

НОВЫЕ ТЕХНОЛОГИИ
УПРАВЛЕНИЯ

«City of Ideas»

a platform that allows residents to propose ideas for developing various areas of the city

Ecology

Transport

Sport

Culture

Improvement

Social sphere

Another +11 spheres



General information about the platform

Launch year: 2014

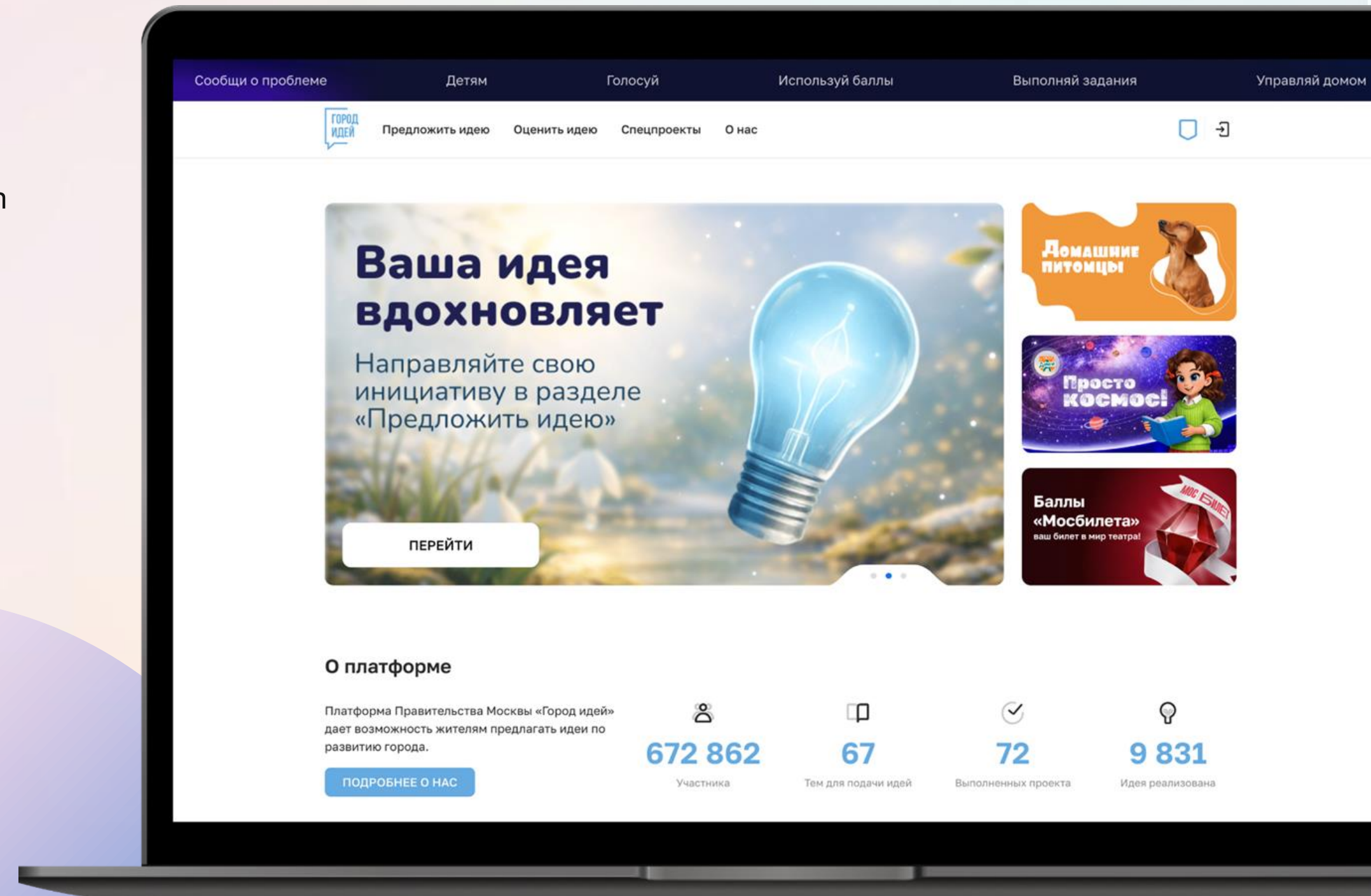
«**City of Ideas**» is a multifunctional platform of the Moscow Government that allows residents to propose ideas for developing various areas of city life: ecology, transportation, public amenities, healthcare, culture, sports, and more. The platform also allows for discussion of pressing city issues in a modern and convenient online format.

