



For projects that have received public-sector funding (for example through INTERREG programmes), the main issue is to sustain the activity after the cessation of the funding. The financial viability of these projects is a crucial question that should be taken into consideration at the time the project is launched. At the **level of European programmes, it is important to consider project sustainability right from the outset**. The projects must therefore include actions to sustain the activity (drafting of a business plan, seeking private funding, etc.).

To ensure the continuity of funding sources, there must be **closer collaboration with banks and other financing**

**structures**, to facilitate access to private funds.

Beyond the financial aspect, it is necessary to showcase the benefits of cross-border economic projects. For European programmes for instance, there should be **indicators to measure the impact of projects and demonstrate their long-term utility**.

Capitalisation activities also help to identify the value added of the cross-border approach. They may be conducted through **capitalisation events held at the end of programming periods** to highlight what worked well, and to disseminate this information.

#### EXAMPLE:

**Capitalisation seminars** for project developers but financed by the French-Italian cooperation programme ALCOTRA were organised by the Provence-Alpes-Côte d'Azur Region and the Alpes-Maritimes, Hautes-Alpes and Alpes de Haute-Provence Departments with the support of the MOT.

<http://www.espaces-transfrontaliers.org/en/european-activities/the-mots-european-projects/project-five-seminars-on-operational-arrangements-for-cross-border-projects-on-french-borders/>