



LAKE MAGGIORE: SUSTAINABLE DESTINATION

Perfect for *green* events and freelance workers

Lake Maggiore has established itself over time as one of the most important destinations for so-called MICE tourism (Meetings, Incentives, Conferences and Exhibitions), not only for the very high standards of its facilities, but also for its capacity for international-level *sustainable* events.

Many of the accommodation facilities are certified in accordance with EMAS and/or ISO 14001, and important events in the area have also recently been certified as "sustainable" in accordance with the standard ISO 20121. Organising an event in the area of Lake Maggiore means guaranteeing respect for the principles of sustainability, as the operators follow protocols in accordance with the *Green Meeting* model, a code of conduct that requires every event to be planned and organised adopting innovative solutions that contribute to the economic development of the area in an ecologically and socially responsible way.

Among the most recent ISO 20121 "Sustainable Event Management" certified events, part of the *Amalake - Amazing Maggiore project*, are: *Active Holiday on Lake Maggiore*, and especially **Tones on the Stones** and **Cross Project**, both focused on a policy of sustainable development and careful consideration of the economic, social and environmental impact of the event. Among the events that will soon complete the certification process for ISO 20121 is the **Lake Maggiore Marathon** by Sport PRO-MOTION A.S.D., while the **Il Lago Cromatico Festival** and the **Stresa Festival** will start the process for recognition shortly.

In terms of green facilities, the Aqua Resort will be launched on [Lake Orta](#) in July 2021, a project from Chef Antonino Cannavacciuolo that combines beauty, tradition and magic, enhancing the relationship between man and nature.

Also within the *green* theme, we cannot neglect to mention the first hybrid diesel-electric ferry, which demonstrates the development of the area and Lake Navigation's attention to



sustainability over the years. Indeed, the new ferry will significantly reduce the emissions of polluting particles, guaranteeing a maximum of 200 seats and increased attention to accessibility for disabled passengers.

Anyone who chooses to organise and take part in an event on Lake Maggiore knows they can count on facilities that are not only efficient and state-of-the-art, but also respectful of the principles of sustainability.

If this applies to the traditional business and *leisure* segment, aimed at a significantly large public, it is just as true of the phenomenon of the *workation*, which is becoming more and more popular and involves workers that are ever more 'autonomous' thanks to their 'flexible' work.

The growth of *smart working*, and the need to be available and operative even during vacation time, has meant that more and more hotels and other holiday facilities are set up to provide services dedicated to facilitating everyday work activities for this type of tourist: quiet workspaces, high speed Wi-Fi connections also in outdoor spaces, multiple electrical sockets, babysitting services, co-living, and much more.

Lake Maggiore is the ideal destination to satisfy the needs of the growing number of people who want to indulge in moments of recreation, relaxation and discovery without having to sacrifice their availability and productivity. The ability to respond to the challenges of such changeable and uncertain times as these is the right way for Lake Maggiore and its Valleys to welcome more and more new visitors, and we know that we offer the best in terms of quality, sustainability and safety.

LagoMaggiore le sueValli, i suoi Fiori.



For more information: www.illagomaggiore.com
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