

Proposed by Association Al Ibdaat (Tangier, Morocco)
& Mobility Experience Center – ROMAGNABIKE (Italy).
Prepared for ALFinMotion – Mobility for Partnership.

The background features several overlapping, wavy lines in shades of orange and yellow, creating a sense of movement and connection across the dark blue background.

ITAMARBIKE: Bike Family Bridges

Grassroots Cultural Diplomacy Through
Euro-Mediterranean Micro-Mobility

RIDE. DISCOVER. CONNECT. COEXIST.

THE PHILOSOPHY

“A bicycle is not only a means of transport; it is a way of seeing the world.”

THE CORE CONCEPT



ITAMARBIKE transforms the electric bicycle into a common language for dialogue, inclusion, and peaceful coexistence. Instead of traditional tourism or formal meetings, it creates a shared human experience across the Mediterranean.

Redefining Cross-Border Travel

The Connected Path

The Paradigm Shift Matrix

	Traditional Tourism	The ITAMARBIKE Model
Core Focus	Consumption of destinations	Co-creation of relationships
Mode of Travel	Isolated tourists moving fast	Integrated family networks moving slowly
Primary Value	Economic footprint	Cultural coexistence and diplomacy
The Environment	A backdrop to pass through	An open-air educational classroom

Mobility thus becomes an instrument of grassroots cultural diplomacy, directly connecting people and communities.

The Four Pillars of Regenerative Tourism



Environmental Impact

Sustainable cycling tourism, electric mobility, and environmental education.

Cultural Heritage



Local heritage promotion, international cooperation, and intercultural exchange.



Social Infrastructure

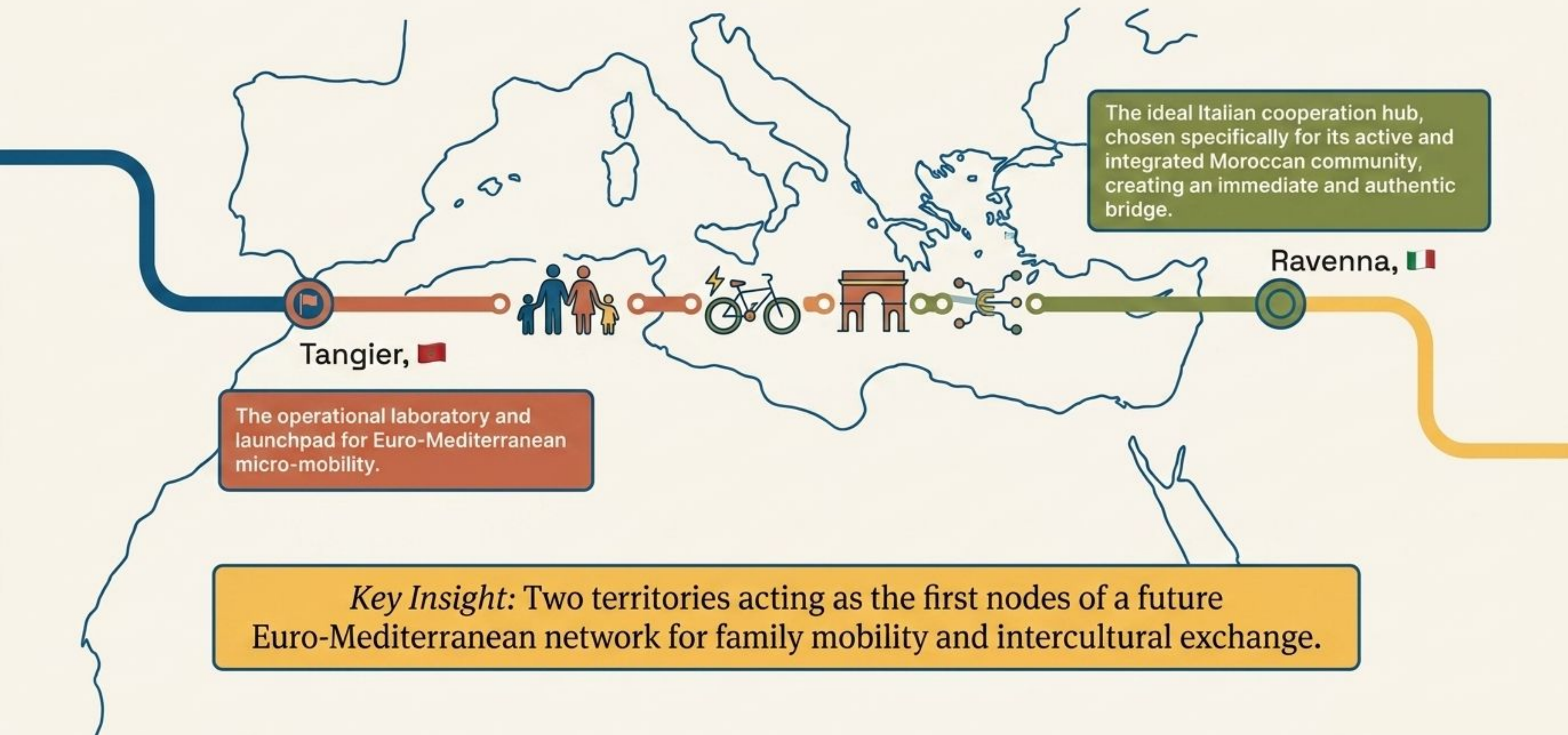
Family tourism, social inclusion, and active community participation.