Project goal

To empower any Muscovite to **become a co-author of positive changes** in the city in key areas. This is a space for creative solutions, where residents can propose their ideas for the capital's development, and the city guarantees their implementation.

Project objectives

- Ensuring transparency of management and the formation of a proactive urban community.
- Strengthening Moscow's image as a global innovation hub and introducing advanced public opinion analysis tools.



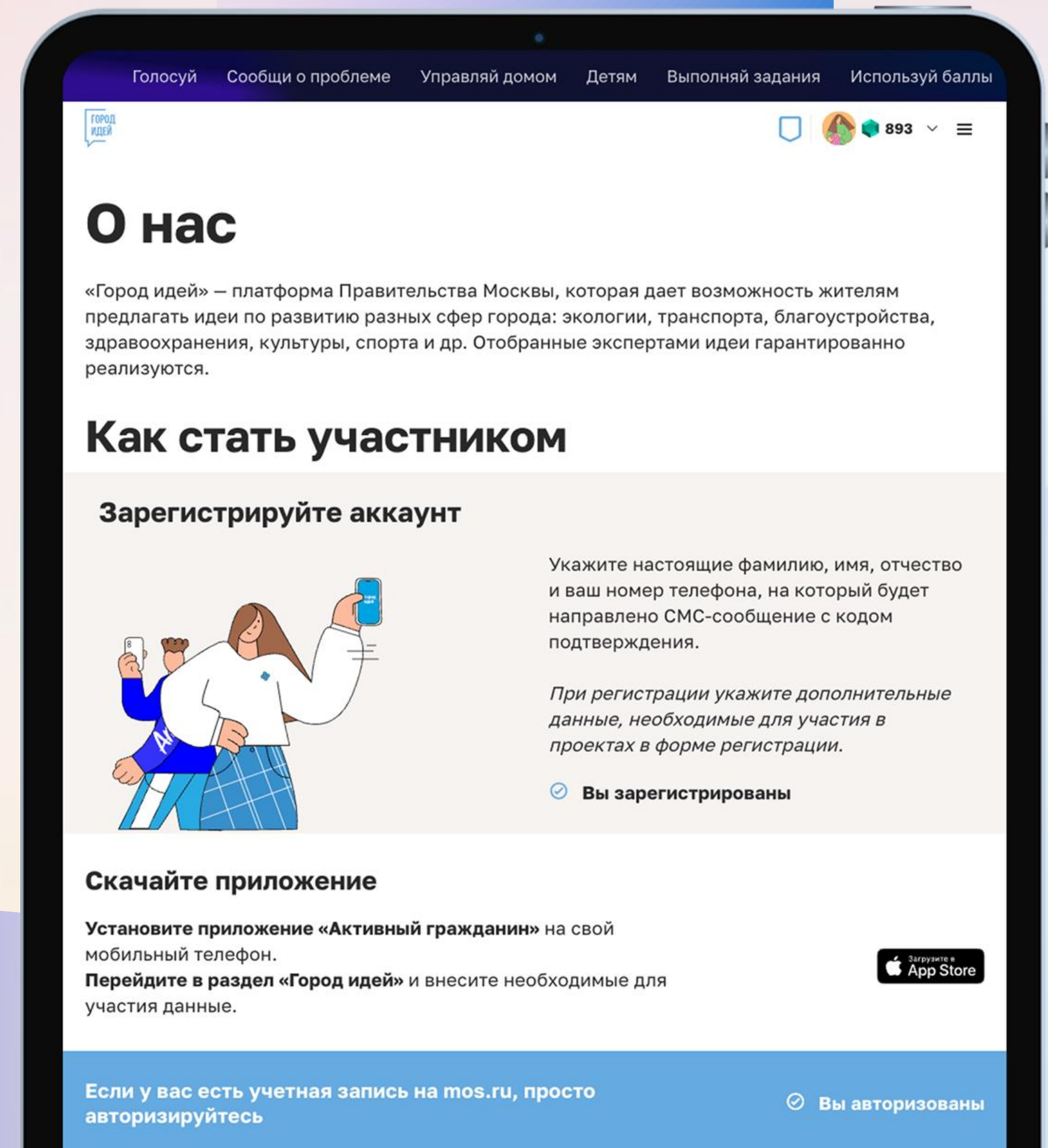
Relevance

The «City of Ideas» platform creates a new opportunity for systematic and effective citizen participation in the capital's development. The project aims to expand constructive dialogue between residents and government authorities, enabling every resident to become a co-author of positive change.

Problems

The platform provides a convenient, transparent and modern tool for:

- Meeting the needs of city residents through the implementation of ideas.
- Reducing social tensions through engagement in positive change.
- Improving the quality and validity of management decisions through «public expertise».
- Implementing «Smart City» principles.



Platform capabilities

Section «Suggest an idea»

Muscovites can submit their proposals for the development of key areas of city life at any convenient time.

17 spheres and
67 topics

to submit ideas

Section «Rate an idea»

Residents can support initiatives that will be further implemented in the city.

