

A WALKSHOP WITH...LUIS CERVERA

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.



Luis Cervera, from Valencia, holds a degree in Physical Activity and Sports Sciences from the University of Valencia and Madrid. Between 2001 and 2013 he was the director of the Valencia City Council Sports Foundation and later he joined the Valencia C.F. From 2015 to October 2017 he was the director of Operations of the aforementioned club. After that, he joined the U.D. Levante as director of Operations and Projects.

Cervera has extensive experience in professional football and has a great knowledge of the environment of LaLiga Santander, the Spanish and Valencian Federation, UEFA, the European Stadium & Safety Management Association, public institutions and companies in this sector. He has also participated in the development of the TV Regulation and associated infrastructures.

AWW 1: Luis Cervera from U.D. Levante talks to IBV about sports in Valencian Community

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 Valencian community is represented by the IVACE and the IBV. The project started in June 2018 and last March it held its first knowledge exchange event in Valencia. The meeting was a great success thanks to the participation of the European partners of Inno4Sports and regional and state stakeholders.

Within the project activities, the next event, organized by the European Sport & Technology cluster, took place in June in Eindhoven (from 11 to 13) with the aim of developing proposals to improve intra-sector cooperation and improve synergies between high technology and

health to improve the economic performance but above all the impact of the clusters in the development of the regions.

We have met Luis Cervera, member of U.D. Levante management staff.

U.D. Levante is a team of LA LIGA, the first division of Spanish football, and it has a wide tradition with different branches including e-sports.

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

Undoubtedly technological innovation has developed in recent years in all areas of professional football: sports performance, technology production, fan engagement in the stadiums, Social media etc. In my opinion, television production has been the most influential because it is the base of the business generated by the football industry.

2.- How do you think a football club like Levante could contribute to innovation in sports?

I figure out what we wish to have in the future. Our activity is an opportunity to generate knowledge through research and training. We would like to create a well-articulated mixed structure (Internal - External), without entailing an effort on the part of the internal staff, due to having external collaborators, specialized in the areas of interest to the Club, which allows, in the first place, to identify the opportunities of innovation for further study, research, application to the different areas of the Club, if applicable and the transmission of the results obtained. With this, the Club will have its own nursery of ideas, projects and solutions, allowing both the improvement of the organization of the work that has already been done in the club, as well as the integration of processes of continuous improvement or even in the future the positioning of our brand as a knowledge generator.

3.- You also have a proven experience in the management of municipal sports in Valencia city. In your opinion, what strengths and opportunities does Valencia have to become an outstanding region in sports innovation? And in football?

Viewing the conclusions of the Valencia 2010 Sports Strategic plan, you can already see the great possibilities that Valencia has as a precursor in sports innovation if all the agents of the sports system are working in a coordinated manner.

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

Definitely, they should facilitate meetings and collaboration spaces.



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

Take advantage of international sporting events, involving visitors, to encourage collaborations with the people and relevant entities that visit us.

Follow U.D. Levante: <http://www.levantead.com>

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

