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<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	



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## 1. Summary

The present deliverable is part of the Work package 7 “Dissemination” that started in month 1 and will finish in month 24. The objective of this WP is to facilitate the take-up of results showing their added value not only to the SMEs directly participating to the project but also to other European companies which can be interested in them.

The target of this specific task is to create and maintain a Wikipedia page explaining the project and their results as a project dissemination tool. Other tools that will help achieve the present Work Package objective will be the DEMOULTRAGRIP website (<http://www.demoultragrip.eu>) and Facebook (<http://www.facebook.com/demoultragrip>). Specific details on these can be found on their respective deliverables (D7.1 and D7.2).

The Wikipedia article was created December 2013 and its approval is still pending.

Its contents are the following:

### DEMOULTRAGRIP Project

Contents <a href="#">[hide]</a>	
1	Project Summary
2	List of Beneficiaries
2.1	Cauchos Ruiz-Alejos SA
2.2	Base Protection SRL
2.3	Kopitarna Sevnica D.D.
2.4	ALUGROUP S.L.
2.5	Institutul National de Cercetare-Dezvoltare Pentru Textile si Pielarie
2.6	Instituto Tecnológico del Calzado y Conexas
3	Publishable Results
4	References
5	External links

They take into account that Wikipedia is not primarily aimed at experts; therefore, the level of technical detail in our article is balanced against the ability of non-experts to understand those details, statements are attributed to reliable, published sources and tone and content is impartial.

Given the requirements when creating the article, readers can be sure that the information is completely truthful. In fact a 2005 study by *Nature* found that a selection of Wikipedia articles on scientific subjects were comparable to a professionally edited encyclopedia<sup>1</sup>.

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<sup>1</sup> Giles J (2005) Internet encyclopaedias go head to head. *Nature* 438: 900–901



We believe it is important to have as many dissemination channels as possible. No use of making a successful research and development project if at the end we are not able to show everyone the results. Not just for the companies that currently need innovative solutions that are presented in this project, but also for SMEs that may arise in the future and that would need to adopt such solutions. Wikipedia's popularity and the potential that its content can be published in many forms, both online and offline, outside of the Wikipedia website supports our objective.

## 2. Introduction

### 2.1. Dissemination

The DEMOULTRAGRIP Project develops the necessary actions to demonstrate and to place the main results of ULTRAGRIP Project on the market:

- "CoF predicting-CAD software", with mathematical models for the quantitative prediction of the sole friction coefficient (CoF). It will be incorporated as a new function into a 3D CAD sole design.
- "Design configurators of soles": new software tool to design soles and to predict their slipping behaviour in a qualitative way. This configurator will be addressed to the general public with not necessarily a high skill level in 3D CAD software.
- "Computer tools assessment": new soles-footwear model with optimum grip behaviour (ULTRAGRIP LINE) by using both types of computer tools: CoF predicting-CAD software and on-line configurator.
- "Guidelines with commercial applications": especially addressed to three different kind of end users: sole-footwear designers, businessmen and risk prevention professionals. These guidelines are to help designers obtain prototypes faster and more effectively, and to help the proper selection of the footwear in different environments.

This deliverable presents a plan of what is needed to be done in order to ensure two goals: firstly, and most importantly, that the insight gained in DEMOULTRAGRIP is made public and addressed to the correct target groups through the proper channels. Secondly, to define which part of the know-how generated within DEMOULTRAGRIP shall live on after the project has officially ended. What dissemination means is fairly clear: communication.

With the DEMOULTRAGRIP Project the footwear SMEs involved will obtain a competitive advantage based on the use of the new design tools to develop slip high resistance products, accelerating the designing-prototyping operation, reducing prototyping and production costs, improving the antislip product properties, and reducing time-to-market.



The objective of this WP is to facilitate the take-up of results showing their added value not only to the SMEs directly participating to the project but also to other European companies which can be interested in them.

