

A WALKSHOP WITH...ENRIQUE ORTS

Inno4Sports project talks with stakeholders: “A walkshop with” (AWW) is a short conversation to share experiences, wishes and future possibilities of sports within the context of the project.



Passionate about architecture, urbanism and sport with extensive experience in design, management, urban planning and construction. Also involved in several international projects, events and conferences. With knowledge about the internal organization in the public administration.

His motto: “I love my job and try to learn day by day, enthusiastically facing new goals and challenges”

From 1998 he is the Facility Manager at València City Council – Municipal Sport Foundation and from 2012 he is teaching at Catholic University of Valencia “Design Criteria of Sustainable Sport facilities”.

AWW 2: Enrique Orts from the Municipal Sport Foundation of Valencia talks about sport facilities management

The *Fundación Deportiva Municipal* (FDM - Municipal Sports Foundation) of Valencia was created by the Valencia City Council on April 10, 1981 with the aim of promoting and revitalizing sport in the city.

The purposes are specified in the development of the powers of the City Council in sports, the promotion of physical and sport activity, the organization of the local administrative sport structure, the promotion of local sports associations, the construction, improvement and management of municipal sports facilities, the support for sports competition of local entities and sports show, the sport dissemination, the promotion of fair play and the prevention of violence and unsportsmanlike attitudes and any other activities related to sport activity in any of its modalities or categories.

In 2011 Valencia was entitled as the European Capital of Sport, awarded by ACES, the European organization that promotes the universal values of Olympism.

Valencian partners of the Inno4Sports project, IVACE and IBV, work side by side with FDM on future sport policies in the region.

1.- From your long experience in the sports facilities sector, what are the main lines of technological innovation that can change the future of the sector?

In my opinion, there are three major fields in which technological innovation can play a key role in the evolution of sport and physical activity: the interaction between the real and virtual universe, the use of technology as a tool to combat sedentary lifestyle of the children, and the improvement of sport management. On one hand, the evolution and improvement of the interaction between virtual space and physical space will allow us to do real sport or physical activity while interacting in the virtual world. Thus, a great field will be opened which will revolutionize the world of sport, both in sport for all and in top-level competitive sport. On the other hand, I believe that technological innovation can go from being our great enemy to our best ally when it comes to combating the growing and worrisome sedentary childhood and youth life-style. If we know how to take advantage of the positive side of technology, we can get a great vector of attraction towards sport and physical activity at an early stage, speaking in the same digital language with which these new generations have grown. Finally, big data can be the best ally of the improvement of sport management in all fields, now we can measure more and better and if we are able to analyze all the huge information that is being generated and is coming, the world of sports management can live a great revolution.

2.- How do you think a public administration like yours could contribute to innovation in sports?

In my opinion, the Public Administration, as an instrument of the State that guarantees the rights of citizens, must include in its structure a layer of innovation that permeates the entire organization, with the objective of continuing to advance in the improvement of sport and the promotion of physical activity. In addition, I believe that it must play a fundamental role leading the generation of data and knowledge and sharing them openly and easily with society so that they can be used individually or collectively in this necessary continuous improvement.

3.- You also have a proven experience in sports management. What strengths and opportunities does Valencia have to become an outstanding region in sports innovation? And in sports facilities?

I am convinced that the Valencian Region has enormous potential to be able to become a benchmark in innovation in sport. Our dynamic and entrepreneurial nature is already generating innovation poles in other sectors, we have a wide network of technological institutes and being a tourist power we are well connected with the rest of the world and we have adequate infrastructures, not forgetting that the Valencian Region is becoming a reference region in the field of sport. If we knew how to take advantage of the possible synergies on the current ecosystem and exploit our own assets such as the enormous climatic and geographical diversity, linked with a complete network of sports facilities, then

this would allow us to be a great testing ground. We can sow the seed of a region where innovating in Sport would be attractive to both administrations and companies around the world.

4.- What measures, instruments, policies, ... could the different administrations deploy to exploit that potential?

Well, it is very difficult to specify actions, but I think that in order to develop an important project the entire Regional and State administration must take on this challenge as it was theirs. It is necessary that the multidimensional nature of sport be assumed by the different administrations and its demonstrated benefits in health, education, integration, social cohesion, culture, etc ... have an impact in policies and investments that aim to improve sport and physical activity through innovation from all perspectives. Currently, there are interesting but isolated and uncoordinated performances. It is necessary and fundamental a coordination of actions, a great political agreement among all the administrations to work in the same direction, and as I said before, especially between Regional and State level. Tax incentives for innovation in sport and facilitating a network of well-endowed and communicated spaces where companies can create innovation centers can be first steps.

5.- Finally, thinking about cooperation with other European regions, what possibilities do you find most interesting?

I am a strong supporter of whole European project and I am convinced that if we work together we will go further. That is why I believe that cooperation at European level is essential to continue growing. I find very interesting to take advantage of the positive experiences of European sport innovation centers such as Eindhoven in the Netherlands and to maintain a close collaboration with them, since we have much to learn but also much to offer. On the other hand, the great diversity through the wide territories of Europe means that in many places we are working on similar problems and we are implementing our particular solutions. Maybe these can be extrapolated to our regions. In addition, the European Union has policies aligned with ours and it has many instruments that can grant innovation projects in sport that we can take advantage of.

Follow the Municipal Sport Foundation: <http://www.fdmvalencia.es/es>

And Inno4Sports project at: <https://www.interregeurope.eu/inno4sports/>