> 330 000

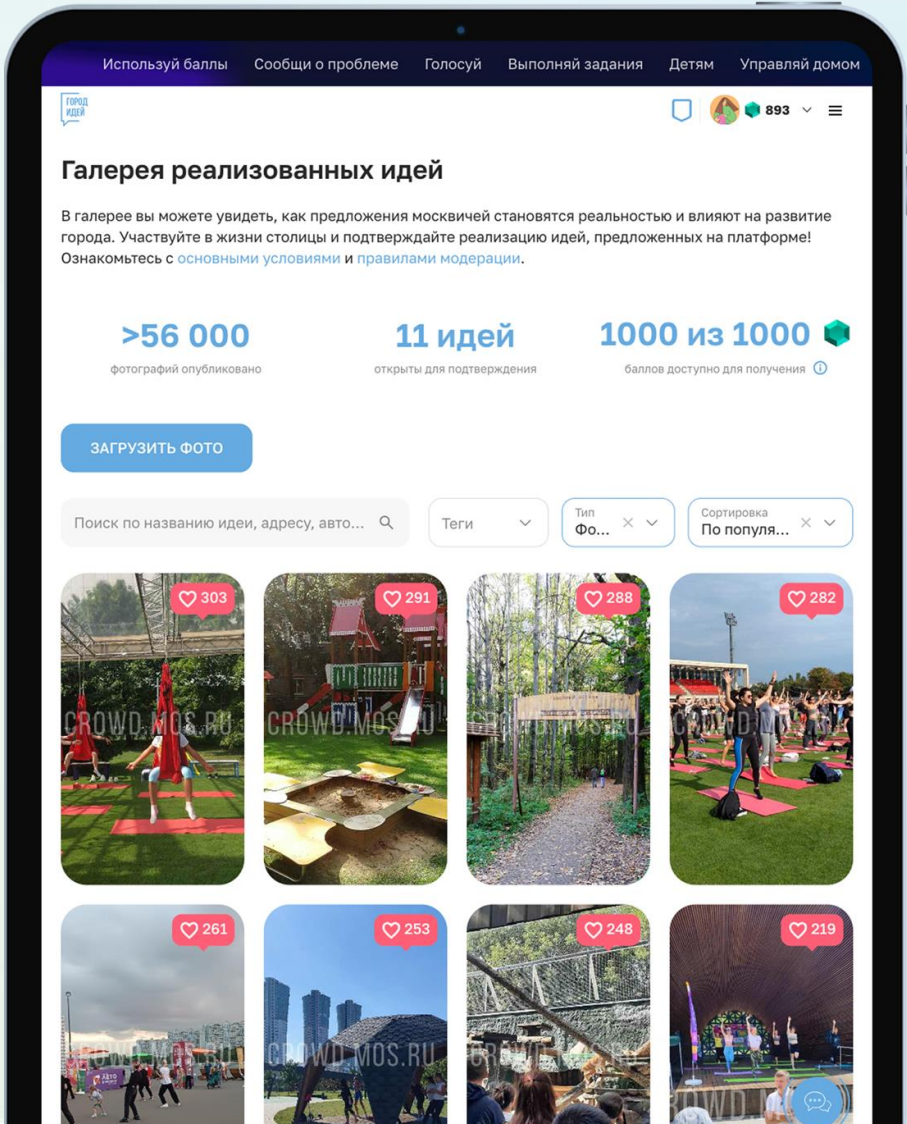
