

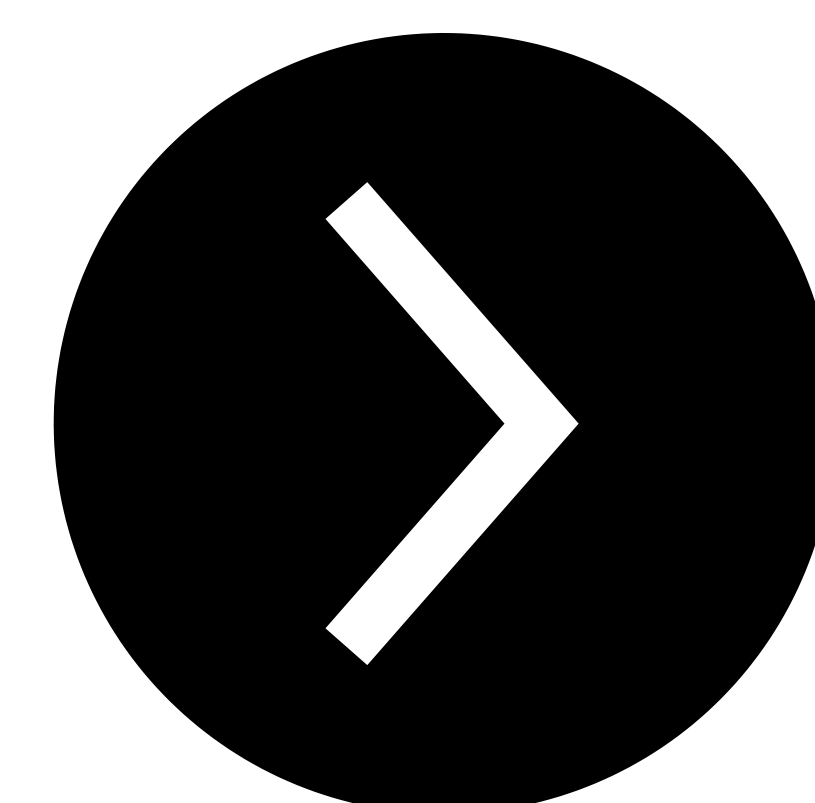
Social Innovation Spotlight



Episode 12

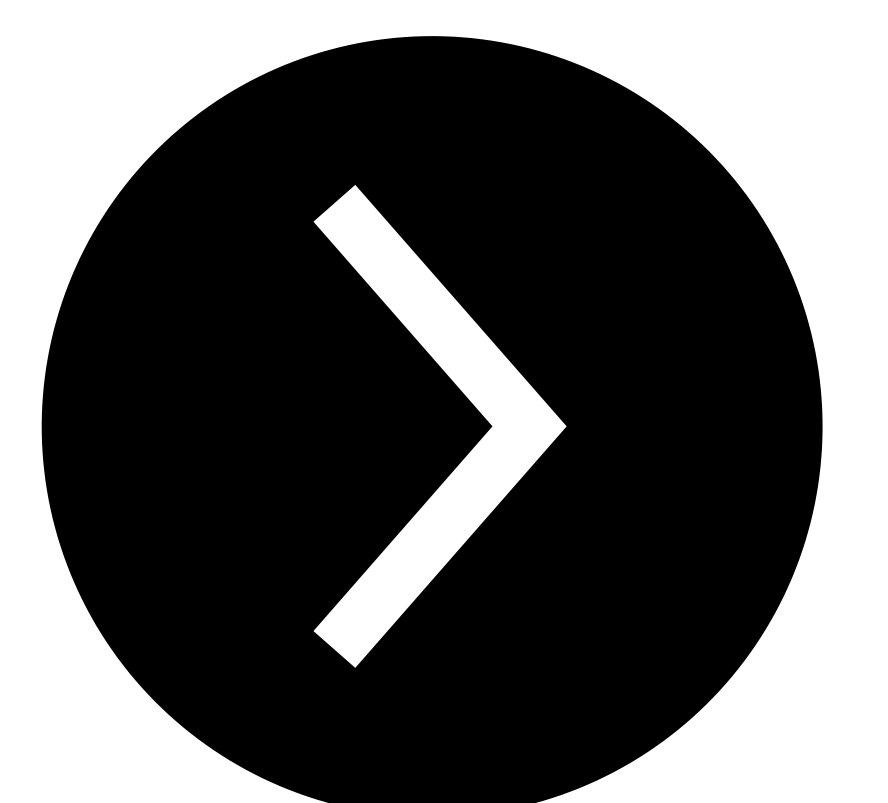
From street life to housing without preconditions

Housing First Pula is a Croatian initiative that supports people experiencing homelessness by providing immediate access to permanent housing.



