

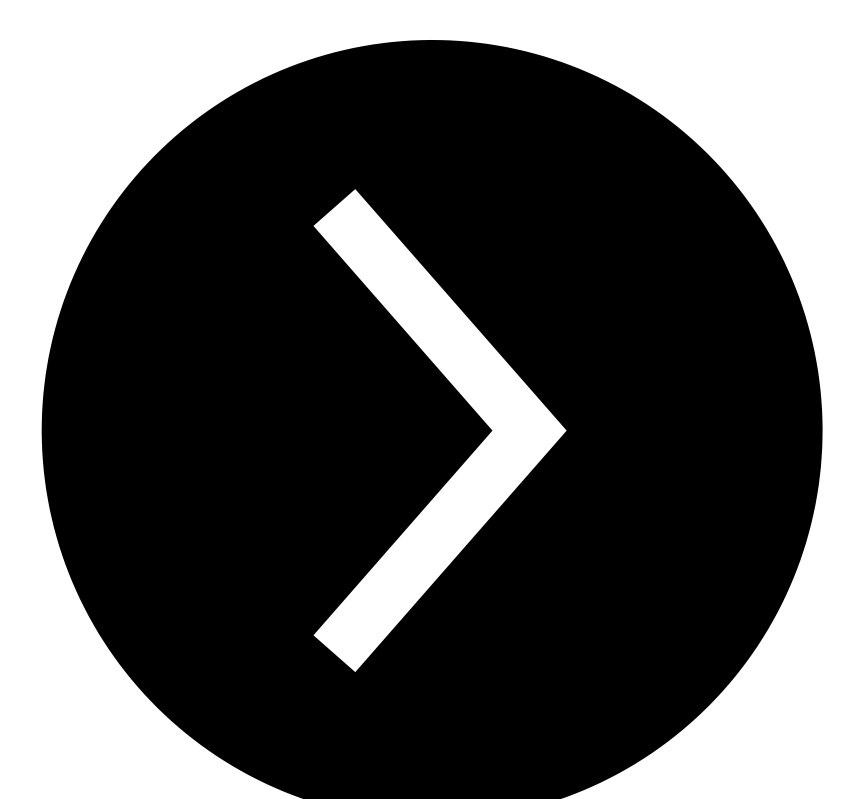
Social Innovation Spotlight



Episode 20

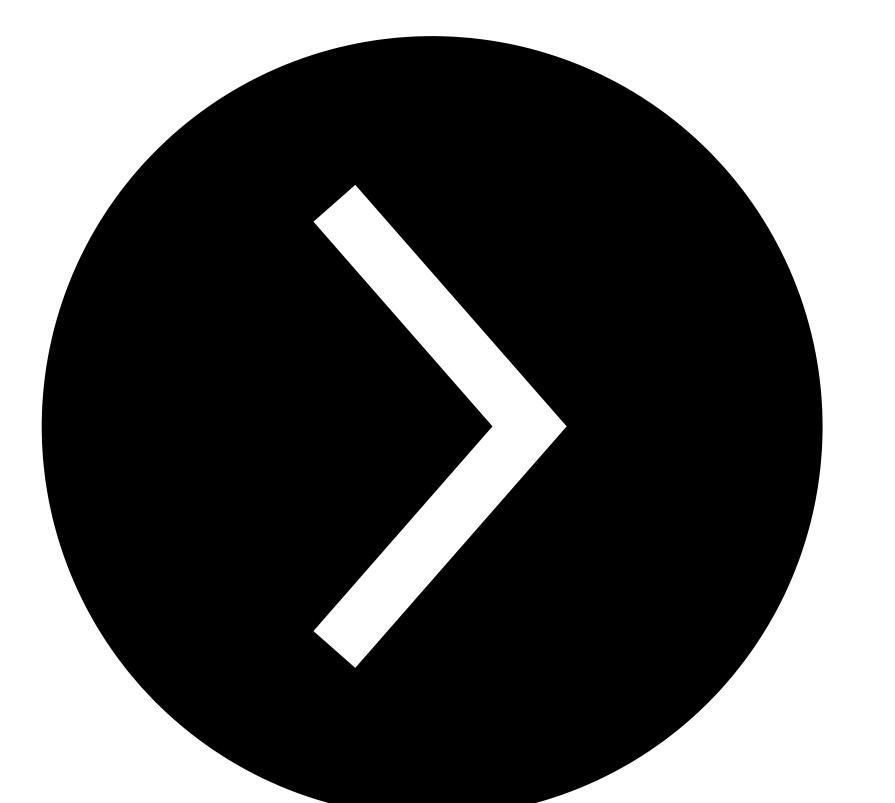
From housing to community living

An initiative that improves affordable housing by working with residents and combining technical, green and community-based solutions.



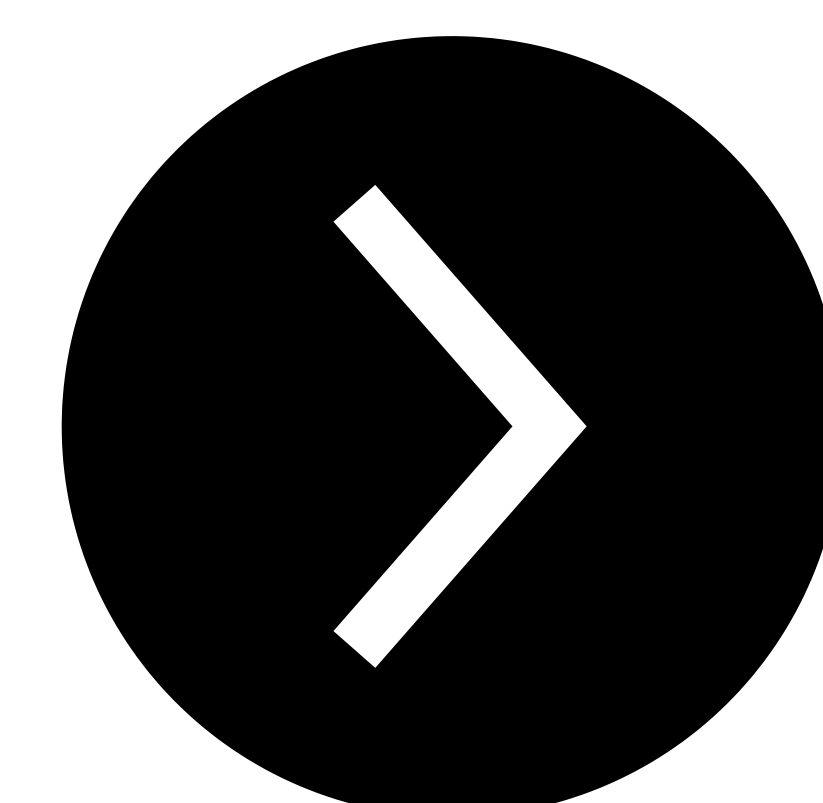
The challenge

- Affordable housing is often treated only as a financial issue.
- Many housing blocks face poor conditions, low energy efficiency and limited investment.
- Residents are rarely involved in decisions that affect their living spaces.
- Fragmented approaches fail to address housing and community needs together.



