

Collaboration to promote social and employment inclusion**EROSKI AND EINA SIGN AGREEMENT TO PROMOTE WORK
INTEGRATION IN NAVARRE**

- The collaboration will promote personalised pathways of training, professional qualification and support for people who face particular difficulties in finding employment.
- The two organisations will work to help people move into mainstream employment at EROSKI's stores in Navarre.
- The agreement includes awareness-raising activities and exploring opportunities to work with the work-integration social enterprises that belong to EINA.

Pamplona, 15 October 2026. [EROSKI](#) and the Asociación de Empresas de Inserción de Navarra (EINA), the Navarre association of work-integration social enterprises, have signed a framework collaboration agreement to improve the employability and the social and employment inclusion of people who face particular difficulties in accessing the labour market in Navarre. The agreement covers employment, training and social measures to promote quality employment as a tool for social inclusion.

The collaboration is for long-term unemployed people, people over 45, people who are in or at risk of social exclusion, migrants and those taking part in work-integration programmes, with particular attention to women.

Eder Mena, Head of Institutional Relations at EROSKI, said: *"With this agreement we want to help people who face more barriers to finding work to have the right preparation and support. Working with EINA will allow us to bring them closer to the job opportunities in our stores, with particular attention to people in Navarre."*

Inés García Pérez, Chair of EINA, said: *"This agreement allows us to work together to prepare people who are in the final stage of their integration pathways. Adapting training to the jobs and coordinating support are important steps in helping them move into mainstream employment."*

Training and support to make work integration easier

EROSKI and EINA will work together on personalised integration and professional qualification pathways linked to the supermarket and hypermarket sector. Building on their knowledge of the processes run by EINA's member enterprises, the two organisations will design training tailored to the jobs the cooperative may be able to offer and prepare participants to meet the requirements.

The agreement provides for coordination with the EINA technical teams responsible for support and job prospecting, to help people move into mainstream employment once their integration process has finished. They will focus this work on people in Navarre and on the job opportunities that may arise at EROSKI's stores in the area.

The two organisations will also run awareness-raising activities among EROSKI's members and employees to showcase the work of work-integration social enterprises in Navarre. They will explore opportunities to work with EINA's member enterprises in commercial, service and product areas.

The EROSKI Group runs work-integration initiatives together with public employment services and social-sector organisations. In 2025, this work led to 154 people being hired across the Group.

About EROSKI

EROSKI is one of northern Spain's — from Galicia to the Balearic Islands — leading retailers with a 12.32% market share in the region. The cooperative is the market leader in the Basque Country, Navarre and Galicia, and 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 and online supermarkets, as well as optical centres, sports stores and other non-food businesses. EROSKI has more than 6 million customer members and employs over 28,200 people, of whom over 8,300 are cooperative members.

About EINA, Asociación de Empresas de Inserción de Navarra

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EINA is a non-profit organisation that brings together, promotes and represents the work-integration social enterprises of the Foral Community of Navarre. It acts as a link between them, promoting their economic and social activity and encouraging the work integration of people who are in or at risk of exclusion through pathways that combine real employment, training and support.

EINA also works to raise the profile of the social economy, promote responsible hiring and strengthen social cohesion in Navarre.

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