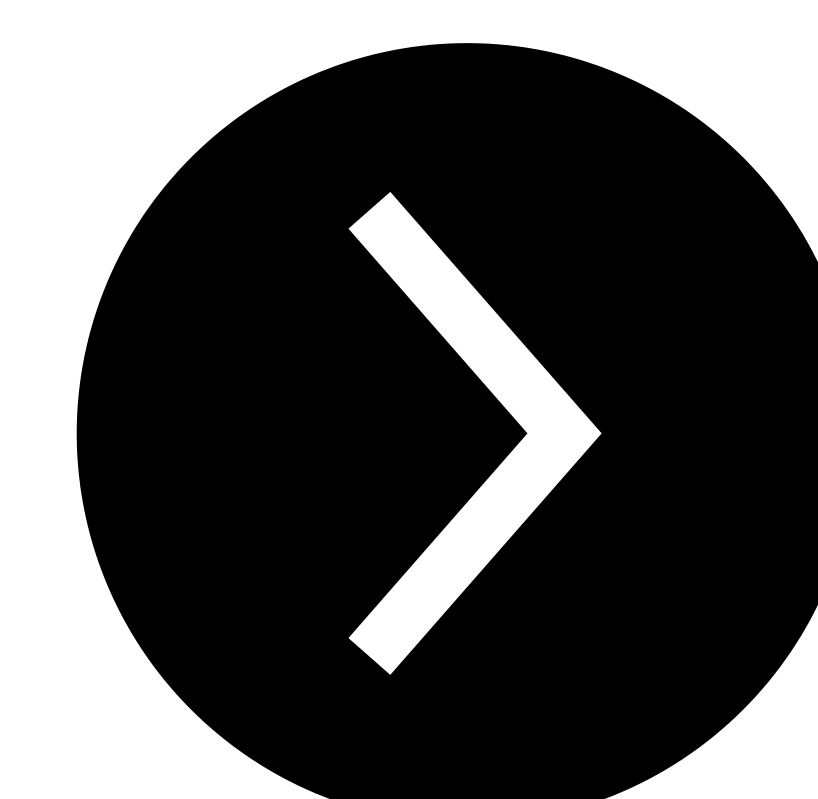
The challenge

- Traditional approaches to homelessness often rely on shelters or temporary housing, which rarely provide long-term stability.
- Homeless people often face barriers such as unemployment, health issues and lack of institutional support that make them ineligible for long term housing.
- Many programmes require conditions like sobriety or employment before accessing housing, which can prevent people from receiving immediate help.



The idea

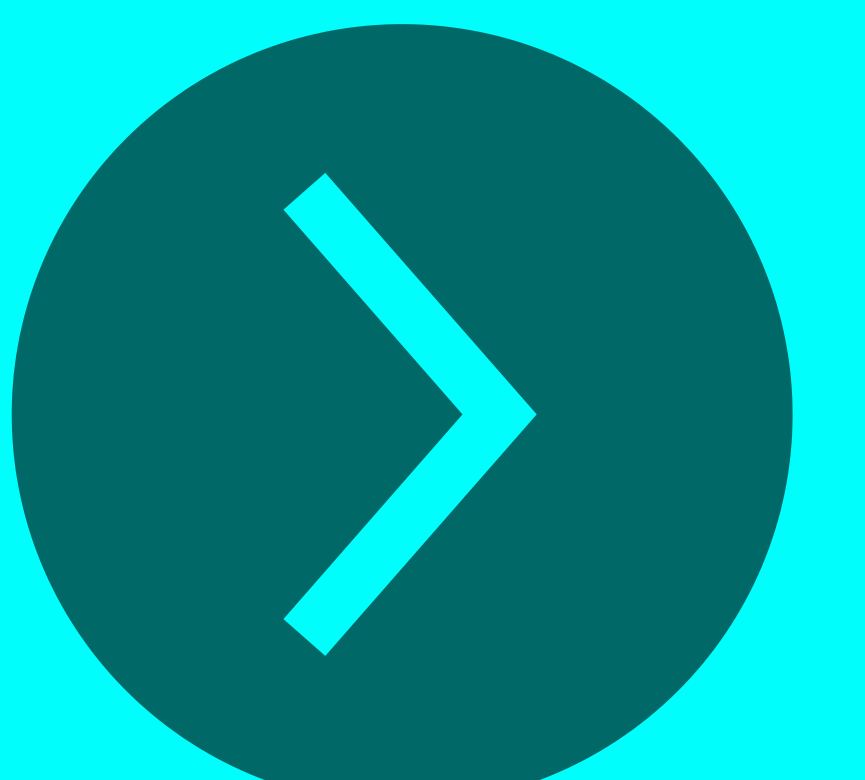
Housing First Pula reverses the traditional approach by providing immediate, permanent housing without preconditions, along with tailored support such as employment guidance, counselling, healthcare, and community reintegration.