The idea

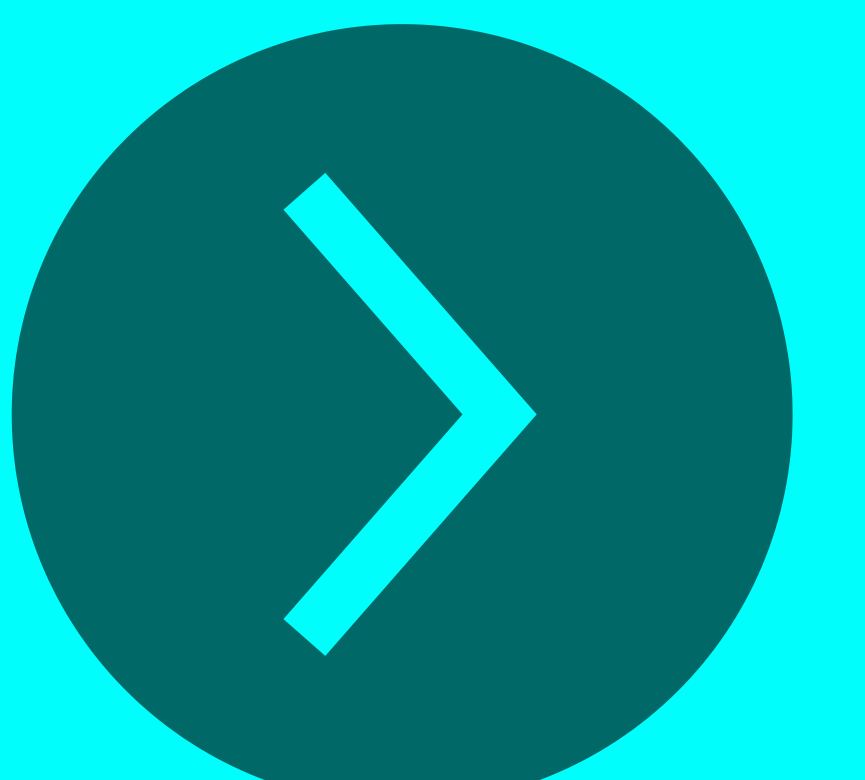
Rock the Block works at the level of apartment buildings, bringing residents together to co-create solutions. It combines technical upgrades, energy efficiency and community-driven actions to improve both housing conditions and everyday life.



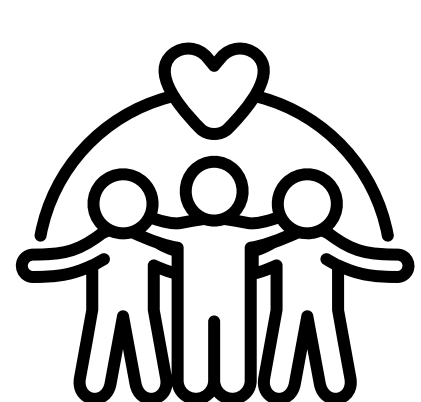


What's innovative here?

- **Building-level approach:** focuses on apartment blocks as units for change.
- **Participatory model:** residents are directly involved in shaping solutions.
- **Integrated solutions:** combines technical, social and environmental interventions.
- **Policy innovation:** introduces new tools for funding and managing housing projects.

