

Strategic plan 2022-2026

barcelonaβeta
BRAIN RESEARCH CENTER



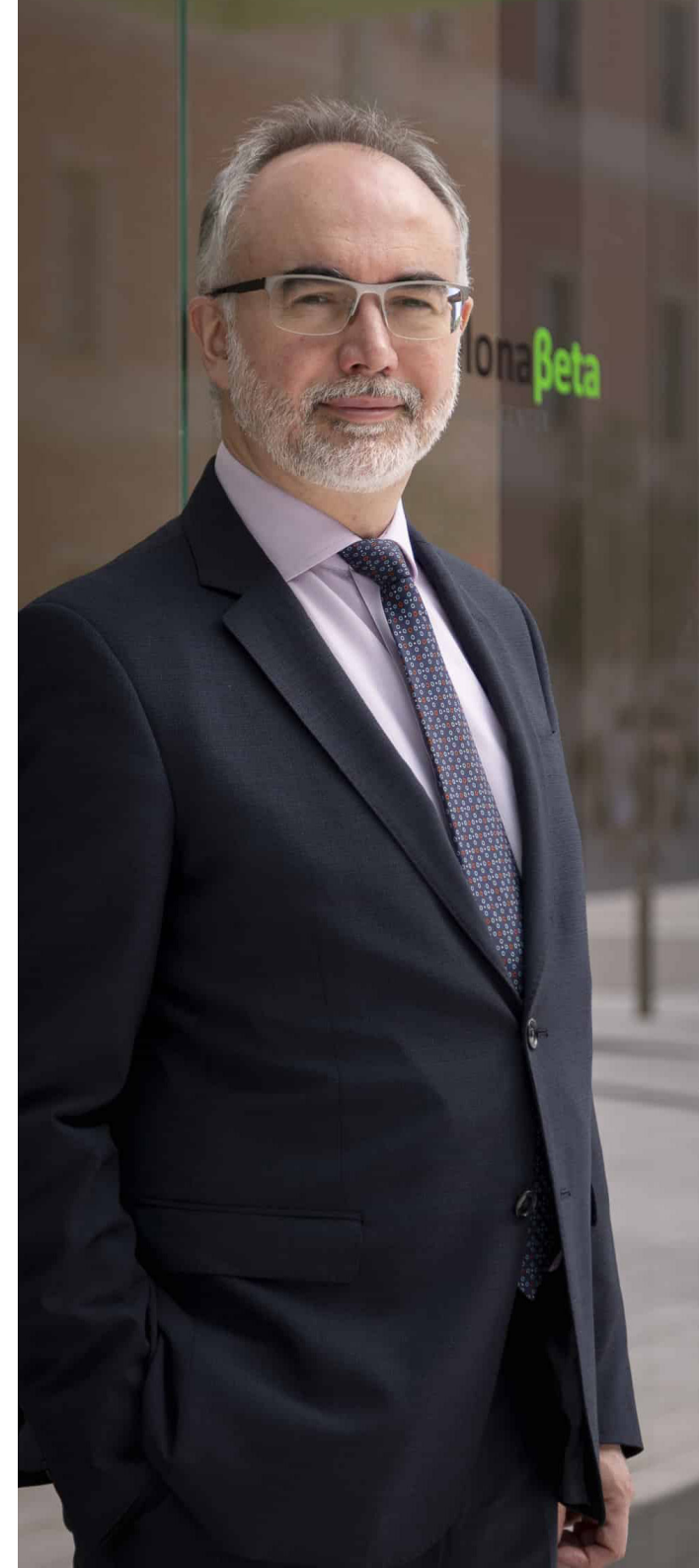
**We all make
it possible**

INTRODUCTION

The Barcelonaβeta Brain Research Center (BBRC) is the research center of the Pasqual Maragall Foundation. It was created in 2012 with the support of Pompeu Fabra University. It is dedicated to the prevention of Alzheimer's disease and the study of cognitive functions affected in healthy and pathological aging. The people who work every day in the center aim to contribute to the forefront of research on Alzheimer's and neurodegenerative diseases through an impact on prevention and treatment, always bearing in mind the more social aspects of the disease. The BBRC receives core funding mainly from the contributions of the donors and partners of the Pasqual Maragall Foundation. The BBRC's flagship project, the ALFA cohort receives specific core funding from Fundació "la Caixa".

The BBRC headquarters are shared with the Pasqual Maragall Foundation and have the most advanced platforms for Alzheimer's research, including a state-of-the-art 3TMR MRI, a biomarkers laboratory equipped with the most advanced technologies, and spaces for conducting Phase II, III and IV Clinical Trials and studies of pharmacokinetics and pharmacodynamics, among others. In its almost 10 years of history, the BBRC has carried out over 15 studies of its own, focusing mainly on the prevention of Alzheimer's disease, and its researchers have been part of many international projects.