Urban Innovation

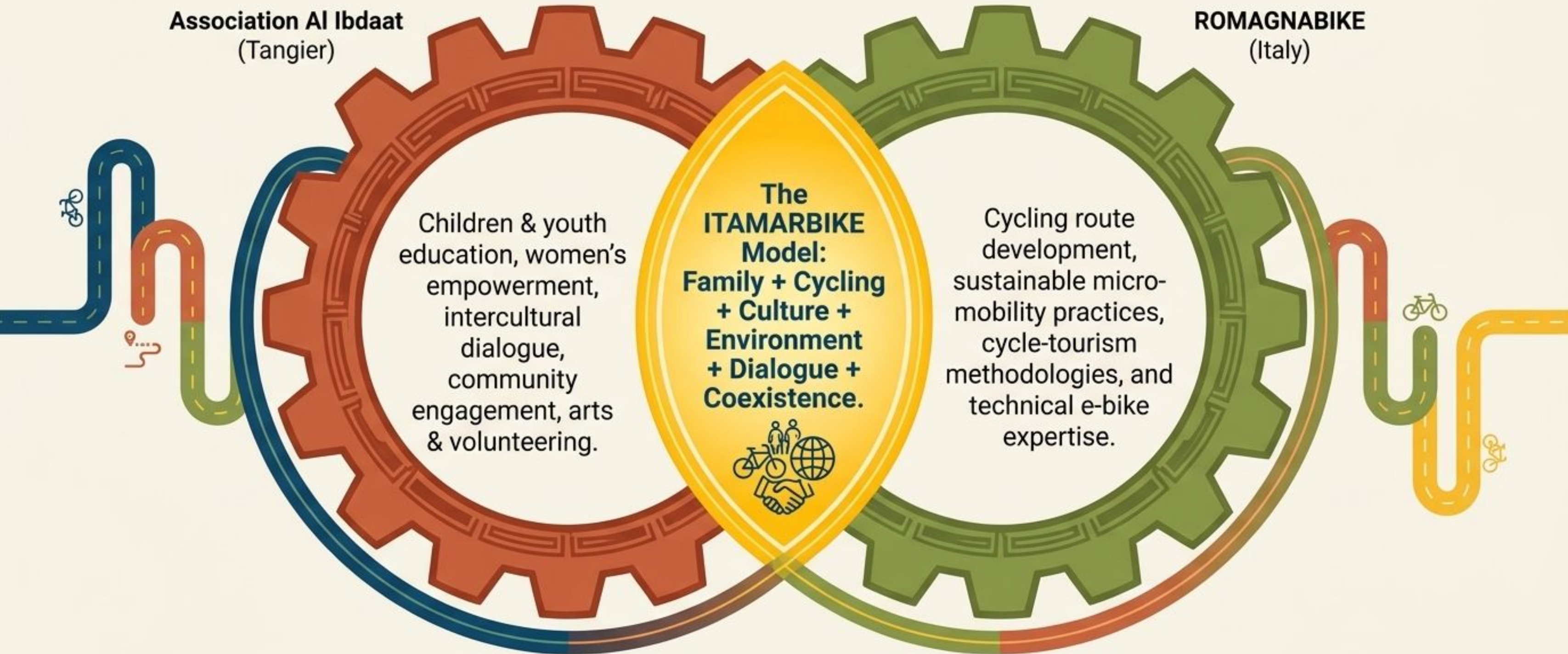


Innovation, urban micro-mobility, and road-safety education.

The Tangier ↔ Ravenna Axis



The Architecture of Exchange: Synthesizing Expertise



The Methodology of Coexistence

1

RIDE (Physical Action)

Let's cycle together.

The physical catalyst.
Breaking down physical
barriers via the e-bike.



2

DISCOVER (Spatial Awareness)

Let's discover each other's cultures.

Transforming the territory
into an open-air classroom
for history, landscape, and
gastronomy.



3

CONNECT (Human Interaction)

Let's create relationships.

Shared experiences between families
leading to direct human connection.



