

Rock the Block



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What It Is

Rock the Block is a project from the European Urban Initiative – Innovative Actions. It started in Egaleo, Greece.



Focus and Actions



It focuses on “Polykatoikia” buildings (mixed-use apartment blocks common in Greece).

The problems are old buildings, unmet housing needs, and weak community life.



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Three Main Parts

1. **Physical and Technical Changes:** Energy upgrades, better design, digital tools, circular economy, and inclusion. This is done through open calls for “Polykatoikias Action Plans.”
2. **Community Building:** Co-living hubs for training, education, and mutual care.
3. **Support Systems:** A local Housing Office gives help with legal, technical, and housing advice.

Lessons for Naples

The goal is to become a policy tool that other cities can copy. It gives step-by-step plans for affordable co-living, advice for city leaders, and best practices to share.

Institutional interventions

for care, solidarity and support

Co-living Hub & Housing Office



Technical transformations

green/ digital/ functional/
aesthetic/ circular/ inclusive



Community building

Circularity/ Soft Green Skills/
Inclusion and Accessibility/
Rethinking & Reusing Common
Spaces



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