Research on Alzheimer's disease is experiencing substantial changes, and thus the BBRC is at a very important moment in its history, with the opportunity to play an even greater role in global research on this pathology. In this context, we present the BBRC Strategic Plan 2022-2026, where you can find the result of a strategic reflection driven by the changes experienced in the world of Alzheimer's disease and in the scientific environment in which we conduct our research. The goal of the Plan is to guide the growth and adaptation of the BBRC to these scientific and institutional challenges and to set priorities to be developed over the next 5 years. The result is a proposal of the Vision, Mission and Values of our research center, as well as the definition of the four axes that underpin the Strategic Plan, which will help us to adapt easily to the changes and to carry on producing worldwide leading research of excellence.





“ VISION

Contributing to the forefront of research on Alzheimer's and aging neurodegenerative diseases



“ MISSION

Being recognized for our singular work in prevention, treatment and social impact



OUR VALUES

RELIABILITY

Research integrity, scientific rigor, and expert knowledge in everything we do.

ENGAGEMENT

With the participants of research, the professionals and society to accomplish our purpose, a world without Alzheimer's or neurodegenerative diseases.

TRUST

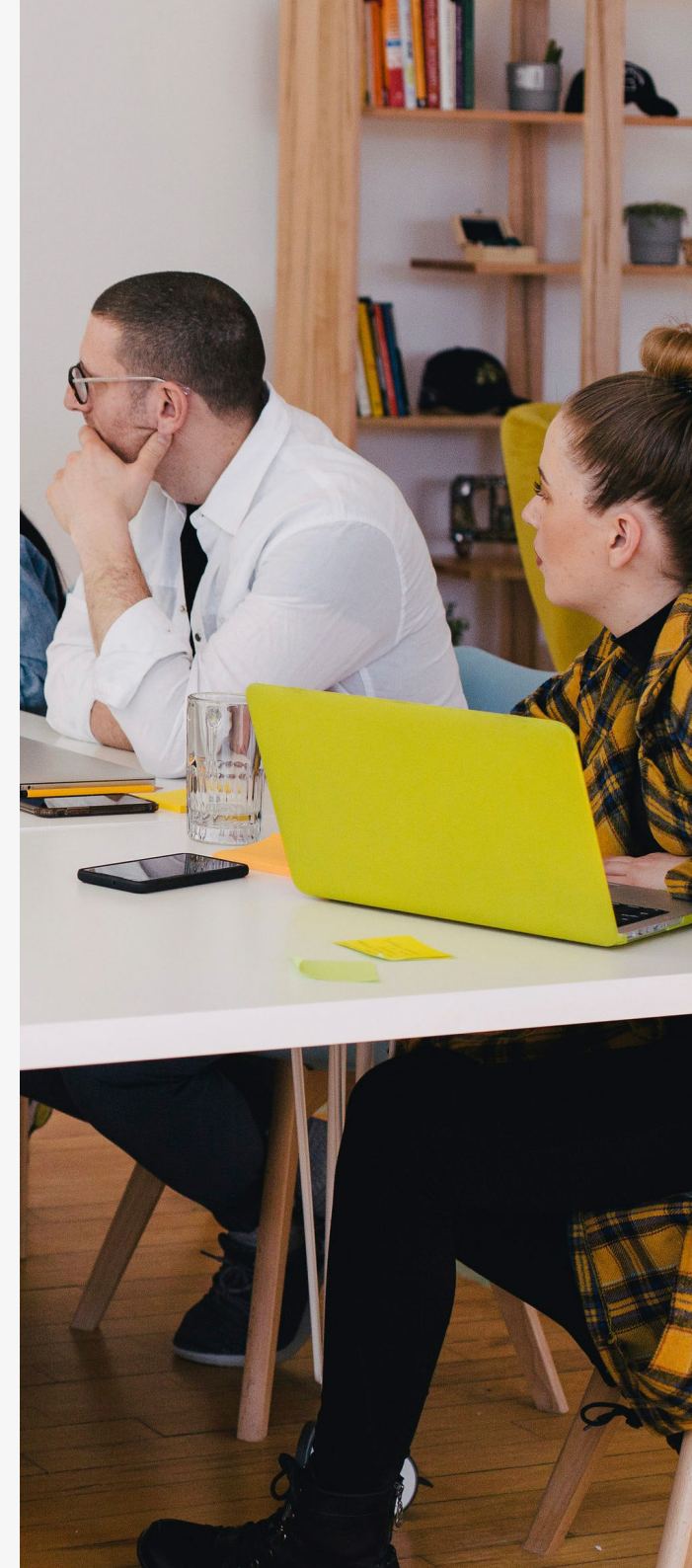
We build long-term relationships and projects based on trust, honesty, and respect.

