



SUSTAINEVENTS

The winter that 'breathes': experiencing the eco-sustainable mountain in Alto Piemonte with SUSTAINEVENTS

- *From the white of the snow to the green of sustainability: between Valsesia, Ossola, and Monte Rosa, every experience invites you to rediscover balance, harmony, and peace with nature.*
- *From freeride to ice climbing (ice falls), from snowshoeing to high-altitude mountain huts, the mountain reveals its deepest essence, for an active, conscious, and adventurous life.*

Baveno, November 25, 2025 – The **mountain**, in its truest and most sustainable essence, is not just a destination: it is a way of life. In Alto Piemonte, there is a conscious, authentic winter capable of returning nature to the center, a winter that “breathes” and invites those who cross it to do the same. This is the spirit that animates **SUSTAINEVENTS**, a project funded by the Interreg VI-A Italy–Switzerland 2021–2027 Program and led by the Camera di Commercio Monte Rosa Laghi Alto Piemonte, with the goal of promoting a tourism model based on the values of environmental, social, and economic sustainability, according to ESG criteria.

Thanks to the collaboration between institutions, associations, and operators, Alto Piemonte – which unites Biella, Novara, Verbano Cusio Ossola, and Vercelli – together with Varesotto and Canton Ticino, establishes itself as a laboratory of excellence for tourism capable of combining natural beauty and sustainable innovation. Here, the mountain becomes a story of balance and respect: a replicable model, where activities, events, and experiences are designed to leave a positive footprint on the environment and local communities.

Following the footsteps of the Walser tradition, between nature and culture

[Valsesia](#) confirms itself as one of the most authentic and suggestive destinations for experiencing the mountain in its deepest dimension. During winter, the valley offers a wide range of proposals related to [ecotourism](#) and the discovery of the territory through its local communities. From visits to historic villages to artisanal workshops, up to tastings of zero-kilometer products, every activity becomes an opportunity to get to know the true soul of the place.

In [Alagna Valsesia](#), the Walser culture spans almost a millennium of history, maintaining a precious balance between environment, human presence, and climatic changes. It is a green and silent paradise to explore, where every step speaks of harmony and respect. Here, a

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SUSTAINEVENTS

community accustomed to high-altitude life continues to combine tourist vocation and sustainability, recognizing the mountain as a heritage to be preserved, in perfect harmony with the values promoted by SUSTAINEVENTS.

The Walser tradition also lives on in **Macugnaga**, the "Pearl of the Rosa," where this people of Alemannic origin settled in the 13th century, giving life to one of the most characteristic alpine communities. A legacy that persists in the 16th-century wooden architectures, traditional costumes, the Titsch language, and the suggestive nucleus of the Dorf with the Old Church, the cemetery, and the secular lime tree.

A suggestive way to retrace the steps of the Walser is a snowshoe hike in the village of **Bosco Gurin**, the highest in Ticino, where a short circular route leads through snowy woods and Blockbau constructions. From the village of Ferder, the path climbs towards Endra Staful, offering glimpses of the village founded in 1253 and its history. Ancient buildings appear along the way and, with a bit of luck, the legendary Weltu, small guardians of the forests.

Val d'Ossola: nature and sport for everyone

Val d'Ossola offers trails for every level and interest, ideal for discovering landscapes still untouched. The marked trails by **VisitOssola**, in collaboration with expert guides, allow exploration of the mountain away from mass tourism. Snowshoe walks lead to mountain huts where typical products can be tasted, while freeride and snowboarding offer thrills among larch forests and snowy slopes.

There is no shortage of proposals for everyone: from **fat biking** for adults to **bobsledding** and **sledding** for the little ones, in an ideal environment for experiencing the snow safely and freely.

