

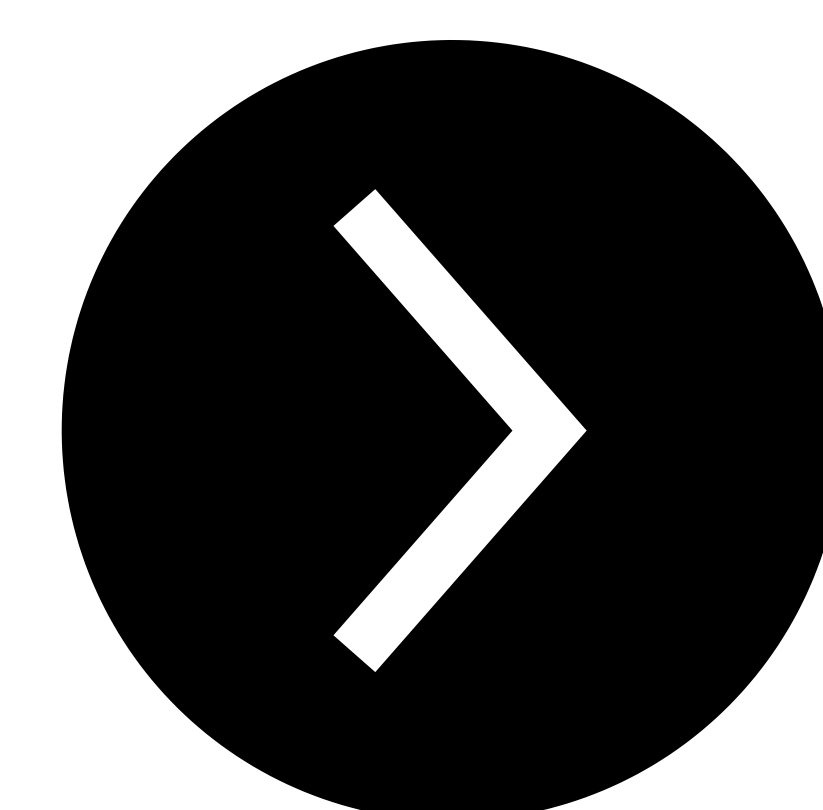
## Social Innovation Spotlight



### Episode 16

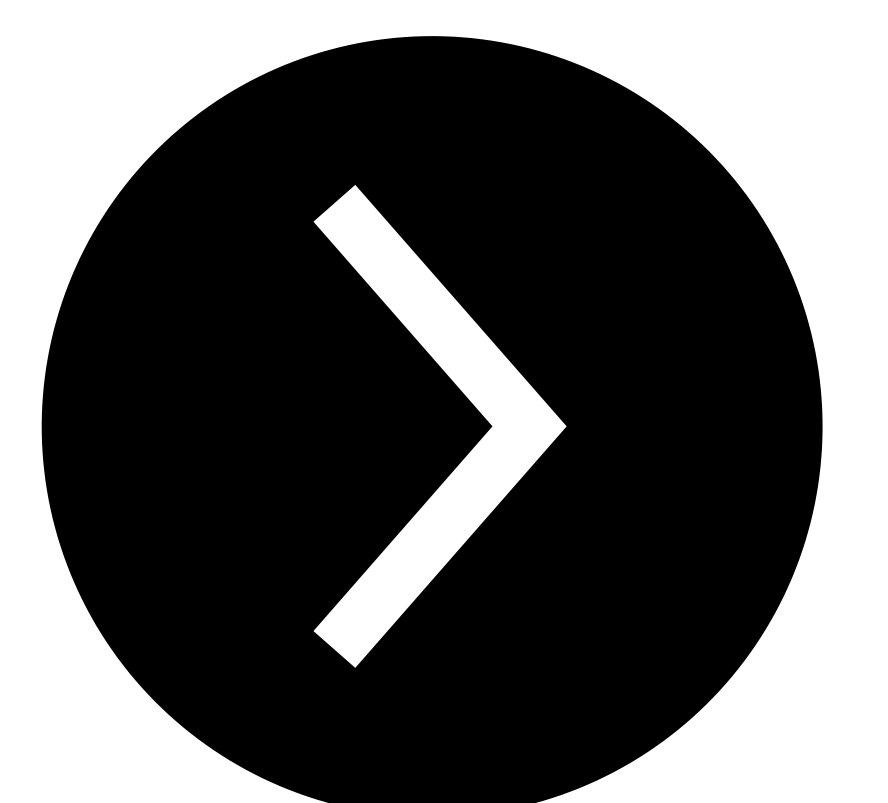
# How to turn vacant homes into social housing

The Housing Thessaloniki initiative transforms long-term vacant housing into affordable homes for low-income residents in Greece.