4

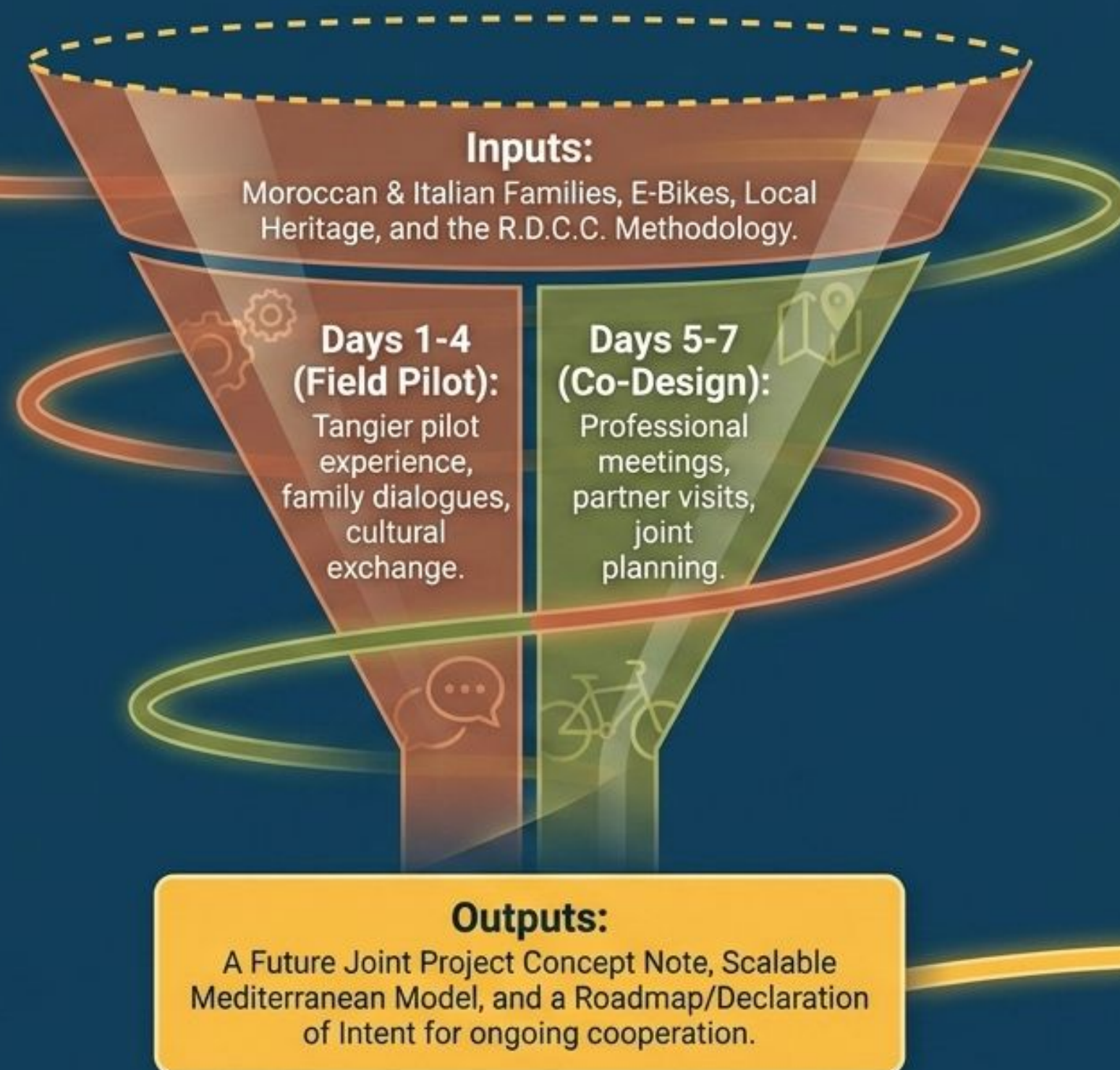
COEXIST (Social Paradigm)

Let's build understanding.

The ultimate transformation of
encounters into deep respect,
mutual understanding, and
peaceful coexistence.



The ALFinMotion Partnership Laboratory (7-Day Context)



The Tangier Pilot: Day-by-Day Elevation



Day 1: **ARRIVE & CONNECT**



Welcome of Italian families;
introduction to road-safety
culture; first human connections.

Day 2: **DISCOVER TANGIER BY E-BIKE**



E-bike and cargo-bike routes;
territory as an open-air classroom
(history, landscape, traditions).

Day 3: **EUROBIKE FESTIVAL & FAMILIES WITHOUT BORDERS**



Full day of cultural exchange;
gastronomy, music, and the
BICIPOLITIAMO youth program.

Day 4: **FROM EXPERIENCE TO PARTNERSHIP**



Final evaluation workshop;
assessing social impact; designing
the next phase in Italy.