## 2.2. About Wikipedia

Wikipedia is a collaboratively edited, multilingual, free-access, free content Internet encyclopaedia that is supported and hosted by the non-profit Wikimedia Foundation. Volunteers worldwide collaboratively write Wikipedia's 30 million articles in 287 languages, including over 4.5 million in the English Wikipedia.<sup>2</sup>



Figure 1 - The logo of Wikipedia

## 3. Wikipedia article creation

To be able to publish an article in Wikipedia, we have performed the following tasks:

1. Register an account.
2. Create the structure of the article.
3. Fill in the article with content.
4. Submit our article to be reviewed.

It is not compulsory to register an account to contribute to Wikipedia, but getting an account allowed us to start new pages, rename pages, upload images and use more advanced editing tools. You can register an account at the following link:

<https://en.wikipedia.org/wiki/Special:UserLogin/signup>

We created the following user to operate within Wikipedia: *demoultragrip*

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<sup>2</sup> <https://en.wikipedia.org/wiki/Wikipedia>



As soon as we edit our article ten times the user account is set as “auto confirmed”.

Once we had our user account, we proceeded to create our "DEMOULTRAGRIP Project" page in Wikipedia. To preserve the aim of Wikipedia, which is to produce a neutral and reliably sourced encyclopedia, they recommended us to search and check that there wasn't already a suitable article about our topic before we would create a new one. As we didn't find any similar article about "DEMOULTRAGRIP Project", we created our page at the following link:

[https://en.wikipedia.org/wiki/User:Demoultragrip/DEMOULTRAGRIP\\_Project](https://en.wikipedia.org/wiki/User:Demoultragrip/DEMOULTRAGRIP_Project)

As a registered user, Wikipedia give us the possibility to edit and preview our content in our own "Sandbox", which serves as a testing spot and page development space.

The first task we did with the article was to establish the Contents menu with links to the different sections we planned to use. The structure was the following:

*DEMOULTRAGRIP Project*

Contents <a href="#">[hide]</a>	
1	Project Summary
2	List of Beneficiaries
2.1	Cauchos Ruiz-Alejos SA
2.2	Base Protection SRL
2.3	Kopitarna Sevnica D.D.
2.4	ALUGROUP S.L.
2.5	Institutul National de Cercetare-Dezvoltare Pentru Textile si Pielarie
2.6	Instituto Tecnológico del Calzado y Conexas
3	Publishable Results
4	References
5	External links

Figure 2 - Wikipedia article contents

Below, we include a brief description of the different sections on our page:

### Section 1 - Project Summary

Section dedicated to give an overview of the DEMOULTRAGRIP project.





## Project Summary [\[edit\]](#)

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Currently, sole manufacturers design their models to be anti-slip using basic design criteria, often relying on their intuition and previous experience. The problem resides in the lack of design tools that can be used in the conception of footwear, which will make prototyping much cheaper, quicker and more effective in creating an answer to the friction that the shoe will be subjected to when used. Because of this situation, **ULTRAGRIP** <sup>[1][2]</sup> project (FP7-SME-2010-1.262413) has developed guidelines and specific software which can be used as design tools for soles and floorings to optimise their performance in relation to slipping. Two of the main results from **ULTRAGRIP** project are a slip behaviour predicting software (mathematical model), and guidelines for recommendations on improving products slip resistance.

**ULTRAGRIP** Consortium has the need to carry out demonstration activities in order to ensure that the **ULTRAGRIP** tools are ready and suitable for exploitation and commercialisation. As a consequence of this situation, the objective of this **DEMOULTRAGRIP** project is to bridge the gap between the precompetitive tools of **ULTRAGRIP** and a new version of these tools which can be commercialised. According to this objective, new commercial tools will be put into market.

With **DEMO-ULTRAGRIP** project the footwear **SMEs** involved will obtain a competitive advantage based on the use of the new design tools to develop high slip resistance products, accelerating the designing-prototyping operation, reducing prototyping and production costs, improving the antislip product properties, and reducing time-to-market. All these aspects will imply the increase of market share and the increase of designers' qualification.

Figure 3 - Project Summary

## Section 2 - List of Beneficiaries

This is the list of our Consortium beneficiaries with a brief description of the SMEs and Research Centres.