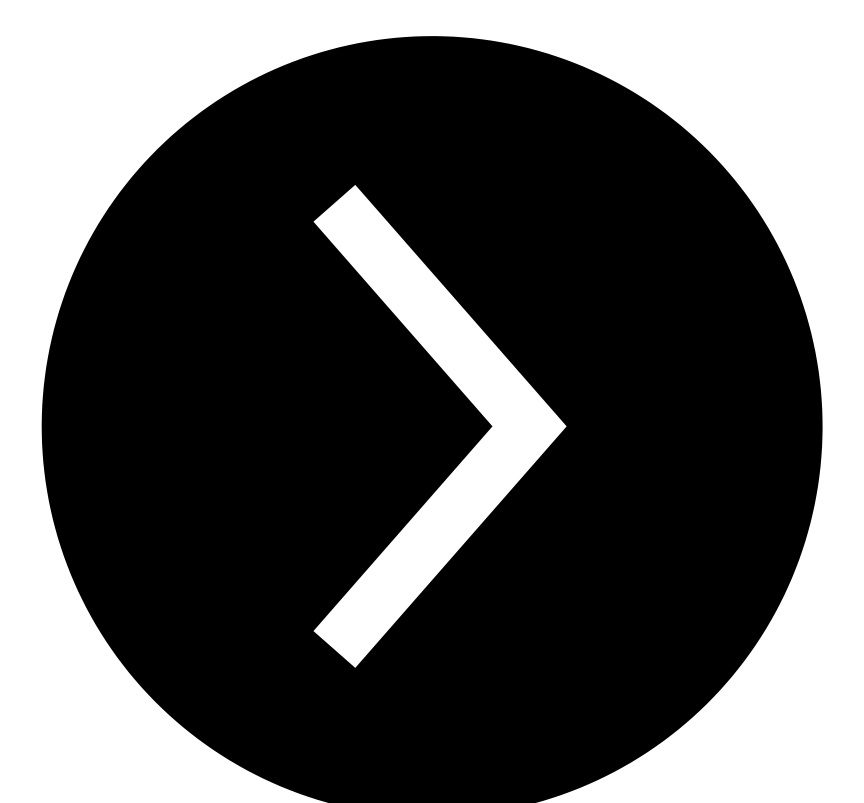
# The challenge

- Greece is facing a severe housing crisis, despite having a high number of vacant homes.
- Housing is increasingly unaffordable because of rising rents and property prices.
- Greece has no established social housing system, leaving vulnerable groups with limited support.
- Many people struggle to find affordable housing, and the lack of legal frameworks complicates efforts to address the issue.



# The idea

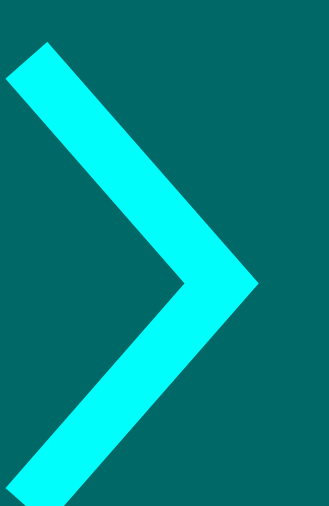
Housing Thessaloniki reuses existing vacant housing instead of building new units. Through the Social Rental Agency, vacant homes owned by public institutions are renovated and offered as affordable rentals to low-income households.



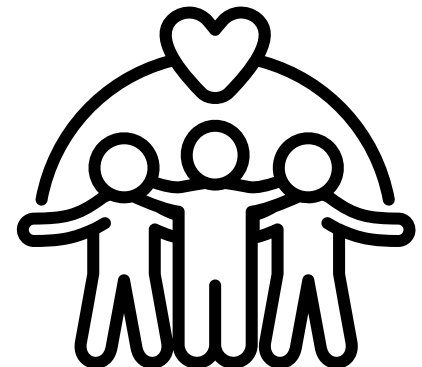


# What's innovative here?

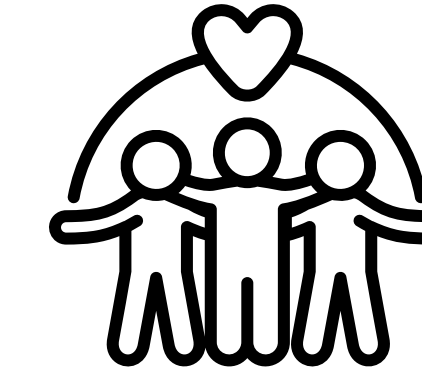
- **Adaptive reuse:** transforms unused properties into affordable homes instead of new construction.
- **System-building:** creates legal and operational models for social housing.
- **Collaboration:** connects public authorities and social actors to deliver housing.
- **Integrated impact:** links housing with social inclusion and energy efficiency.

