

# Housing as an Investment

## in Greece and Southern Europe

### Private Profit vs Social Value

Friday, 29 November 2024, 17:30 – 20:00  
@ Institute for Research and Social Change - Eteron  
[Leokoriou 38, 10553 Athens](#)

As housing markets across Europe face increasing pressures from financialisation, tourism-driven demand, and speculative investment, Greece's housing sector presents both a unique case and a broader reflection of issues impacting the continent. Can housing be treated simultaneously as a profit-making investment asset in the "free" market and a human right protected by social policies within the same political agenda? What are the outcomes so far, and what are the alternatives?

In response, the Foundation for European Progressive Studies (FEPS), in collaboration with the Eteron, the Friedrich-Ebert-Stiftung (FES) and InSocial, have conducted a Policy Study focused on the housing crisis in Greece with comparative insights from Southern Europe. The research aims to document current challenges and propose policy recommendations for building a more inclusive and resilient housing system.

On Friday, 29 November 2024, at the Eteron office in Athens, this Policy Study will be presented at the presence of experts, policymakers, civil society, and housing stakeholders to discuss policy implications that can effectively address affordability and inclusivity in Greece and in the EU.

- 17:00      **Opening & Registrations**
- 17:30      **Housing as a priority for Greece and Europe**  
with Greek and European policy experts
- 18:00      **Housing as a speculative investment in Greece & South Europe**  
Presentation of Policy Study results & recommendations by:
- **Dimitra Siatitsa**, Postdoctoral researcher, National Technical University of Athens (NTUA) and National Centre for Social Research (EKKE)
  - **Simone Tulumello**, Assistant Research Professor, Institute of Social Sciences, Universidade de Lisboa
  - **Laura Colini**, Senior Urban Policy Expert
- 19:00      **Changing the Policy Approach to Housing**  
Panel discussion with political representatives, public administrations, representatives of housing stakeholders, and members of the civil society
- 20:30      **Networking Reception**