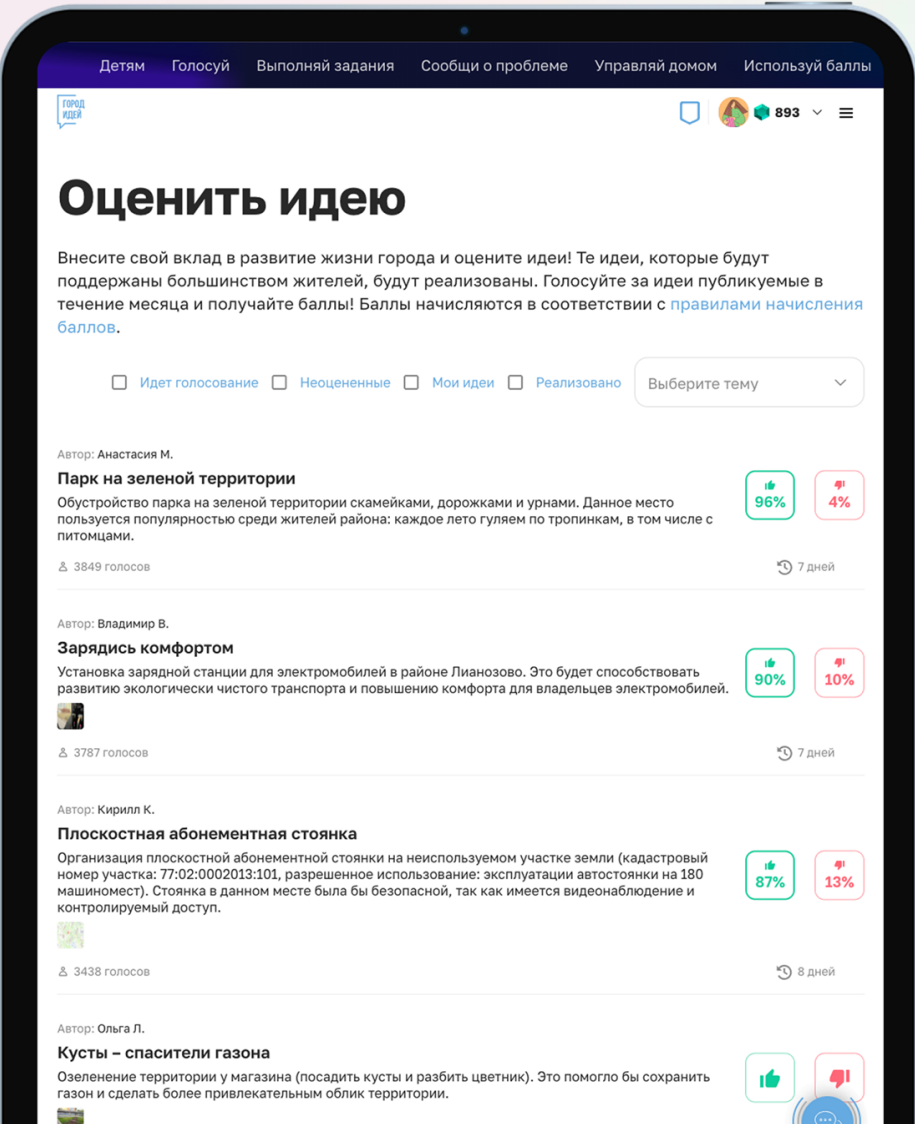