### List of Beneficiaries [\[edit\]](#)

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#### **Cauchos Ruiz-Alejos SA** [\[edit\]](#)

Caucho Ruiz-Alejos [\[en\]](#) was founded in 1975, although it adopted its current trade name three years later. It was founded by José M<sup>a</sup> Ruiz-Alejos, and the current manager is his son, Ismael Ruiz-Alejos. They specialise in the design, manufacture and marketing of footwear soles made in rubber, thermoplastic rubber (TR), polyurethane (PU), rubber/PU, and raw rubber. All of our production is focused on the footwear industry. The production is divided into footwear soles, 90%, and raw rubber, 10%. In 1992 they were awarded the Premio a la Exportación award by the Chamber of Commerce and Industry of La Rioja. In 2000 we received the Premio Mercurio award for companies in the Marketing Club.

The team has in the past comprised around 120 people, and currently employs around 60, who work using the latest technology on our 10,000 m<sup>2</sup> premises. The working system is continually being improved, proved by the achievement of the ISO 9001 certificate in 1997, consolidating their position in the market as a leading company in terms of quality and service.

The environment is a major concern for them, and because of this, they have established waste recycling policies to ensure that the company generates the minimum impact on the environment. In February 2004 they were certified according to ISO 14001.

#### **Base Protection SRL** [\[edit\]](#)

Base Protection [\[en\]](#) is the Italian company producing Safety Shoes reliable as comfortable and technologically advanced. Base Protection's strength is the outcome of competence, experience, creativity and enthusiasm of Professionals, seriously involved in the research of the newest and highest quality standards. The technological features in innovation are the result of a continuous synergy with the Specialists in the shoe district settled in Marche and Puglia, in order to guarantee, beyond the requirements of the norms CE, excellent performances in term of ergonomics and comfort. In the market since 2003, Base has been growing by nearly 20% every year with a consolidation in the top end market.

Figure 4 - List of beneficiaries

## Section 3 - Publishable results

This is the most important section. We will add every single publishable result of DEMOULTRAGRIP project.

### Publishable Results [\[edit\]](#)

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In this section, it will be published all the public results of the **DEMOULTRAGRIP** project.

Figure 5 - Publishable Results



## Section 4 - References

This section contains references (websites, publications, books, etc.) where the visitor can access reliable secondary information sources related to the topics of the project but independent of it.

### References [edit]

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1. <sup>^</sup> European Commission Website. "ULTRAGRIP Result in Brief" [↗](#)
2. <sup>^</sup> Base Protection Website. "Section related to ULTRAGRIP Project" [↗](#)

Figure 6 - References

## Section 5 - External links

Summary of links to other websites where the visitor can get further information about DEMOULTRAGRIP project.

### External links [edit]

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- [DEMOULTRAGRIP Official Website](#) [↗](#)
- [ULTRAGRIP Official Website](#) [↗](#)
- [DEMOULTRAGRIP on Facebook](#) [↗](#)

Figure 7 - External links

To upload images, reviewers must first approve the Wikipedia article. We are still waiting for this approval. Additionally, only logged in users with auto confirmed accounts (i.e. accounts at least four days old and have done at least ten edits) are able to upload images. Uploading images to Wikipedia is a matter of:

- Clearly establishing that the copyright status of each intended upload is appropriate for a free-content encyclopedia.
- Clearly labelling its origin and copyright status.

Our article has been first created as a draft and is stored in "Articles for creation". When it was finished, we submitted it to be reviewed by Wikipedia volunteers.

Because of the encyclopedia's success there are a lot of articles to be reviewed so that they must use a queue for this reviewing task. The queue has sometimes been so long, that we haven't had feedback from reviewers for a whole week, and thus the article publication is being costly in terms of time. Our admins can do nothing more because publication is dependent on this review.

