

## Module 1 Introduction to social entrepreneurship

### Case Study

Here is an example of how a social entrepreneur creates a social enterprise to produce and commercialise a social innovative product within the market for people in wheelchairs. The social entrepreneur is a person who himself is in a wheelchair. The entire social enterprise is run mostly by people in wheelchairs and it has, as it should, the double objective: to improve the lives of the more disadvantaged people as well as to create profit to continue innovating and developing new products, as well as making a living on it and providing employment to those who have a disability.

At Batec Mobility they radically improve the mobility of people with disabilities to match their lifestyle to that of people with no disabilities. They fulfil this mission by creating and

selling innovative products, the **Batec**

**handbikes**, designed by and for disabled people.

The history of the project is closely linked to the personal story of Pau Bach, the quadriplegic who founded Batec Mobility to bring the mobility solutions he designed to other people with physical disabilities.

Located in Barcelona, Batec Mobility has received several awards since its foundation in 2006, both for its entrepreneurship and for its social project, and, at present, half of all members on the highly motivated Batec team are have a disability.

As they say, *You can get used to being in a wheelchair. But not to giving up on life.*

<https://batec-mobility.com/en/about-us>

