



# Sustaining the cross-border dimension of economic activities

Cross-border cooperation projects are often additional activities not integrated into the regular business of an organisation. This means that sustaining them, or even transforming them from experimental or exceptional activities into regular ones is a substantial challenge. This is even more the case for economic projects. Therefore, to promote cross-border economic development, support structures for economic players must work to sustain individual cross-border initiatives. In concrete terms, this means putting in place tools to enable economic players to develop one entire facet of their business as a cross-border activity.