



SUSTAINEVENTS

Spring blooms with sustainability among the lakes and mountains of Alto Piemonte, Varese and Ticino

- **SUSTAINEVENTS**: a sustainable tourism lab blending nature, culture and outdoor sports, where authentic experiences and green initiatives enhance the beauty of the area
- Sustainability and biodiversity take center stage between the Sustainability EXPO and the Nature Festival
- From sports to music: from EcoRun Varese to Vibram Trail Mottarone, up to the open-air Sun Valley Festival in the heart of Canton Ticino

[Press kit](#)

Baveno, April 7, 2026 – With the arrival of spring, **Alto Piemonte, Varese and Canton Ticino** become a widespread hub for **sustainable tourism**, enhanced by the **SUSTAINEVENTS** project. The season bursts into life with colors and fragrances: crystal-clear waters, Alpine valleys and picturesque villages provide the perfect setting for sports, outdoor experiences, slow itineraries and culture, offering activities capable of generating a positive impact on both the environment and local communities.

Blossoms and itineraries to explore

With the arrival of spring, **Alto Piemonte** is colored with azaleas, camellias and rhododendrons, turning into a true natural spectacle. Among the most anticipated events is the [Festa delle Bulbose](#) (**Bulb Festival**), running **until April 20, 2026**, offering unique floral views along the shores of Lake Maggiore at the **Botanical Gardens of Villa Taranto**. Within the gardens, the experience is enriched by “**The Wellness Garden**”, where sensory paths, botanical collections and cultural activities offer an opportunity for physical and mental regeneration. The 2026 season celebrates the connection between nature and well-being, with relaxation areas immersed in scents, colors and natural sounds.

Among **green itineraries** and charming villages such as **Orta San Giulio** and **Legro** - famous for its murals - visitors can experience **slow tourism** that harmoniously blends nature and culture. The **Val Vigezzo (Vigezzo Valley)**, known as the “**Valle dei Pittori**” (**Valley of Painters**), also offers landscapes rich in art and tradition, ideal for immersive and rejuvenating experiences.

Nature, adventure and well-being

The Alto Piemonte offers experiences designed for well-being and connection with nature: sensory paths, outdoor yoga, parks and scenic routes such as the **Vergante Sass del Pizz**, featuring breathtaking views over **Lake Maggiore**. Mountains, lakes and historic villages create an ideal environment for families, couples and groups of friends, inviting visitors to slow down, breathe and enjoy authentic emotions through sports, landscapes and cultural activities.

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From a green perspective, the [EXPO della Sostenibilità \(Sustainability EXPO\)](#) returns for its fourth edition, **from April 17 to May 30, 2026**, across 12 cities including **Biella, Novara, Verbania and Vercelli**. The event promotes a cultural shift toward a sustainable future, highlighting how environmental protection is a collective challenge requiring shared action. It was created to address environmental, social and economic issues in an innovative and collaborative way.

An invitation to experience biodiversity also comes from the [Festival della Natura \(Nature Festival\)](#), celebrating its **10th anniversary from May 20 to 25, 2026**, across **Switzerland**. From collaborative work for conscious agriculture in Gudo to traveling music and poetry performances in Bellinzona, the festival offers opportunities to observe wildlife, join botanical walks and discover unique nature reserves, engaging people of all ages in direct contact with nature.

Culture and music in nature

Music takes center stage with the evocative [Sun Valley Festival](#), an open-air event scheduled **from May 22 to 24, 2026**, at Area al Boschetto in Malvaglia, in the heart of **Ticino**. Three days of concerts featuring national and international artists, performances and 360° activities immersed in **nature**, with a nearby **camping area** and free access to the Food Zone, for an experience of music and sharing.

Water-based activities

The crystal-clear waters of Alto Piemonte's lakes offer a unique way to experience nature, with activities such as **kayaking, canoeing** and **scenic lakeside walks**. From **Lake Maggiore** to **Lake Orta** and **Lake Mergozzo**, visitors can admire picturesque villages and islands such as the Borromean Islands and the Island of San Giulio. Slow itineraries such as the "**Via delle Genti**", from Cannobio to Cannero with return by mini-cruise, or the **Mergozzo-Montorfano** route, combine water, history and landscape into immersive experiences blending relaxation and discovery.

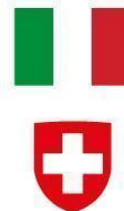
Sports and outdoor: nature in motion

With the arrival of spring, the Alto Piemonte becomes an open-air gym, offering outdoor activities combining nature, sports and culture for all levels. Highlights include [EcoRun Varese \(April 25–26, 2026\)](#), featuring timed races and walks through natural and architectural landscapes. **Trekking** enthusiasts can explore scenic routes such as the **Linea Cadorna**, from Piancavallo to Monte Morissolo, combining history and views over **Lake Maggiore**. Cyclists can enjoy routes like the "**Anello Azzurro**" of Lake Orta and the **Ciclovia del Toce (Toce Cycle Path)**, immersed in nature and seasonal blooms. The calendar also includes sporting events such as the [Vibram Trail Mottarone \(May 2–3, 2026\)](#), as well as more adrenaline-filled experiences including downhill biking, ziplining and adventure parks.

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The **Alto Piemonte** - bringing together Biella, Novara, Verbano Cusio Ossola and Vercelli - together with the **Varese area** and **Canton Ticino**, is a living canvas where spring paints emotions across water, land and sky. Thanks to **SUSTAINEVENTS** - a project promoted by the Camera di Commercio Monte Rosa Laghi Alto Piemonte and funded by the **Interreg VI-A Italy-Switzerland Programme 2021–2027** - the region confirms its role as a center of excellence for sustainable tourism, capable of combining nature, culture and innovation, offering experiences that engage all the senses through sport, relaxation and discovery.

To enhance these opportunities, **SUSTAINEVENTS** also offers a training program dedicated to the **tourism, cultural and sports events sector**, which is increasingly called upon to address the challenges of the **climate crisis** and **ecological transition**. The [program](#) fosters the creation of a **network of stakeholders** committed to **best practices in designing sustainable events**.

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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