IMPACT

State of the art and innovative solutions to foster prevention and health in dementia, exploring unconventional paths to get relevant results.

COOPERATION





We believe in open science. Collaborations and connections will take us further and faster to our goals.



BBRC Strategic Plan 2022-2026

STRATEGIC AXES

STRATEGIC OBJECTIVE

 <p>1. Impact research</p>	<p>To develop the four interconnected scientific dimensions to assure that the BBRC and the ALFA cohort are at the forefront of research in prevention of AD and other neurodegenerative diseases.</p>
 <p>2. Management, organization and processes</p>	<p>To adapt the BBRC's management models and internal processes to become a more agile, empowered, engaged, aligned and cost-effective organization.</p>
 <p>3. Talent attraction and personal development</p>	<p>To reinforce human resources policies to attract and retain talent. As a research grounded on social support we want to promote internal knowledge and have the best professionals.</p>
 <p>4. Communication</p>	<p>To improve communication procedures in order to adapt the organization to the new strategic plan.</p>



1. IMPACT RESEARCH

STRATEGIC OBJECTIVE

TO DEVELOP THE FOUR INTERCONNECTED SCIENTIFIC DIMENSIONS TO ASSURE THAT THE BBRC AND THE ALFA COHORT ARE AT THE FOREFRONT OF RESEARCH IN PREVENTION OF AD AND OTHER NEURODEGENERATIVE DISEASES.

Registry

To allow for more and better research, for further expansions of ALFA and for the continuous sustainment of BBRC's clinical studies.

Faculty and Facilities

Selected and developed to produce the most relevant science.



Cohort

The ALFA cohort is the flagship project of the BBRC and it has to be boosted as the main strenght of the center.

Alliances

To join forces, co-create, and develop a network that shares our vision of a world free from Alzheimer's disease.



1. IMPACT RESEARCH

STRATEGIC OBJECTIVE

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1.1. REGISTRY



1.1.1

Analyze the current data base (people with interest in alfa)



1.1.2

Design pilot studies (IT, remote data protocol, blood biomarkers)



1.1.3

Develop a nation-wide registry



1.2. COHORT



1.2.1

Increase in density of phenotyping of the ALFA+ cohort



1.2.2

Longitudinalization of the ALFA cohort



1.2.3

Long term follow-up of ALFA participants (full continuum)



1.2.4

Start the brain donation campaign ("Diana" project)



1. IMPACT RESEARCH

STRATEGIC OBJECTIVE

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1.3 FACULTY AND FACILITIES



1.3.1

Strengthening of the current research groups and facilities



1.3.2

Definition of the next BBRC research groups and facilities



1.4 ALLIANCES



1.4.1

Consolidation of local alliances



1.4.2

Consolidation and widening of scope of international alliances



2. MANAGEMENT, ORGANIZATION AND PROCESSES

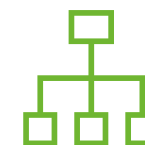
STRATEGIC OBJECTIVE

TO ADAPT THE BBRC'S
MANAGEMENT MODELS AND
INTERNAL PROCESSES TO BECOME
A MORE AGILE, EMPOWERED,
ENGAGED, ALIGNED AND COST-
EFFECTIVE ORGANIZATION.



2.1

Managing model and decision-
making tools



2.2

Global organizational
transformation plan



2.3

Work models and specific
support profiles



2.4

Prioritize strategic alliances
(Caixa Research Institute)



3. TALENT ATTRACTION AND PERSONAL DEVELOPMENT

STRATEGIC OBJECTIVE

TO REINFORCE HUMAN RESOURCES POLICIES TO ATTRACT AND RETAIN TALENT. AS A RESEARCH GROUNDED ON SOCIAL SUPPORT WE WANT TO PROMOTE INTERNAL KNOWLEDGE AND HAVE THE BEST PROFESSIONALS.



3.1

Recruitment strategy to attract new talent



3.2

Promote internal knowledge



3.3

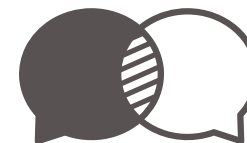
Engagement plan for BBRC's professionals



4. COMMUNICATION

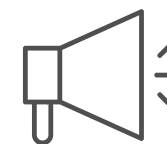
STRATEGIC OBJECTIVE

TO IMPROVE COMMUNICATION PROCEDURES IN ORDER TO ADAPT THE ORGANIZATION TO THE NEW STRATEGIC PLAN.



4.1

Develop FPM-BBRC communication



4.2

Promote BBRC institutional communication

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