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# *Introduction*

World Bicycle Relief is a non governmental organization that operates in the global level with an aim of enhancing the lives of persons through provision of bicycles. WBR was established in the year 2005 and it aims at ensuring that it delivers long term accessibility to people in their areas of operation more so in the developing world.

# *Operational Sustainability*

Scholar is another area where WBR needs strategic support and is currently in a drive to raise more funds to provide for financial and operational sustainability as the organization works towards expansion. The organization is required to generate philanthropic funding for the organization, and the revenue from the Bicycle business unit under the social entrepreneurship model.

# *Community Engagement*

Getting community support plus addressing issues to do with culture are some of the requirements that have to be considered to make the program efficient. Adoption can also be limited by change resistance and personal ignorance of the benefits arising from the program.

# Conclusion

Sustainable and innovative best describe World Bicycle Relief, the organisation involved in providing mobility solutions. The case solution offers practical solutions, which one needs to consider in order to increase the scale of the impact achieved and maintain operational stability with the possibility of creating necessary conditions for empowered communities around the world.

# Resource

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