What's innovative here?


- **New integration model:** prioritises stable housing as the starting point for recovery and social integration.
- **Person-centred support:** provides tailored services based on each person's needs, including health, employment and social support.
- **No preconditions:** housing is offered without requirements such as sobriety, employment or participation in treatment programmes.

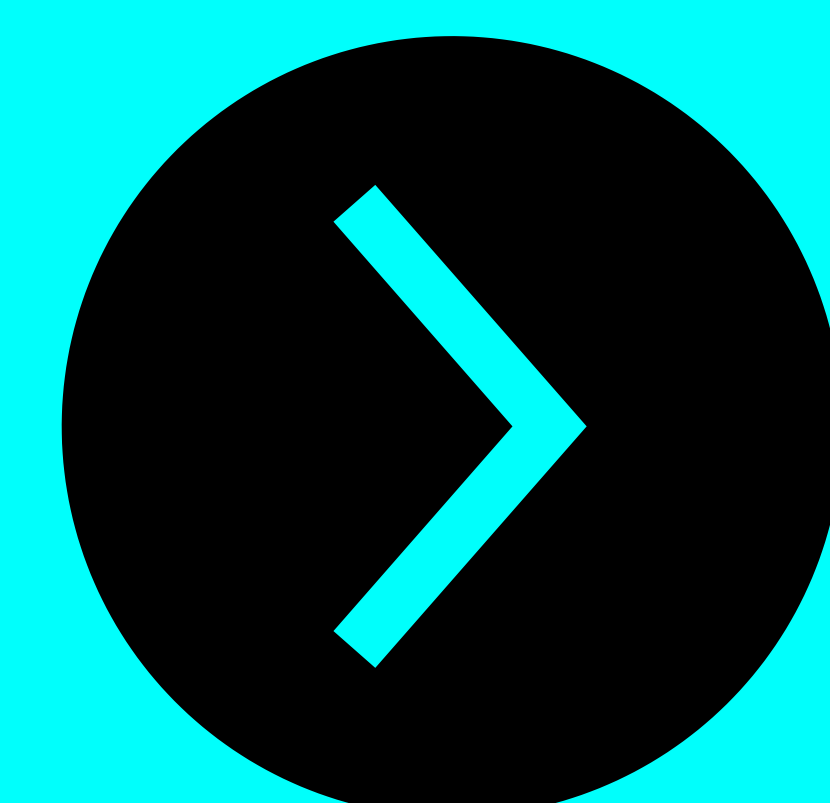


Impact so far

80% of participants maintain stable housing for more than 12 months. 

Improved mental and physical health outcomes among beneficiaries. 


People experiencing homelessness participate in community life and social reintegration. 



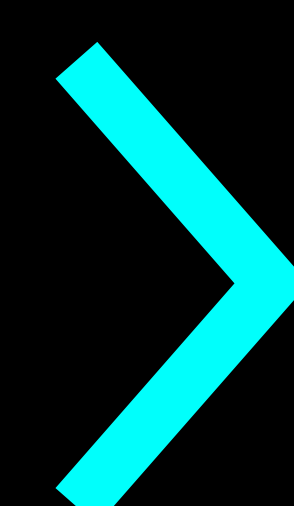
Impact so far

Higher employment rates among homeless people. 

Local policies now better support people experiencing homelessness. 

A humane and cost-effective alternative to temporary shelters and institutional care. 

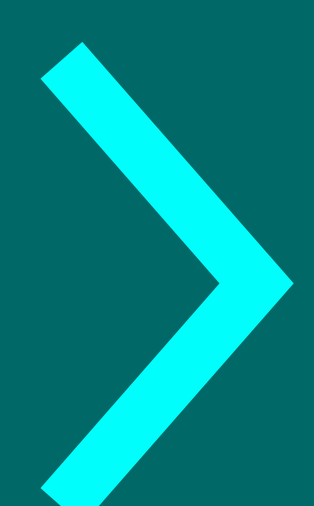
**Economic
&
systemic**





What you can replicate

- Promote housing-first approaches that prioritise stable housing as a starting point for support.
- Support local shelters or housing programs by helping with meals, workshops, mentoring, or organising social activities.
- Participate in local meetings or campaigns to support long-term housing initiatives in your community.



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**If this case sparked an idea,
don't let it stay on this slide.**

**Adapt it, remix it, and bring social
innovation to life where you are.**

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