

Rock the Block



COMUNE DI NAPOLI

EUROPEAN
URBAN
INITIATIVE



Co-funded by
the European Union

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.

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.

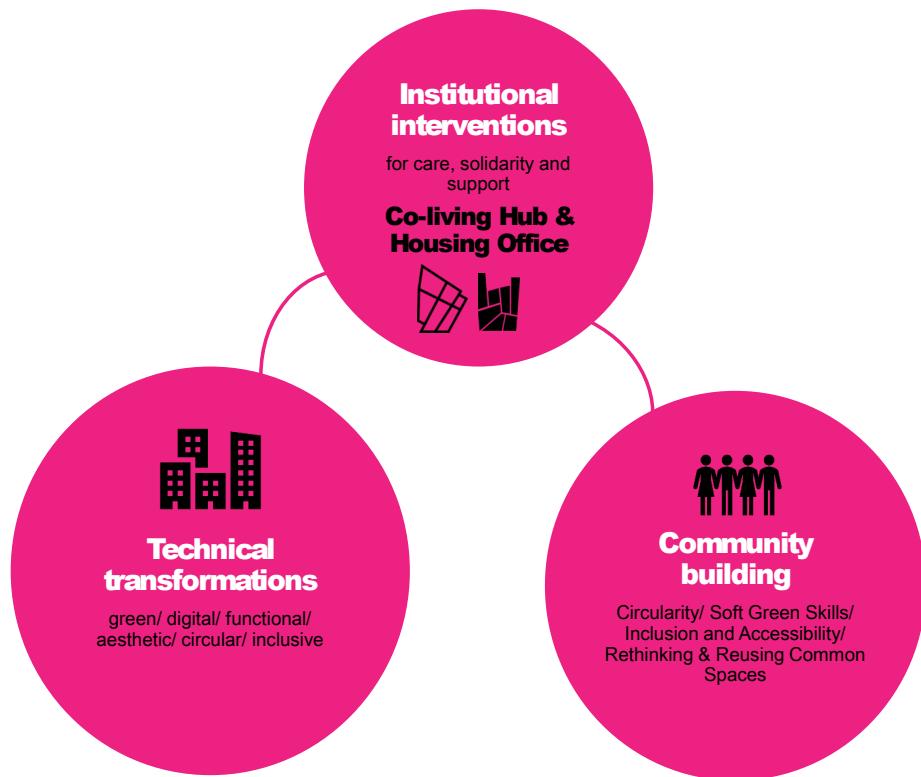


EUROPEAN
URBAN
INITIATIVE



Co-funded by
the European Union

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.



EUROPEAN
URBAN
INITIATIVE



Co-funded by
the European Union

www.comune.napoli.it