



Raising economic players' awareness of the advantages of cross-border initiatives

Potential project developers (companies, universities, research centres, etc.) on one side of a border are often not sufficiently informed about the advantages of developing a cross-border dimension to their activities. They do not have the information required to assess the risks, costs and benefits that may arise from setting-up a cross-border project.

Raising economic players' awareness on the advantages of cross-border projects is therefore a prerequisite for promoting such projects. Awareness-raising efforts may be undertaken by a large number of players (territorial authorities, development agencies, chambers of commerce and industry and cross-border structures), each at its own territorial level and depending on its area of competence.

Support structures first need to identify the type of information that project developers need to assess the value of developing cross-border initiatives. The second step is to choose the tools for raising awareness among economic players.