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SUSTAINEVENTS

Boundless emotions zero impact: Alto Piemonte, Varese and Canton Ticino united by the SUSTAINEVENTS model

- *The sustainable tourism model for events will be presented at the ITB Berlin international trade fair.*
- *From major sporting events to cultural festivals: Campo dei Fiori Trail, Monte Rosa SkyMarathon, Viotti Festival and Cross Festival.*
- *Slow mobility and inclusivity for all: from Lake Maggiore's Cannero Riviera Citrus Festival to Canton Ticino - a journey through events and landscapes to be experienced at a slower pace.*

Baveno, February 16, 2026 – Stretching across Italy and Switzerland, Alto Piemonte, Varese and Canton Ticino present themselves as a single destination where nature, culture and slow mobility combine into an experience centered on respect for places and people. Coordinating and enhancing this vision is **SUSTAINEVENTS**, a project promoted by the **Camera di Commercio Monte Rosa Laghi Alto Piemonte** and funded by the **Interreg VI-A Italy-Switzerland 2021–2027 Program**. This innovative **sustainable tourism model** will be presented to an international audience at **ITB Berlin** (Stand Hall 1.2 - 102), the world's leading travel trade show, bringing together the global travel, tourism, and hospitality community from **March 3 to 5**.

A TERRITORY TO EXPERIENCE THROUGH MAJOR EVENTS

Major events that leave no trace but emotions are becoming the engine of conscious tourism and providing a chance to explore the region authentically. For extreme sports enthusiasts, the [Campo dei Fiori Trail](#) is scheduled for **March 7-8**. This established **international mountain running event** offers distances from 12 to 70 km through the Campo dei Fiori Regional Park (Varese). Registration closes on **March 1**, or upon reaching the maximum capacity.

High-altitude racing continues with the [Monte Rosa SkyMarathon](#), **Europe's highest race and the birthplace of skyrunning**. A competition where human endurance meets **respect for the glaciers**, following a route that reaches the summit of Monte Rosa at **4,554 meters**. The race covers **35 km** across moraines, snowfields, and glaciers, with a total vertical climb and descent of **7,000 meters**. The event is set for **Saturday, June 13**, with pre-registrations closing on **March 1st**.

Sustainability also moves to the **rhythm of music** with the [Viotti Festival](#) in **Vercelli**. Now in its 28th edition, it features renowned pianist [Anna Kravtchenko](#), Busoni Competition winner,

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on **March 14** at the **Teatro Civico**, followed by the highly anticipated [Avec toi, Richard](#) on **March 28**, where accordionist **Richard Galliano** and violinist **Guido Rimonda** blend jazz and classical traditions. The region's cultural offerings also reach the **Verbano Cusio Ossola** and **Novara** areas with [Cross Festival](#), an experience blending music, dance, performance and spirituality. In **June**, the festival will explore body language, new media and expressive forms linked to spiritual research through workshops and meetings. These events invite visitors to pause, explore and experience places far beyond a simple visit.

SLOW MOBILITY: BETWEEN HISTORY AND NATURE

Traveling slowly transforms every transit into an experience: between lakes and historic cities, slow mobility allows you to discover the region through new eyes. To mark **200 years of navigation on Lake Maggiore**, [Verbano 26](#) features a lineup of cruises, talks and events narrating the area's history from 1826 through to today. The star of the show is the **historic steamship Piemonte** (1904), Italy's oldest steamboat still in service, joined by the **motor vessel Zeda**, which offers a more contemporary experience blending scenic views with modern comfort. Stepping on board means being lulled by the water and by memory, experiencing the lake of today with the elegance and rhythm of yesterday.

Continuing the theme of **slow mobility and relaxation**, [SlowUp Ticino](#) returns on **Sunday, April 19**, offering a car-free day along a 50 km route between **Bellinzona** and **Locarno**. This is an unmissable event for those who love cycling, walking, skating, or using any other non-motorized means of transport. The path winds through stunning landscapes - from the shores of Lake Maggiore to the Piano di Magadino Park, reaching the Piazza Grande in Locarno and the historic center of Bellinzona with its **UNESCO** World Heritage castles - all brought to life by festive and convivial moments.

INCLUSIVITY FROM LAKE MAGGIORE TO CANTON TICINO

Slow tourism is, by definition, a form of tourism that is attentive to everyone's needs: for this reason, inclusivity is one of the core pillars of the SUSTAINEVENTS program. Among the local events, the [Festa degli Agrumi di Cannero Riviera](#) (VCO), running from **February 28 to March 8**, celebrates the fruits of Lake Maggiore with exhibitions, open gardens, music and educational talks. Special attention is given to the visually impaired, thanks to the opening of the Hollman Foundation and its multi-sensory room, accessible to all.

Inclusivity that also crosses borders, with initiatives such as the "[Accessible Tour of Switzerland](#)" in the Canton of Ticino - the **first barrier-free self-guided** tour allowing for independent exploration of the region. Highlights range from the cogwheel train ascending [Monte Generoso](#) (1,704 m), famous for the 'Stone Flower' (Fiore di Pietra) and views spanning from the Alps to Lake Lugano, to the [Monte San Salvatore Funicular](#) in Lugano-Paradiso, which offers incomparable vistas over Lake Ceresio, the Lombardy plains, and the majestic Swiss and Savoy Alps.

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Lake Maggiore and Upper Piedmont are connected to international railway networks, Milan Malpensa Airport and an integrated public mobility system between Italy and Switzerland, making sustainable travel a natural part of the visitor experience.

Through the collaboration between institutions, associations and operators, Upper Piedmont - comprising Biella, Novara, Verbano Cusio Ossola, and Vercelli - together with the Varese area and the Canton of Ticino, establishes itself as a center of excellence for a form of tourism capable of blending natural beauty with sustainable innovation.

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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