

# Interreg



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## SUSTAINEVENTS

### Summer 2025 in Lake Maggiore: green heart events between culture, sport and entertainment

From the stone stage of Tones of the Stones to the Stresa Festival, up to major sports with the Ultra Trail of Lake Maggiore, a rich calendar until September.

**Baveno, July 24, 2025** – Summer 2025 promises to be unmissable in Lake Maggiore and throughout Alto Piemonte. Increasingly a benchmark for sustainable and inclusive tourism, this destination offers a true natural amphitheater, a green heart where you can experience the summer in harmony with nature, amidst music, culture, entertainment and outdoor sports. This rich program of national and international initiatives is part of **SUSTAINEVENTS**, the project - funded by the Interreg VI-A Italy Switzerland 2021-2027 Program - of which the Camera di Commercio Monte Rosa Laghi Alto Piemonte is the lead partner.

Among the unmissable events scheduled until September, the enchanting setting of [Tones Teatro Natura](#) in Oira di Crevoladossola will host, on Saturday, August 2, the **TONES ON THE STONES Mountain Sound Festival**. This evocative event in the fascinating stone theater at the foot of the Alps, in the heart of Val D'Ossola, opens its doors to rock, including psychedelia, kraut-rock, shoegaze, and post-punk, featuring international guests and an exceptional contemporary lineup. The musical journey continues with an immersion in nature during the weekend of September 6 and 7, with the notes of **TONES ON THE STONES Ossola in Jazz**. Italo Calvino's 'American Lessons' come alive with jazz sounds, alternating twelve of the most acclaimed local and national artists in the enchanting medieval village of Ghesc in Montecrestese.

Born in 2020 as an environmental requalification project of the former Roncino Quarry, **Tones Teatro Natura** is now a multidisciplinary hub hosting theater, dance, performances, food events, outdoor activities, and encounters between art, culture, and ecology in a multidisciplinary space dedicated to culture, the territory, and young people throughout the year, in line with the pillars dictated by Agenda 2030 and the European Green Deal. The structure, which includes accessible paths for people with disabilities, is an exemplary model of how the territory is equipping itself for inclusive and conscious tourism.

The commitment to a de-seasonalized and quality tourism offer also extends throughout the territory, with prominent events such as the [Stresa Festival](#). This "musical archipelago" is reflected in the waters of Lake Maggiore and involves its three islands – Isola Bella, Isola

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Madre, and Isola dei Pescatori – and the Rocca di Angera. Until August 1 and from August 19 to September 6, the 64th edition will engage the public with a rich and multifaceted program on an international stage, a big event that is reflected in the water, and that draws its strong identity precisely from this element and its natural landscape.

The **Associazione Musica Libera**, with the [Lago Cromatico festival](#), will also present a classical music concert dedicated to J.S. Bach at MIDeC, Palazzo Perabò in Cerro di Laveno Mombello, on Friday, July 25.

On Saturday, September 27, the wild nature of the **Val Grande National Park**, Europe's largest wilderness area, will serve as the backdrop for the [Ultra Trail Lago Maggiore](#) in Verbania. This event not only enhances the impressive Alpine chains and the view of five lakes, but also offers the thrill of arriving on the shores of Lake Maggiore, embodying the spirit of active and sustainable tourism.

Many initiatives fit perfectly into the vision of **SUSTAINEVENTS**, which aims to consolidate the territory as a leading destination for sustainable and inclusive tourism. The joint commitment of institutional bodies, associations, and sector operators, through eco-sustainable cultural and sports initiatives, is making Alto Piemonte (which includes the provinces of Biella, Novara, Verbano Cusio Ossola, and Vercelli), the Varesino area, and Canton Ticino a reference model for the development of conscious tourism, capable of generating long-term value for communities and the environment. The project, which also enhances the "hidden gems" of the territory, aims to develop a replicable and certifiable model according to rigorous ESG criteria.

**SUSTAINEVENTS** is a project funded under the Interreg VI-A Italy Switzerland 2021-2027 Cross-Border Cooperation Program. The project aims to build a replicable model for designing and implementing events with an environmental sustainability perspective (a result of previous cultural/sports event certification projects), inclusion, and governance, to activate innovative processes and enhance the competitive fabric of the cross-border project area. CCIAA Monte Rosa Laghi Alto Piemonte is the lead partner for the Italian side. The Swiss lead partner is IAS Register AG. Project partners include: Istud srl, CCIAA Varese, Distretto Turistico Laghi, ATL Terre Alto Piemonte, Fondazione Tones on the Stones, Aiep - Avventure in Elicottero Prodotti. Among the activities planned by the project, the Influencer Trip of the Distretto Turistico dei Laghi is arriving on July 25, 26, and 27 on the territory between Lake Maggiore and Ossola Valleys for a group of 7 national digital content creators. During the tour, influencers will be able to participate in two major artistic and cultural events in the area, namely "STRESA FESTIVAL" 2025 on Isola Bella (on the 25th) and "TONES TEATRO NATURA" 2025 in Oira di Crevoladossola (on the 26th), which are characterized by a strong commitment to sustainability.

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## SUSTAINEVENTS

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