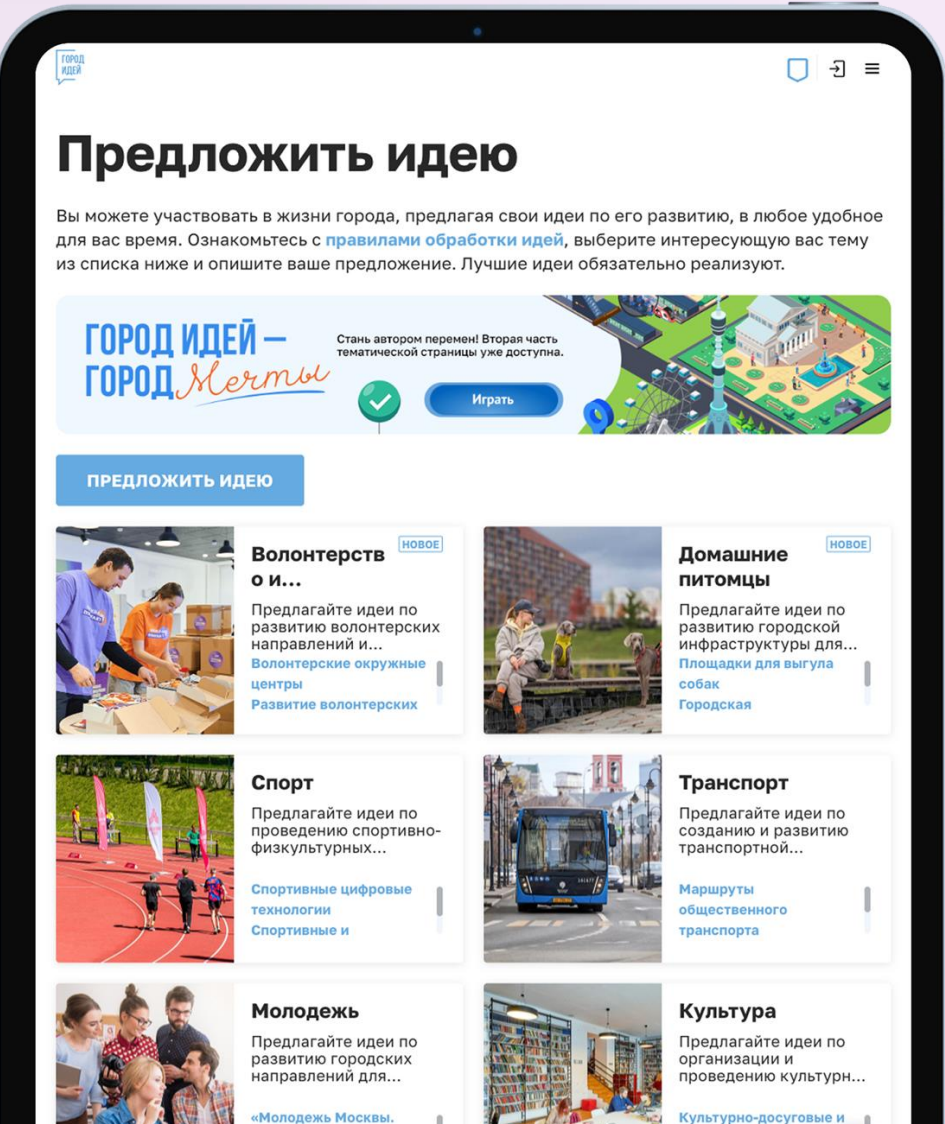
ratings

