

## A WALKSHOP WITH...JOSÉ MIGUEL SÁNCHEZ

Inno4Sport 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.



*José Miguel Sánchez González was born in Valencia. With a degree in Physical Education, he was working with the Valencian Government since 1989, covering different positions related with sport education, research and management.*

*At the moment he is the Head of the Sports Infrastructure Service of Valencia Region, and he is the coordinator for the Valencian Government for the new Sport Strategic Plan that is been developing together with IBV Valencia.*

*Despite his institutional role, José Miguel Sánchez is a sport man, with a huge experience in different athletic disciplines at a competition level.*

### AWW 3: José Miguel Sánchez from Valencian Government talks to IBV about sport

In 2018 the project for the development of the Strategic Plan for Physical Activity and Sports of the Generalitat Valenciana (PEEGV) was promoted by the General Directorate of Sport and it is being prepared by the Instituto de Biomecánica (IBV [www.ibv.org](http://www.ibv.org)).

The development of this Strategic Plan for Physical Activity and Sport (PEEGV) is key to the future of sport in the Valencian Region (CV) and it will be the reference instrument in sports planning and sports physical activity in the period 2019-2023.

The European project INNO4SPORTS aims to share the experiences of different European regions with different levels of development and experience in sport. The ultimate goal is to improve the functioning and efficiency of regional development programs that can help unfold the innovative potential of sport.

The last project event was held in Lapland from Sept 30th to October the 3rd around the thematic of Sport & Tourism and Sport sustainability. Both themes are binded with political actors, that is why we have met José Luís Cervera, from the Sport area of the Valencian Government.



**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?**

It would have to establish lines of innovation around the following aspects:

- Integral maintenance of the facilities
- Updating facilities to regulations on energy efficiency, accessibility for people with functional diversity, groups of special attention (people at risk of social exclusion, LGTBI groups, etc.)
- New sports and physical-sports activities.

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

Establishing intervention plans, promoting R + D + I, developing application regulations, executing examples of good practices in the field.

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

There are groups organized around the management of professional sports (GEPACV, COLECAFE, Association of Personal Trainers, ...) there are technological institutes, 5 Public Universities, ..., on the part of the facilities, it has been found that the network basic of facilities is complete, what is needed is to update and modernize what exists.

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

A lack of institutional coordination has been evidenced, we must bet on transversal policies in the areas: SPORTS-HEALTH-EDUCATION, and establish regulatory development and general action plans.

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

It would be necessary to generate at European level a database of projects and policies of "Good Practices", exportable to optimize the regional actions on the matter. Similarly, national plans for sport and physical activity should be reinforced throughout the territory of Spain.

Valencian Strategic plan: <http://www.plaestrategicesport.gva.es/>

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