After review is successful, it will be moved to the article namespace and users will be able to visit it at the following link:

[https://en.wikipedia.org/wiki/DEMOULTRAGRIP\\_Project](https://en.wikipedia.org/wiki/DEMOULTRAGRIP_Project)



#### 4. Wikipedia content generation

When generating content we have followed some guidelines<sup>3</sup>:

- Wikipedia is not primarily aimed at experts; therefore, the level of technical detail in our article must be balanced against the ability of non-experts to understand those details. We try to make our explanations in an accessible, jargon-free manner.
- To maintain the highest standards possible, Wikipedia has a strict inclusion policy that demands verifiability. Therefore, we attribute each statement in Wikipedia to a reliable, published source. Whenever possible, we give preference to secondary sources (such as reviews or book chapters) that survey the relevant primary research over research articles themselves.
- Wikipedia's accessibility makes each of its scientific articles an excellent entry point for laypeople seeking specialist information. By also providing direct hyperlinks to reliable, freely accessible online resources with our citations (open-access journals, for example), other editors can quickly verify our content and readers have immediate access to authoritative sources that address the subject in greater detail.
- All articles in Wikipedia should be impartial in tone and content. When writing, we state facts and facts about notable opinions, but we do not offer *our* opinion as fact.

#### 5. Page view statistics

In order to quantify the success of our Wikipedia page in terms of dissemination, it is desirable to know the numbers of visitors that are accessing it.

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<sup>3</sup> Logan DW, Sandal M, Gardner PP, Manske M, Bateman A (2010) Ten Simple Rules for Editing Wikipedia. PLoS Comput Biol 6(9): e1000941. doi:10.1371/journal.pcbi.1000941

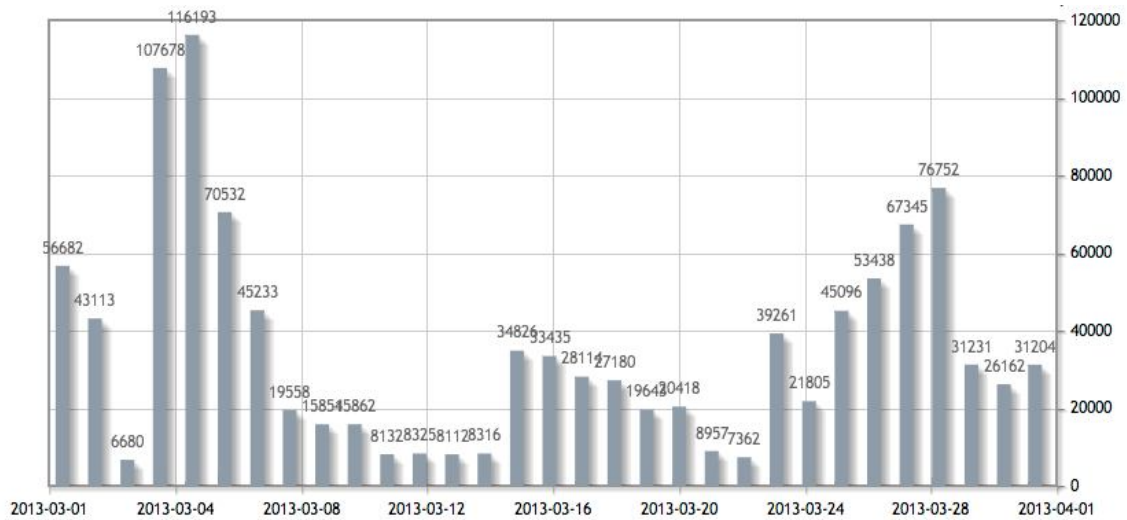


Figure 8 - Example: Visitor statistics from Wikipedia Amazon's article

Here is a list of the important data that these statistics should give us:

- Where our visitors are coming from.
- How our visitors found our Wikipedia page. It shows if visitors found our site directly, through a referral from another website (e.g. Facebook), or from search engines.
- What keywords were used by visitors in the search engines to get to our website. Knowing which keywords people are searching for to get to our page could help us to focus on areas from our page related to those keywords.
- How long our visitors are staying and how do they behave on our page.

Since reviewers have not yet approved and published our Wikipedia page, we cannot access our statistics. As soon as it is approved we will use this data to improve our page.