Section «Gallery of implemented ideas»

Users have the opportunity to submit photographs confirming the implementation of ideas.

> 56 000

photographs



Platform capabilities

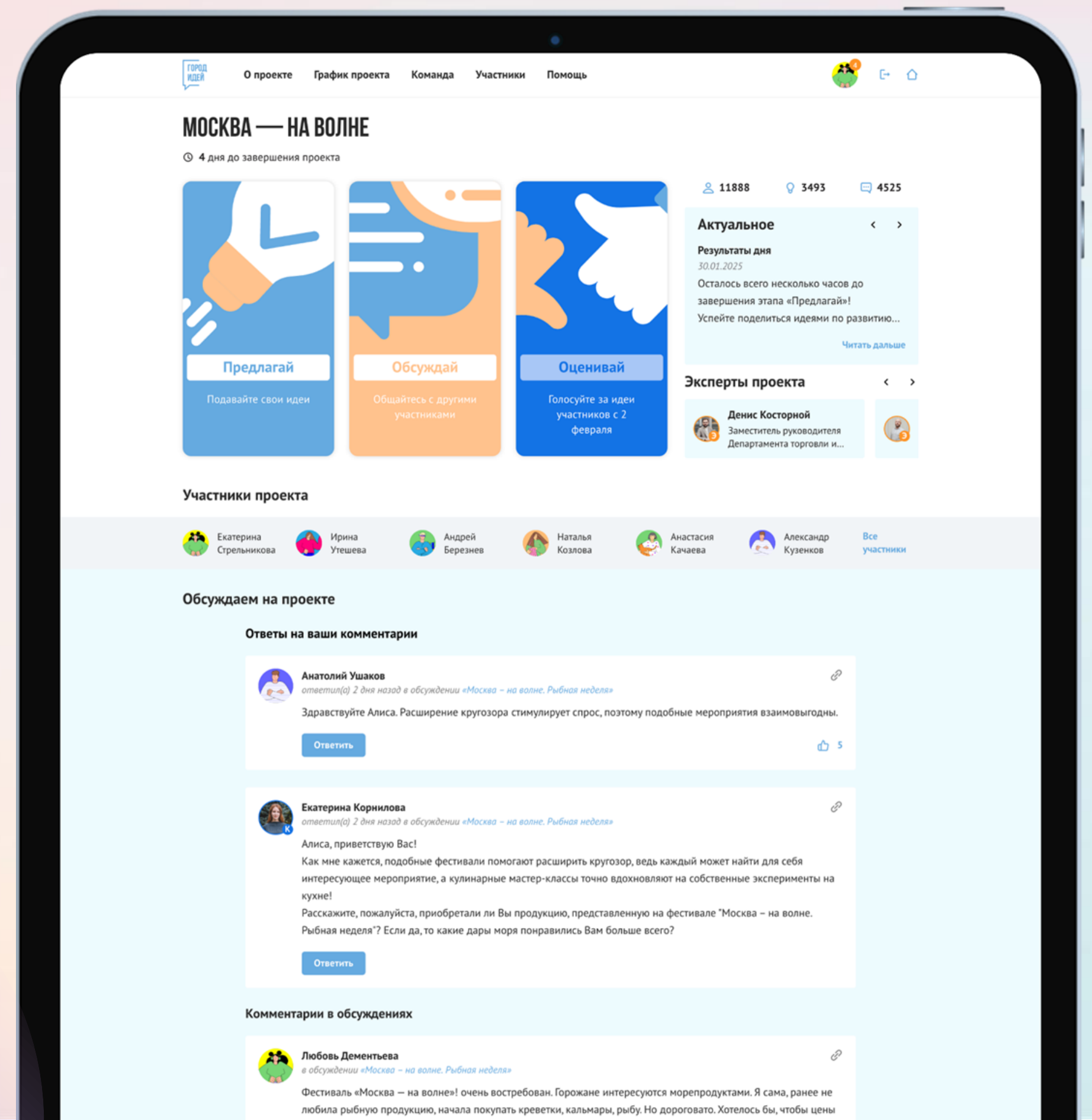
Several times a year, platform users have the opportunity to participate in large-scale **thematic projects**.

- Submit ideas on given topics
- Participate in engaging discussions
- Create blogs
- Vote for ideas selected by experts

The best ideas will be included in the implementation plan!