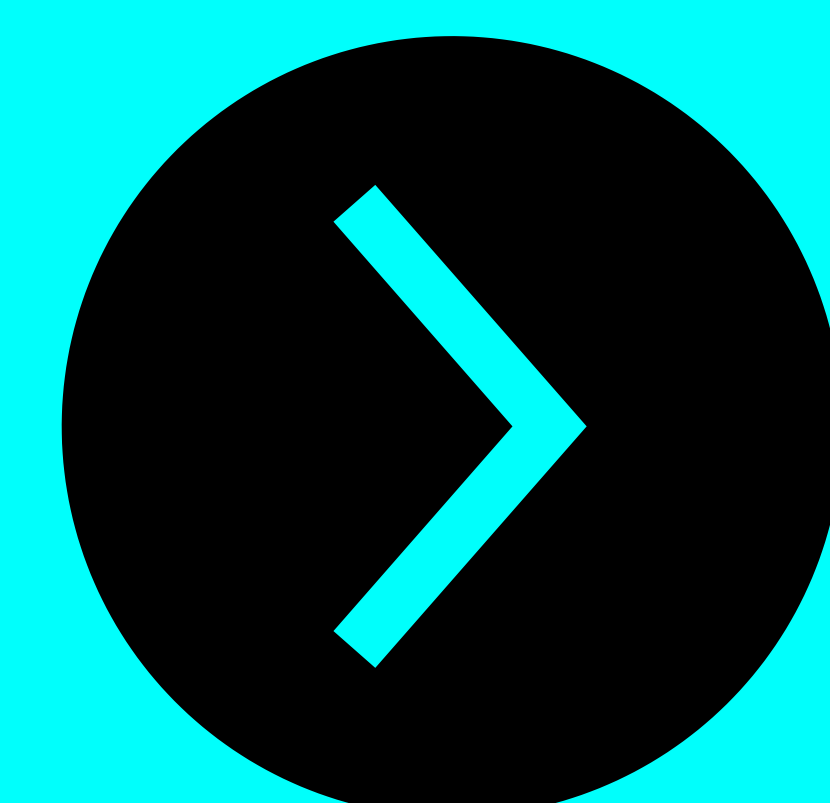


# Impact so far

40 vacant housing units renovated and allocated to  low-income households.


Improved access to stable and affordable housing. 

Better alignment with national programmes  addressing housing exclusion.



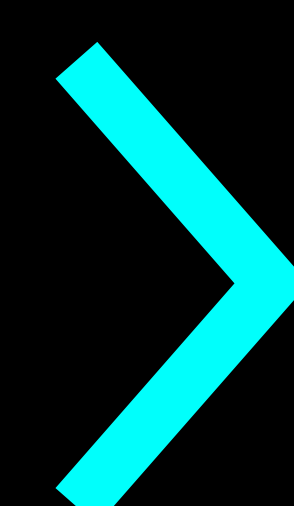
# Impact so far

A tested and replicable model for social housing delivery. 

Standardised processes for property selection, tenant matching, and social rent. 

Contribution to new legislation enabling social rental and housing providers. 

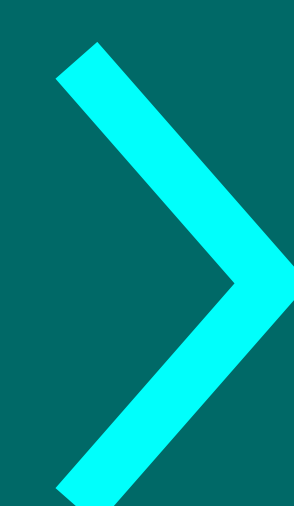
**Economic  
&  
systemic**





# What you can replicate

- Map vacant housing in your city and explore ways to bring it back into use.
- Support or advocate for initiatives that prioritise reuse over new construction.
- Encourage collaboration between local authorities, NGOs, and housing experts.
- Promote policies that enable affordable and social housing solutions.



# Social Innovation Spotlight

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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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