Slow experiences

For those who wish to immerse themselves in nature at a slow pace, **slow experiences** offer a deep contact with authentic and uncontaminated landscapes. In the enchanting "sound of silence" of the woods, **snowshoe** hikes at the foot of **Monte Rosa** allow for respectful and evocative exploration of the territory. From the simpler routes for those approaching for the first time, to alpine-flavored excursions towards peaks and high-altitude refuges, every step tells of a discovery.

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The choice of itineraries is wide: from the classic trips starting from **Alagna** and **Riva Valdobbia**, to the **Alpe di Mera** routes, up to the side valleys. **Val Sermenza** and **Val Mastallone** offer unique views for those seeking the quiet of nature.

Sustainable adrenaline

For **active mountain** lovers, as well as families and couples, there is no shortage of proposals capable of combining sport and respect for the environment. From **alpine skiing to ski touring** (ski mountaineering), from snowboarding to telemark, every discipline finds its ideal space here, between perfectly groomed slopes and fresh powder fields. For those seeking thrills, the emotions of **freeride** and **ice climbing** (ice falls) offer spectacular experiences. In **Val Sermenza**, the **Rima** waterfalls are among the most sought after by climbers, while in the suggestive **Val d'Otro**, the spectacular ice formations stand out, such as the **Grotte di cristallo** (Crystal Caves), **Silenzio Walser** (Walser Silence), **Cascatone di Dsender** (Dsender Big Waterfall), and **Saccu Rittu**.

In the **Alagna** area, along the path to Alpe Campo from Pedemonte, you encounter the famous **Candela dell'Alpe Campo** (Alpe Campo Candle), while in the **Vallone del Bors** you find the **Cascata Una lacrima sul viso** (A Tear on the Face Waterfall), the **Cascata centrale delle Pisse** (Central Pisse Waterfall), and the **Cascata di destra delle Pisse** (Right Pisse Waterfall).

Even the most dynamic sports find a sustainable balance in Valsesia: freeride and snowboarding, practiced with respect for the natural trails and environmental conditions, become authentic experiences of connection with the mountain.

Snow-Farming in Riale (Verbano Cusio Ossola): innovation that protects the snow

In **Alta Val Formazza**, just below the Morasco dam and next to the famous **Cascata del Toce**, the cross-country skiing season starts early thanks to the **snow-farming** project, a sustainable solution that allows for snow preservation and guarantees perfect slopes from the first days of winter.

The **Centro Fondo Riale**, one of the first in Europe to open, offers over 2 km of track for athletes and enthusiasts. The project, a virtuous example of innovation and environmental protection, allows the season to be extended and the mountain to be experienced respectfully. Other activities include: fat biking to admire breathtaking views, cross-country skiing, ski touring, and snowshoeing for those seeking slower rhythms.

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Snowshoeing in Ticino

Ticino completes the picture with picture-postcard winter scenes: snowy woods, alpine villages, and bright views over Lake Maggiore. Snowshoeing allows for the exploration of marked trails safely and freely. In the **Ascona-Locarno** region, you can choose from four routes that cross snow-covered valleys and panoramic points, including the Bosco Gurin trails, the evocative Campo Vallemaggia itinerary, and the sunny walks of Cardada Cimetta, reachable by cable car from Locarno. A perfect activity for breathing the fresh winter air, always remembering to check the weather and avalanche risk and to respect the wildlife.

SUSTAINEVENTS is a project funded under the Interreg VI-A Italy–Switzerland 2021–2027 Cross-Border Cooperation Programme. The project aims to build a replicable model for designing and implementing events with a focus on environmental sustainability (building on previous projects for the certification of cultural/sports events), inclusion, and governance, in order to activate innovative processes and enhance the competitive socio-economic fabric of the project's cross-border area. CCIAA Monte Rosa Laghi Alto Piemonte is the lead partner for the Italian side. The Swiss lead partner is IAS Register AG. The project partners include: Istud srl, CCIAA Varese, Distretto Turistico dei Laghi, ATL Terre dell'Alto Piemonte, Fondazione Tones on the Stones, and Aiep - Avventure in Elicottero Prodotti.

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