Additional benefits

- 1 User-friendly interface and platform functionality
- 2 24/7 platform operation
- 3 Video instructions on how to use the platform



Platform capabilities

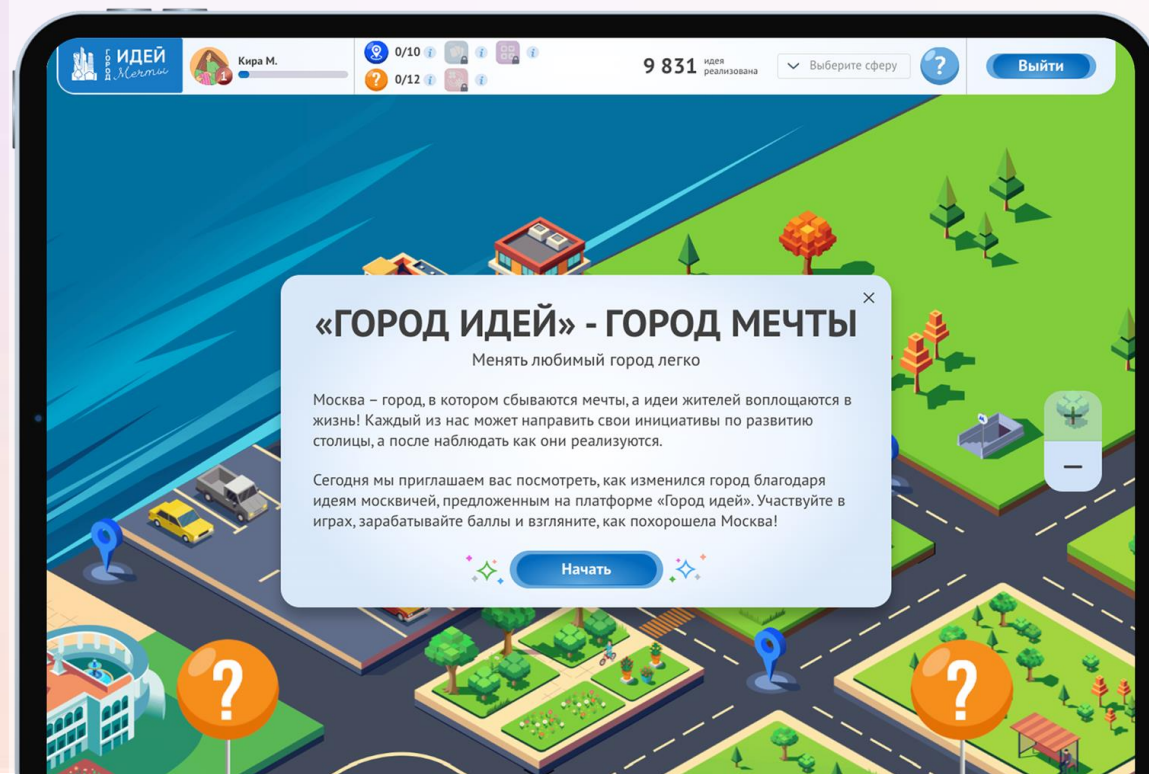
Thematic pages

Several times a year, Muscovites have the opportunity to visit special animated pages with game mechanics. These pages provide an engaging way to learn about the capabilities and results of the Moscow Government's electronic projects.

«City of Ideas - City of Dreams»

Users learned how citizens' ideas transformed Moscow through five unique interactive games, each of which helped them better understand how ideas proposed on the City of Ideas platform are implemented.

