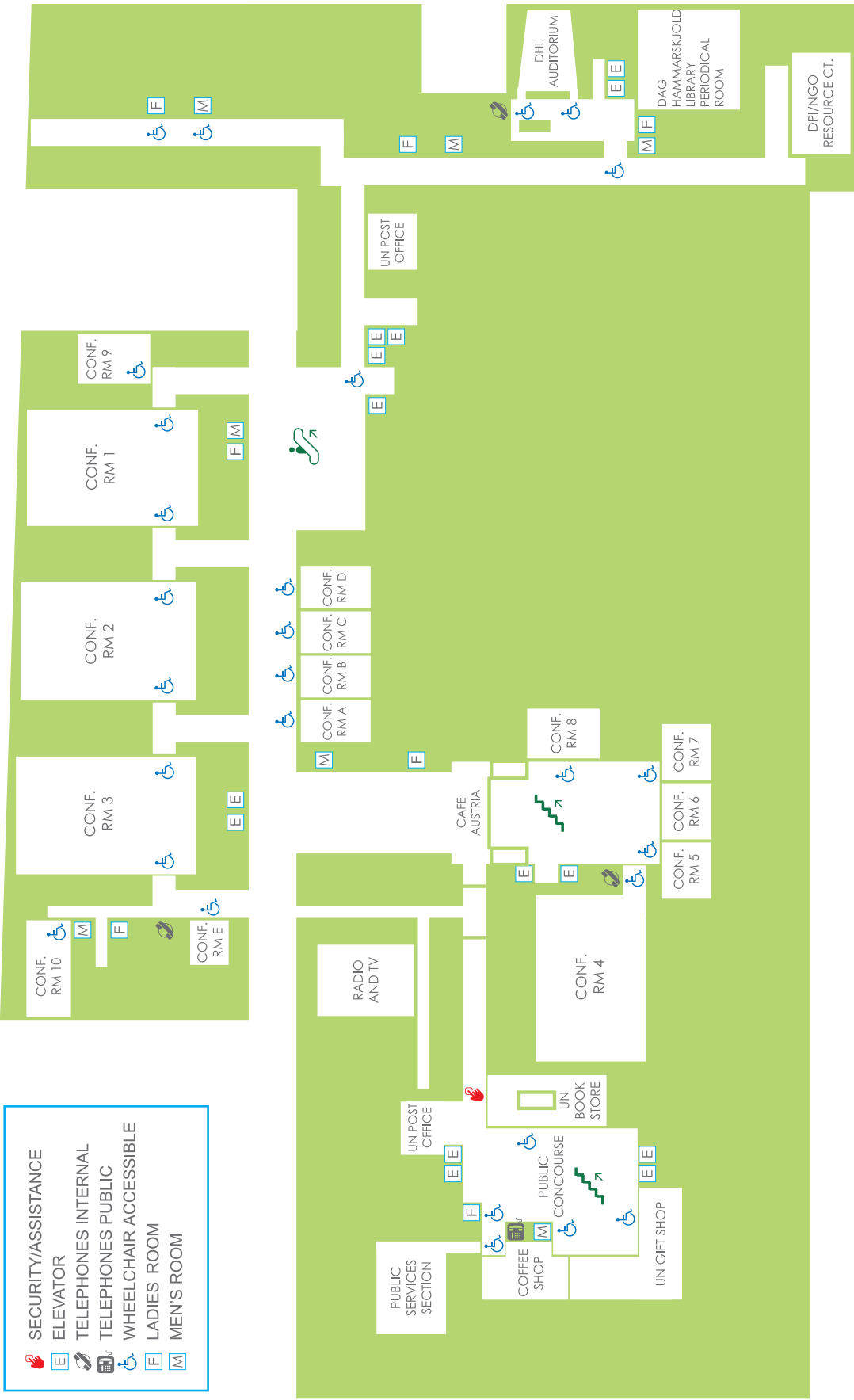
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 SECURITY/ASSISTANCE
 ELEVATOR
 TELEPHONES INTERNAL
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 MEN'S ROOM



FIRST BASEMENT LEVEL



IBREA Foundation

4th International Brain HSP Olympiad

The 4th International Brain HSP Olympiad promotes understanding and regard for all people and respect for the earth, through a celebration of the potential of the human brain.

Commemorating UN International Youth Day

Hosted by Korea Institute of Brain Science
International Brain Education Association



HSP Brain Window



HSP Gym



HSP Speed Brain

EVENTS



HSP Body Sense Perception

Participate in and celebrate children and adults from different countries and cultures playing well together using the great potential of their brains.

Observe how HSP enhances children's learning capabilities and the effect it may have on how we educate our children.

Learn about the impact HSP has on furthering peace in the world and guardianship over the earth's environment.

August 12, 2008
United Nations, New York City, USA

Information & Registration: Passion Jun 928 300 9419 | eun.jun@gmail.com

Olympiad Preparation Camp Date: August 8~11 | Location: Fallsview BEST5 Resort, Ellenville, NY | Age: 7~17

