



European Affordable Housing Plan

- Housing Advisory Board
- Principles for resilient affordable housing
- Housing Alliance

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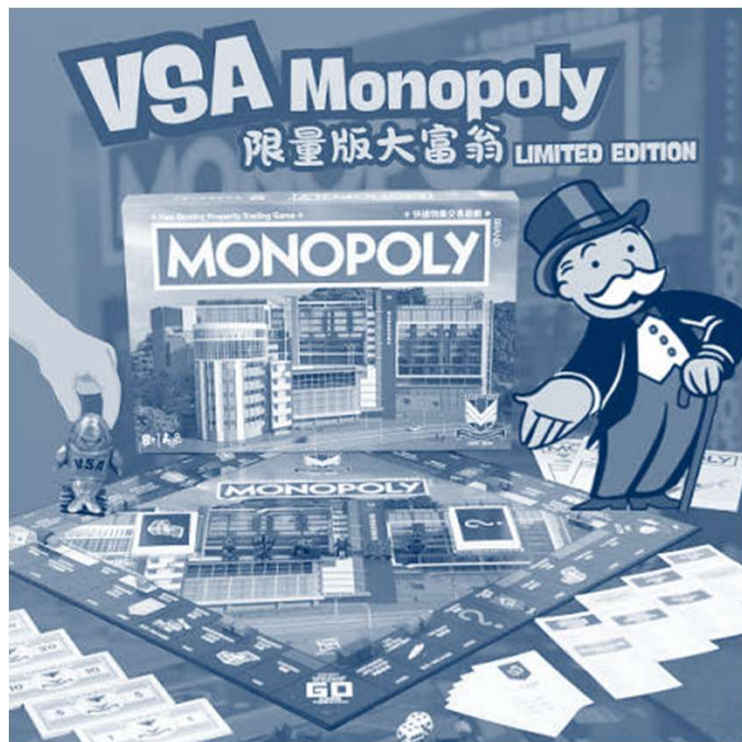
“Housing is about dignity. It is about fairness. And it is about Europe's future. Eight years ago, the European Pillar of Social Rights made housing a social right in Europe. It's time to turn this promise into reality.”, President Ursula von der Leyen, 10 September 2025



15 people
75 recommendations

We need a **paradigm shift**, so housing is seen as essential social as well as economic infrastructure and discourage the 'financialisation' of housing, where it is valued as a speculative asset rather than someone's long-term home.

Source: [Housing Advisory Board, Recommendations to the European Commission \(2025\)](#)





- ✓ Goal: indignation about the role of the housing market in inequality
- ✓ Practice: people embrace competition at the cost of equality
- ✓ Alternative game: less attractive (no real winner)

Elisabeth Magie: “Landlords game” as illustration of the theory of Henry George for the housing marker, 1903

Resilient affordable housing models



- ✓ Not for speculation: short term aims, using scarcity for high returns
- ✓ Aiming for long term investments with adequate return providing perpetual affordability

The winner is society: stability, cohesiveness and competitiveness

Lessons from literature on resilient affordable housing

Elsinga & Katuric (2026)

- ✓ Models exist in Europe, origin industrialization and urbanisation
- ✓ Three dimensions of resilience: sustainable finance, clear governance, political support (1)
- ✓ What protects affordability is how the circuit is contained, not where the money comes from.
- ✓ Established systems are under pressure: Withdrawing support, tax-driven false competition and ideological cleavages

(1) Norris & Byrne (2021) · Blackwell & Bengtsson (2023) · Kadi & Lilius (2024)



Next steps

- ✓ Perpetuality is the most efficient way to invest in the future
- ✓ Need for guidelines on resilient models for rental and cooperative housing, both existing and new
- ✓ A resilient housing system unlocks underused housing space: 20% not used!
- ✓ A resilient system provides securities for residents and investors
- ✓ A resilient housing system requires a dedicated pathway for the most vulnerable



Housing Alliance

The European Housing Alliance



'At a time when the housing crisis is affecting communities across Europe, collaboration is more important than ever. The launch of the European Housing Alliance marks a crucial step in building a shared response to this fundamental challenge.'

Dan Jørgensen, European Commissioner for Energy and Housing

- ✓ Put affordable housing on the agenda
- ✓ Create a productive playing field between European Commission and the Member States
- ✓ Share knowledge between academia, policy and practice:
- ✓ 27 October: online seminar on resilient affordable housing models, ENHR WG Social Housing and Housing Task Force