Empowering the Next Generation of Mobility



BICIPOLITIAMO



An educational program teaching safe, responsible



urban mobility micro-mobility. Includes:



Cycling skills courses, urban mobility simulations, road-safety



mini-hackathons focused on the mobility of the future.



E-Bike as an Impact Multiplier



Removes physical barriers so multiple generations



can cycle effortlessly, promote, and



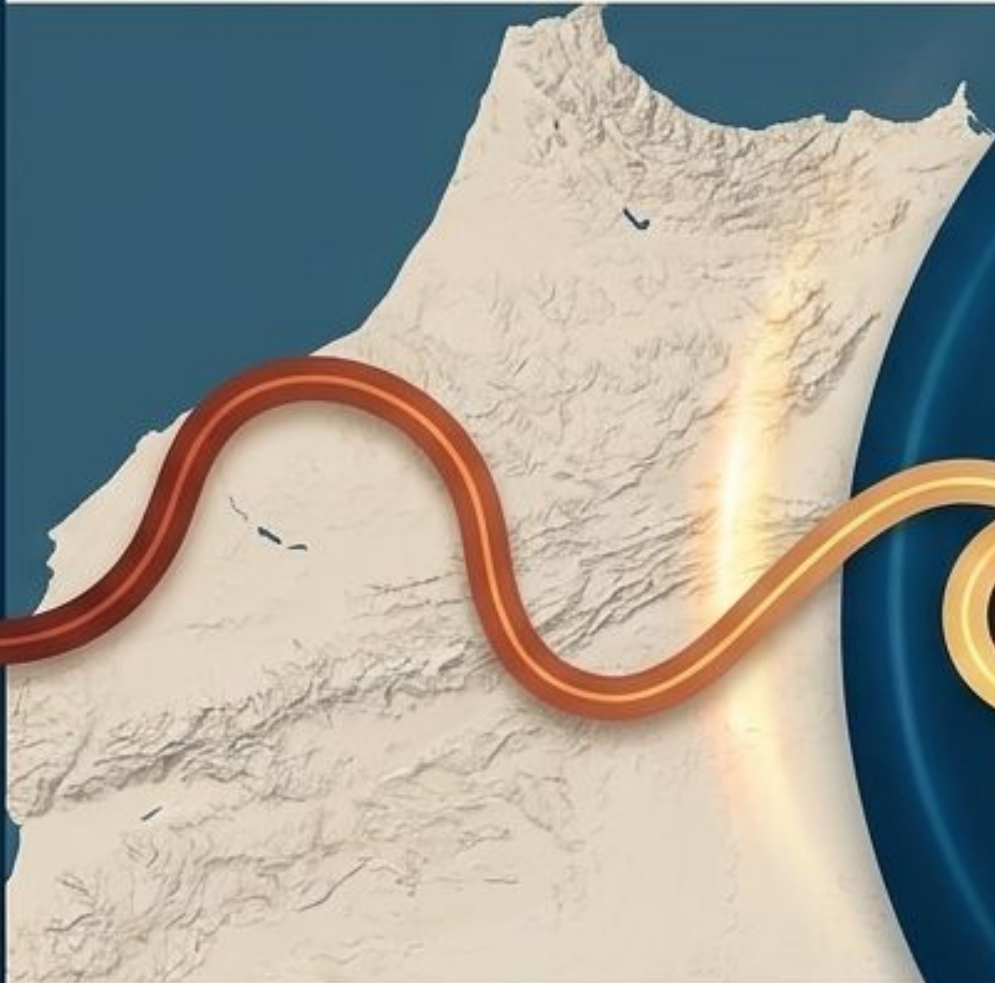
reduces environmental impact,



family-friendly urban spaces.

Scalability: The Engine of Ecosystems

Editorial Dashboard



Connected Path

The Connected Path stike ceves the continued human connection riders onap routes and connect families with local guides, restaurants, an Tangier to the wider in a sustainable micro-economy.

Editorial Infrastructure: EUROMEDBIKE Magazine

The editorial voice of the community, broadcasting the best practices, routes, and startups discovered in Tangier to the wider Euro-Mediterranean region.



Digital Infrastructure: DISCOVERTANGIER

A digital DMO platform. The physical rides map routes and connect families with local guides, restaurants, and operators in a sustainable micro-economy.



The Action: Bike Family Bridges

The physical 4-day exchange that generates human connections, local data, and stories.

Vision 2030: A New Social Infrastructure

“The mobility of the future is not only about how we move. It is also about how we meet each other.”



A network of families, cities, and communities connected by bicycles. Not simply a cycling-tourism network, but a human network of mobility, culture, and cooperation.

FROM BICYCLES
TO RELATIONSHIPS.

FROM RELATIONSHIPS
TO COOPERATION.

**FROM COOPERATION TO A
EURO-MEDITERRANEAN NETWORK**