

SUSTAINEVENTS

September in Lake Maggiore: nature, sport, traditions and culture, as the Ultra Trail ignites the end of summer

A breathtaking experience: from trail running in Europe's largest wilderness to jazz in ancient villages, a kaleidoscope of unforgettable moments

Baveno, August 27, 2025 – Lake Maggiore and the entire Alto Piemonte region confirm their status as an excellent natural stage for international events. Between music, culture, gastronomy, and outdoor sports, the territory offers a rich calendar of events under the banner of sustainability, the guiding thread of **SUSTAINEVENTS**, a project supported by the Interreg VI-A Italy-Switzerland 2021-2027 program, with the Camera di Commercio Monte Rosa Laghi Alto Piemonte as the Italian lead partner.

The star of late summer will be the [Ultra Trail Lago Maggiore](#), scheduled for Saturday, September 27. This is a sporting challenge immersed in the wild nature of the **Val Grande National Park**, Europe's largest wilderness area. A unique setting that highlights the Alpine peaks, offers glimpses of five lakes, and leads runners to the finish line on the shores of Lake Maggiore. More than just a trail, it's a journey through ridges, woods, and ancient villages, designed for expert athletes and enthusiasts alike. The event embodies the spirit of active and sustainable tourism, promoting a strong connection with a territory ready to tell its story, from family hospitality and traditional cuisine to the cultural gems that make Lake Maggiore an outstanding destination.

For all lovers of outdoor activities and slow-paced mountain exploration, the appointment on Saturday, September 13 with the [Panoramica Zegna](#) is unmissable. This is an entire day to be experienced amidst nature, sport, and breathtaking landscapes in the pristine wilderness of the Oasi Zegna, with activities for everyone, from guided excursions to road and mountain bike rides, including many moments designed for families and children.

Love for the environment, passion for sport, and enhancement of local traditions are the guiding principles of this calendar of events, which, until October, celebrates the territory with authentic and sustainable experiences.

In September, the transhumance returns, a centuries-old ritual and a symbol of the balance between man and nature, enriching the enticing calendar of the Ossola festivals. Among these, the unmissable [BiancoLatte](#) is scheduled in Crodo on Saturday, October 4 and Sunday, October 5, an event dedicated to Alpine cheese-making, with the evocative branding of Bettelmatt cheese, a mountain raclette, and a rich market of cheeses and local products.

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The excellences of the territory will also be at the center of [Risò – International Rice Festival](#), from Friday, September 12 to Sunday, September 14, in the Vercelli plain. This three-day event celebrates rice as a historical heritage and a resource for the future, through tastings, workshops, and meetings dedicated to innovation and sustainability. Alongside rice, Gorgonzola will also be a protagonist of [Expurpose 2025](#) to tell the gastronomic story of the Novara area. This year's edition, titled "Riso & Gorgonzola," from September 26 to 28, offers a journey through the flavors of the territory, uniting two excellences, Novara rice and PDO Gorgonzola, to celebrate tradition, taste, and local identity.

In the Swiss territory, until October 31, visitors can also discover the [Agriesperienze in Ticino](#) – an initiative that won the **Global Best of Wine Tourism 2025** award. This allows for the exploration of the cultural heritage of the Ticino territory, promoting the development of sustainable activities and an immersion in rural culture, discovering farms, wineries, and dairies, tasting local products, and actively participating in the agricultural life of the area.

Music and culture also have a place in the most evocative corners of the territory, starting with the [Stresa Festival](#), which runs until Saturday, September 6, with concerts that transform the islands of Lake Maggiore – Isola Bella, Isola Madre, and Isola dei Pescatori – and the Rocca di Angera into a truly international "musical archipelago." And during the weekend of Saturday, September 6 and Sunday, September 7, [Tones Teatro Natura](#) in Oira di Crevoladossola hosts [Ossola in Jazz](#). Twelve of the most acclaimed Italian artists will alternate in readings inspired by Italo Calvino's *Lezioni americane* and jazz sounds in the enchanted setting of the medieval village of Ghesc in Montecrestese.

With an increasingly de-seasonalized, experiential, and sustainable offer, Lake Maggiore and all of Alto Piemonte are confirmed as ideal year-round destinations, where nature, culture, and sports intertwine in perfect harmony, offering authentic emotions in every season. This is the perfect context for the actions of SUSTAINEVENTS, the project that 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 Varese 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.

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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 dei Laghi and ATL Terre dell'Alto Piemonte, Fondazione Tones on the Stones, Aiep - Avventure in Elicottero Prodotti.

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