

Newsletter

SSHOES in the Consumer Goods Research Conference, Brussels, 4th February 2010

The *European Technology Platform for the Future of Textiles and Clothing*, the *European Platform for Sports and Innovation* and the *European Footwear Products and Processes Technology Platform* jointly organise an international conference on visions and strategies for current and future European Consumer Goods research.

Under the title “Designed to surprise - How strategic research and innovation can extend Europe's leadership in design-based consumer goods on the global market” the Textile ETP together with related ETP's and industrial sectors is organising a European Conference on Consumer Goods Research, on **4 February 2010 in Brussels**.

This conference is intended to be the starting point for more intensive collaboration in Consumer Goods Research and Innovation in Europe. It will lead to a stronger and more coherent voice of the design-based consumer goods industry and research community in the European research and innovation policy debate which is today vastly dominated by the “high-tech, hard science”- based investment goods, IT or life science sectors.

The 1-day event features high-level speeches from industry, leading researchers and the European Commission. During the conference, the major European research projects in the field, including SSHOES, will present their current developments and elements for a strategic European research roadmap for the coming years will be discussed in a unique environment, characterised by a cross-platform collaboration which started early in 2009 and is expected to be strengthened and expanded in the future.

For further info about this event, please go to <http://textile-platform.eu> or contact INESCOP (emontiel@inescop.es).

Foot and Ankle Biomechanics Research Seminar

On 21st January, within the series of Biomechanics Research Seminars organised by the University of Salford, Professor Peter Brüggemann - Director of the Institute of Biomechanics and Orthopaedics at the German Sports University, Cologne, partner of SSHOES - took a lecture on Biomechanical research in sport shoes and especially in running footwear focussed on injury prevention. Over the years, injury prevention has been related to the concepts of rearfoot cushioning and motion control. Performance enhancement was concentrated on minimising of energy loss and the return of stored energy. Nowadays, the natural motion paradigm has replaced motion control and especially cushioning.

Following the lecture, Professor Chris Nester and PhD student D. Parker (University of Salford) presented recent research on the effects of foot orthosis of foot kinematics and new research into the biomechanics of the soft tissues on the plantar surface of the foot.

SSHOES' progress is satisfactory

6 months after the official kick-off of the project in Milan (Italy) the project partners met in Manchester (UK) on the 20th and 21st of January for the 6M Technical meeting.

On this occasion, the University of Salford was the venue for the technical meeting where project beneficiaries were able to present research undertaken so far and discuss the approach to be followed for the following months as well as the SSHOES dissemination and exploitation strategies for the project results.

In addition, after the technical meeting, Prof. Jim Woodburn (Glasgow Caledonian University) gave a keynote presentation on the EU FP7 funded A-FOOTPRINT Project “Ankle and Foot Orthotic Personalisation via Rapid Manufacturing”.

Funding:



More info: www.sshoes.eu

Coordinator:

