

EROSKI AND GUREAK LAUNCH EROSKI-AKADEMI TO PROMOTE TRAINING AND EMPLOYMENT PATHWAYS FOR PEOPLE WITH DISABILITIES

- **The alliance establishes an ongoing collaboration model that combines training, experience in real workplace settings, and access to employment to promote social and workplace inclusion**
- **EROSKI and the GUREAK group have been working together since 2015, when they opened the first supermarket in Spain to be managed entirely by people with disabilities.**

Elorrio, September 24, 2026.- [EROSKI](#) and GUREAK have signed a framework collaboration agreement to launch **EROSKI-AKADEMI**, a joint project aimed at promoting social and workplace inclusion for people with disabilities through personalised pathways combining training, work placements and employment opportunities in real workplace settings.

The initiative has been designed with a long-term vision and represents a further step in both organisations' commitment to building a more inclusive labour market by improving access to employment for people with disabilities, particularly those with greater support needs.

The agreement establishes a collaboration model that runs until the end of 2028 and will enable the development of a progressive pathway tailored to each participant's abilities and needs, incorporating different stages of learning and support, and potentially culminating in employment with EROSKI.

The two organisations began working together in 2015, with the opening of the first supermarket in Spain to be managed entirely by people with disabilities. Since then, the partnership has grown stronger and expanded to include workplace training in real-world settings, recruitment for EROSKI stores, and the opening of new EROSKI City franchise stores in the Basque Country, all managed entirely by people with disabilities. In May, they also launched the first own-brand bakery products, "GUREAK Labea", with EROSKI playing an active role in both product development and

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marketing. More recently, Datapost, a division of the GUREAK group, developed the cooperative's new corporate website. The signing of this new agreement therefore reaffirms a partnership that began more than a decade ago.

José María Cabanillas, EROSKI's People Director for Platforms and coordinator of the EROSKI Group's Diversity, Equity and Inclusion team, said: "At EROSKI, our cooperative identity means we are committed to our communities and making a positive impact on society. We share GUREAK's values of diversity, equity and inclusion, and we want to continue working with them to build a comprehensive pathway to employment, promoting the social and labour inclusion of people with disabilities in their workforce."

Ainhoa Askasibar, Head of GUREAK Itinerary, added: "EROSKI-AKADEMI includes a range of initiatives covering every stage of the employment integration process. The programme includes training sessions delivered jointly by professionals from both organisations, practical experience in EROSKI stores so that participants can acquire workplace skills in a real-life setting, placements linked to Basic Vocational Training and dual training programmes combining learning with professional experience."

The agreement also incorporates established GUREAK initiatives, such as the Pauso Berriak programme, which promotes the social and workplace inclusion of people with disabilities through occupational support services and tailored work experiences. Where appropriate conditions are met, the pathway may culminate in participants taking positions at EROSKI, thereby facilitating a gradual and sustainable transition into mainstream employment.

An alliance to generate social impact

In addition to expanding employment opportunities for people with disabilities, the agreement seeks to strengthen an organisational culture based on diversity, equity and inclusion.

To achieve this, the two organisations will carry out awareness-raising activities for EROSKI teams, review roles to identify new employment opportunities, adapt processes where necessary, and ensure professional support throughout the employment integration process.

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The agreement also provides for the creation of a joint coordination team, which will monitor the different initiatives, assess their impact and promote new areas of collaboration.

With this agreement, EROSKI and GUREAK strengthen their shared commitment to effective social and workplace inclusion based on training, personalised support and the creation of real employment opportunities.

About EROSKI

EROSKI is one of northern Spain's leading retailers — from Galicia to the Balearic Islands — with a 12.32% market share in the region. The cooperative is the market leader in the Basque Country, Navarre, and Galicia, and a co-leader in the Balearic Islands. At the end of 2025, EROSKI's omnichannel network comprised 1,508 outlets, including supermarkets, hypermarkets, cash-and-carry stores, online supermarkets, opticians, sports stores and other non-food activities. EROSKI has more than 6 million customer-members and employs over 28,200 people, of whom over 8,300 are cooperative members.

About GUREAK

GUREAK is a social economy enterprise group whose purpose is to create employment opportunities and promote the social and workplace inclusion of people with disabilities. Today, it has a team of more than 6,000 people and operates in demanding sectors, including automotive, mobility, food, health and social care, and data and communications management.

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