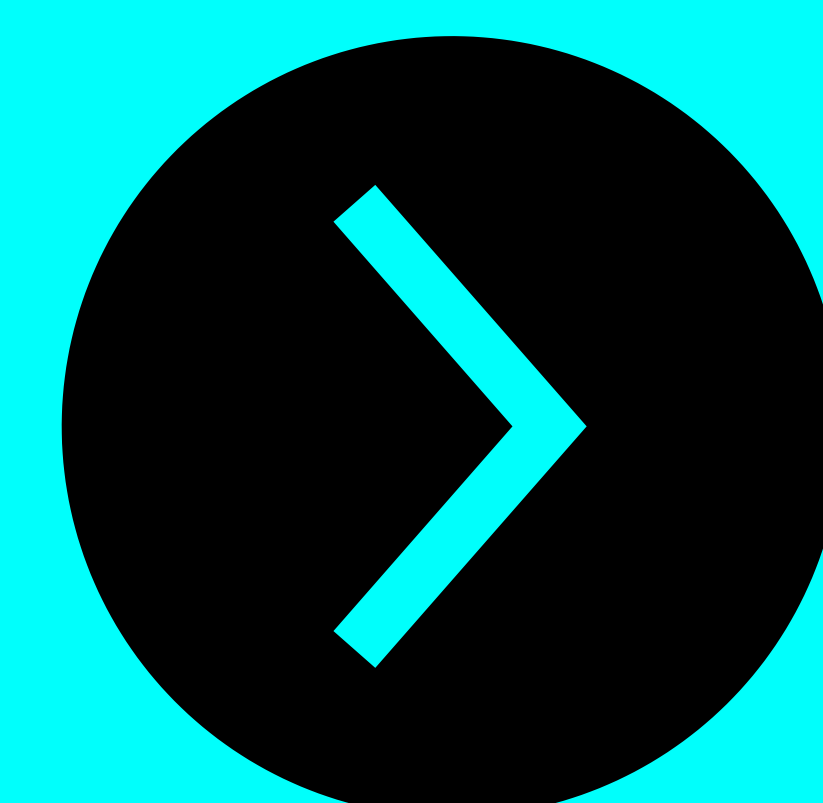


Impact so far


More active participation in decisions related to 
housing.


Stronger community connections and collaboration 
between residents.


Improved quality of life in participating 
buildings.



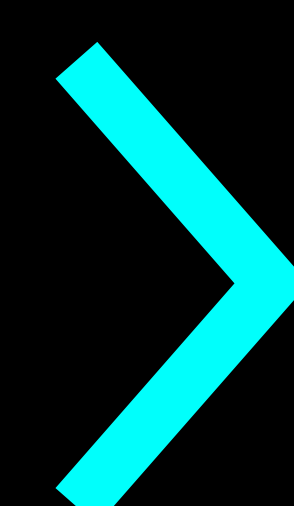
Impact so far

New policy and funding tools for affordable housing. 

Creation of the Housing Office and Co-Living Hub as long-term support structures. 

A model that can be adapted and applied in other European cities. 

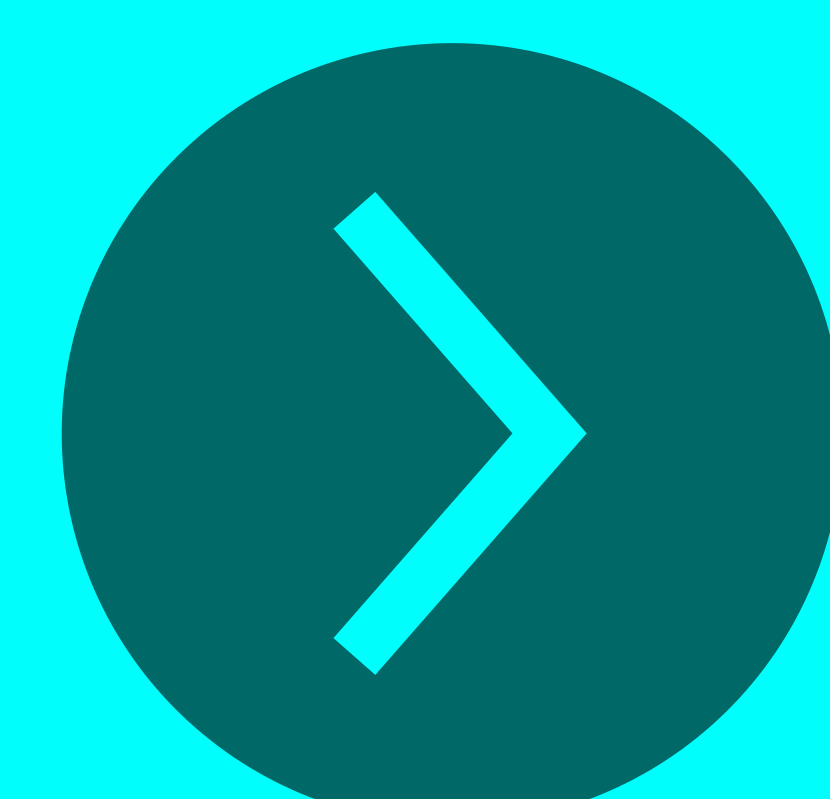
**Economic
&
systemic**





What you can replicate

- Get involved in decisions about your building or neighbourhood.
- Work with neighbours to identify common issues and possible solutions.
- Support initiatives that improve both housing conditions and community life.
- Encourage local authorities to involve residents in housing decisions.



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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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