## 6. Conclusions

Conclusions from this task are summarised below:

- It would be a shame to be in 2014 and not realize the importance of a web like Wikipedia and the impact of Internet in terms of communication. At present, the DEMOULTRAGRIP project also has its corporate website, presence in social networks such as Facebook and now on Wikipedia. We cannot neglect Wikipedia as a means of information retrieval for web users and as a point of reference and query. Given the requirements when creating the article, readers can be sure that the information is completely truthful. In fact a 2005 study by *Nature* found that a selection of Wikipedia



articles on scientific subjects were comparable to a professionally edited encyclopedia<sup>4</sup>.

- Wikipedia is extremely popular. In February 2014, The New York Times reported that Wikipedia is ranked fifth globally among all websites stating: "With 18 billion page views and nearly 500 million unique visitors a month, Wikipedia trails just Yahoo, Facebook, Microsoft and Google, the largest with 1.2 billion unique visitors."

The content of Wikipedia has the potential of being published in many forms, both online and offline, outside of the Wikipedia website:

**Websites** – Thousands of "mirror sites" exist that republish content from Wikipedia: two prominent ones, that also include content from other reference sources, are Reference.com and Answers.com.

**Mobile apps** – A variety of mobile apps provide access to Wikipedia on hand-held devices, including both Android and iOS devices (see Wikipedia apps).

**Search engines** – Some web search engines make special use of Wikipedia content when displaying search results.

**Compact discs, DVDs** – Collections of Wikipedia articles have been published on optical discs.

**Books** – There are efforts to include a selected subset of Wikipedia's articles into printed book form.

- We believe it is important to have as many dissemination channels as possible. No use of making a successful research and development project if at the end we are not able to show everyone the results. Not just for the companies that currently need innovative solutions that are presented in this project, but also for SMEs that may arise in the future and that would need to adopt such solutions.
- When new content is created or added to Wikipedia, it will undergo a review process, whether the content is text or images. Such measures are absolutely necessary to ensure the quality of the content that is included in Wikipedia.

For this reason, initial attempts to submit a Wikipedia article on DEMOULTRAGRIP failed. External sources and links to the project – other than the partners' corporate websites – should be added to increase credibility, so that reviewers would accept the inclusion of an article regarding the project and its publishable results.

In this sense, the article has been improved following the reviewers' comments. As more independent and reliable sources citing Demoultragrip are available, they will be added so that reviewers will take these into account for a favourable decision on publication (since this is one of the main requirements of Wikipedia

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<sup>4</sup> Giles J (2005) Internet encyclopaedias go head to head. Nature 438: 900–901



guidelines to publish new articles). In particular, the following are recommended as the most reliable sources:

- Peer-reviewed journals.
- Books published by university presses.
- University-level textbooks.
- Magazines, journals, and books published by respected publishing houses.
- Mainstream newspapers.

DEMOULTRAGRIP builds on the results of ULTRAGRIP project. Therefore, at this initial stage, several articles published on the latter have been provided as external sources so that they can serve as references for the reviewers and public.

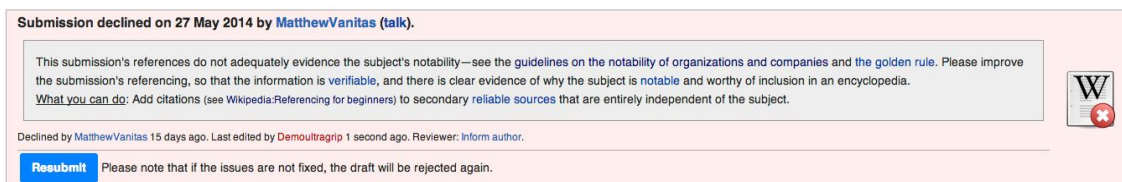


Figure 9 - Submission declined example

## 7. Further work

All results from research and development in WPs will be published in this Wikipedia article. Therefore Wikipedia will be updated so that the information it contains is as recent as possible and to make the content interesting to visitors who want to be informed of DEMOULTRAGRIP's latest results.

Due to the open nature of Wikipedia, we must bear in mind that our article can also be edited and reviewed by people outside the project development. Hence it is very convenient to regularly check its content to ensure its accuracy. No information or publication that is out of context or is inaccurate will be accepted within the project article.