

Title of the project: *FEM, Forum Egarsat del Músculo*

Agency/ Company: Ulled Comunicación

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Description

Forum Egarsat del Músculo, FEM, is a platform integrated by FC Barcelona Foundation, MuscleTech Network Platform and Occupational Accident Mutual Egarsat. These three entities work together in research, education, knowledge dissemination and awareness of the muscle importance to the welfare of society.

From FEM's birth, FC Barcelona Foundation, MuscleTech Network Platform and Occupational Accident Mutual Egarsat work together in research, education, knowledge dissemination and awareness of the muscle importance to the welfare of society. Four years after its constitution, FEM has established itself as a trustworthy voice on the scientific progress transmission of different research groups and knowledge about the muscular system in elite sport.

This consolidated scientific basis provides the rigor and ability to challenge the spreading of the control and prevention importance to the whole society. In addition to its effects on everyone's life quality, frequent muscle and tendon injuries cause an important economic cost because of the hours lost by absence from work or poor quality work. At a time when cost containment is a priority for all, we will agree on the importance of concentrating efforts on minimizing these avoidable risks.

Research and muscle tendon is a territory:

- ✓ Sustainable long-term time
- ✓ Credible: since FC Barcelona is an authority
- ✓ Universal reach worldwide
- ✓ FC Barcelona Foundation has an opportunity with muscle guidance
- ✓ Leadership FC Barcelona: acts as a disseminator of such knowledge
- ✓ It is a work synergistically and economic

The Challenge:

Provide verticality and help to Futbol Club Barcelona to make sense for the society using its own territory: professional player's injuries

Strategy:

Ullé considered to create a platform, named FEM (Forum Egarsat del Músculo), integrated by FC Barcelona Foundation, MuscleTech Network Platform and Occupational Accident Mutual Egarsat to tell the world that Futbol Club Barcelona promotes research and looks forward to the whole society exercising a real leadership.

The implementation:

FC Barcelona is a global corporate brand and through FEM platform works as a corporate citizen with their actions. Initiatives such as the investigation of muscle and tendon mean a development for a better humanity.

Actions:

1. MuscleTechNetwork Workshop

It is an annual scientific conference where some of the FC Barcelona doctors and international experts present their muscle theories. The aim is to review the challenges and progress in the prevention, diagnosis and healing of muscle and tendon injuries. The Workshop is held once a year at FC Barcelona Stadium conference rooms.

We also managed the involvement of some other entities for the conference. There are Leo Messi Foundation and the Sport Department of Catalonia's Government.

2. FEM Magazine

It is a communication tool borne with the purpose of transferring muscle scientific knowledge to the society. Thanks to elite sport, the study of muscle and how to prevent certain muscle injuries has greatly advanced in recent years.

The aim of the FEM Magazine is to generate and disseminate knowledge gained from this whole muscular system, with the mean of raising public awareness about its importance in the prevention of muscle injuries in workplace and quotidian life as a source of improved well-being. The Magazine exactly covers those three areas of knowledge: the workplace, sports and quotidian. All of them with the need to respond to a major injury that takes place in quotidian and workplace areas.

The content is also based on the promotion and dissemination of scientific studies that support the diffusion; in this sense, the Network MuscleTech is very involved since it is a scientific platform aimed at studying the muscle. It also has the Fundació FC Barcelona, which represents the expertise of elite sport which is the medicine field pioneer in developing techniques to prevent or treat muscle injuries more efficiently. Egarsat Accident Mutual brings an extended career in the study and research in prevention, reintegration and rehabilitation of injured patients, and in the development and application of advanced techniques in the complex lesions treatment.

3. Videos

FEM makes videos in order to show the actual muscle injuries incidence and the importance of prevention at different levels. In the task of transmission we have the collaboration of FC Barcelona professional players. As an example of effort, success and talent, his testimony is extremely valuable to raise society awareness about the importance of muscle health.

Also, ex football players, journalists and sports doctors explain how muscle injuries affect the trajectory of a professional player. Thanks to elite sport, professionals can investigate muscle injuries affecting the population and representing the second off work cause.

The budget:

- 35.000 euros

The results:

FEM has become an authoritative voice and a leader in the field of preventing muscle injuries. Media also wanted to echo their actions and commitment to society, that is why we can now say FEM acts as a corporate citizen and that has become a worldwide reference.

FEM references are usually in newspapers, sports media, health magazines, radio stations and television programs.

ROI: 7-8