

Educating through cycling: Beking through the eyes of a teacher

When the bike becomes a life lesson for the next generation.

Every year, BEKING transforms the heart of Monaco into a grand celebration of cycling, sport and sustainability. Born from the vision of professional athletes and organised by the BEKING Association, led by Claudia and Matteo, the event aims to introduce people, especially young people, to a culture of conscious mobility and to use sport as a tool for personal growth.

It's a race and a spectacle, but above all it's an open-air educational laboratory where champions meet schools, listen to students and share the values that cycling teaches: commitment, respect and freedom.

This message has also found fertile ground in classrooms, inspiring those who live and breathe education every day: teachers. Among them is Maîtresse à Vélo, a teacher who has transformed her daily life and approach to teaching thanks to BEKING. *"I sold my car because the costs had become too high — insurance, parking — and trains weren't reliable,"* she recalls. *"Then, with my students, I took part in BEKING. That's where I met Claudia and Matteo, and it changed my perspective on mobility. From that moment on, the bike became part of my daily life."*

What started as a practical choice has become a lifestyle: today, the Maîtresse rides her bike every day, finding balance in her commute between home and school. *"Cycling is my therapy. It allows me to think and observe the landscape, and it helps me to arrive at school with a clear mind. A day without cycling now feels incomplete."*

Her encounter with BEKING didn't stop there; it became a starting point from which she aims to pass on the same values that cycling has taught her to her students. *"Many kids use scooters — it's convenient and requires less effort. But bikes offer so much more: independence, commitment and respect for the environment. When they see me arrive at school by bike, I hope they realise that there is another way."*

This message is reinforced every year through the collaboration between BEKING and schools, culminating in the event day in Monaco. During BEKING, the harbour area is completely transformed. The champions meet the students, answer their questions and ride with them. *"It's an unforgettable experience. Seeing the students' excitement, curiosity and happiness at being part of something big is priceless."* The project is made possible in part thanks to zondacrypto, which supports educational activities in schools and universities across Europe, as well as female cycling and charity initiatives.

The Maîtresse experience is a tangible demonstration of how BEKING generates an impact beyond event day, and how a message can become a movement. An impact that touches real life, daily habits and new generations. *"BEKING helped me to rediscover the bike as a tool for freedom and awareness. It has become part of my teaching approach. If even one student chooses to ride because they saw me, then we've made a difference. It's a small gesture that can have a big impact."*

Through the stories of people who choose to cycle every day, BEKING continues to tell the story of the future of cycling and sustainable mobility — not just as a means of transport, but as a source of inspiration.