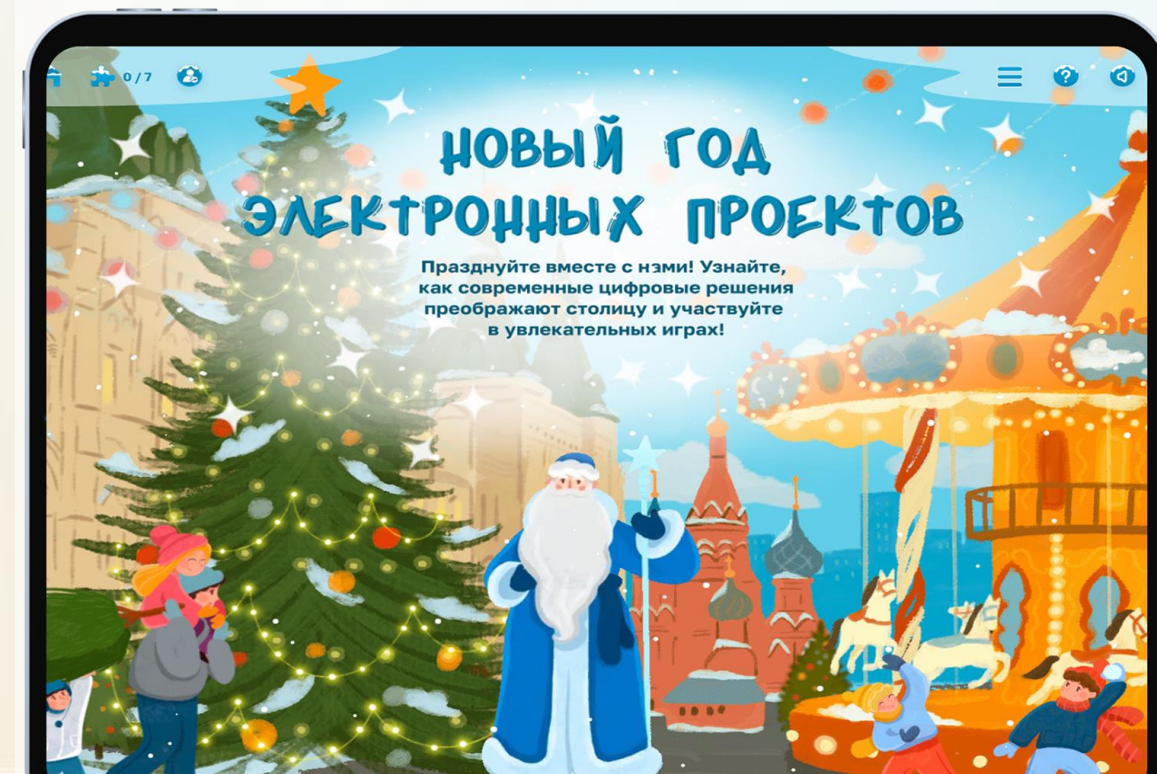
>571 thousand visits



New Year's landing page

Celebrate the New Year with a family of electronic projects! Residents were able to meet characters, find hidden facts on project pages, and participate in exciting games!

>912 thousand visits



Digital technologies and solutions used

The creation, development, and operation of e-government infrastructure, including the provision of mass socially significant services, as well as other services in electronic form, is consistent with the objectives of the national project «**Data Economy and Digital Transformation of the State**» and the regional project of the city of Moscow «Digital Public Administration».

Performers and co-performers

- The City of Ideas platform is being developed by the State Public Institution New Management Technologies and the Moscow Department of Information Technology.

Technological independence

- All services operate on the Russian operating system Mos OS.

Innovativeness of the solution

- Any resident can propose an idea, and executive authorities will implement it based on the selection process.
- A direct channel of communication where people's initiatives turn into real change.
- A combination of real benefit to people and widespread awareness.

Replicability

The existing structure of the City of Ideas can allow for the rapid launch of a similar mechanism in any region or organization with minimal adaptation costs.

Regional scaling

- The solution can be adapted to any constituent entity of the Russian Federation..
- Flexible settings can take into account regional specifics and development priorities.
- The methodology for collecting and implementing ideas is applicable in regional centers and municipalities.

Implementation in other organizations

- A universal crowdsourcing tool for any structure that works with feedback.
- In public corporations: to collect ideas for optimizing work processes.
- In commercial companies: to improve customer service and corporate development.
- In non-profit organizations: to engage the community in social and charitable projects.

Integration with other systems

- Possibility of connection to regional government services portals and departmental information systems (similar to mos.ru).
- Integration with electronic document management systems.
- Compatibility with external authentication services.

Project Business Impact and Budget:

The business impact stems from replacing traditional feedback tools (such as sociological surveys and focus groups) with more efficient digital crowdsourcing, which reduces the administrative costs of public opinion research. High engagement — over 670,000 users — confirms the format's popularity and its economic feasibility as a scalable solution for engaging with residents.

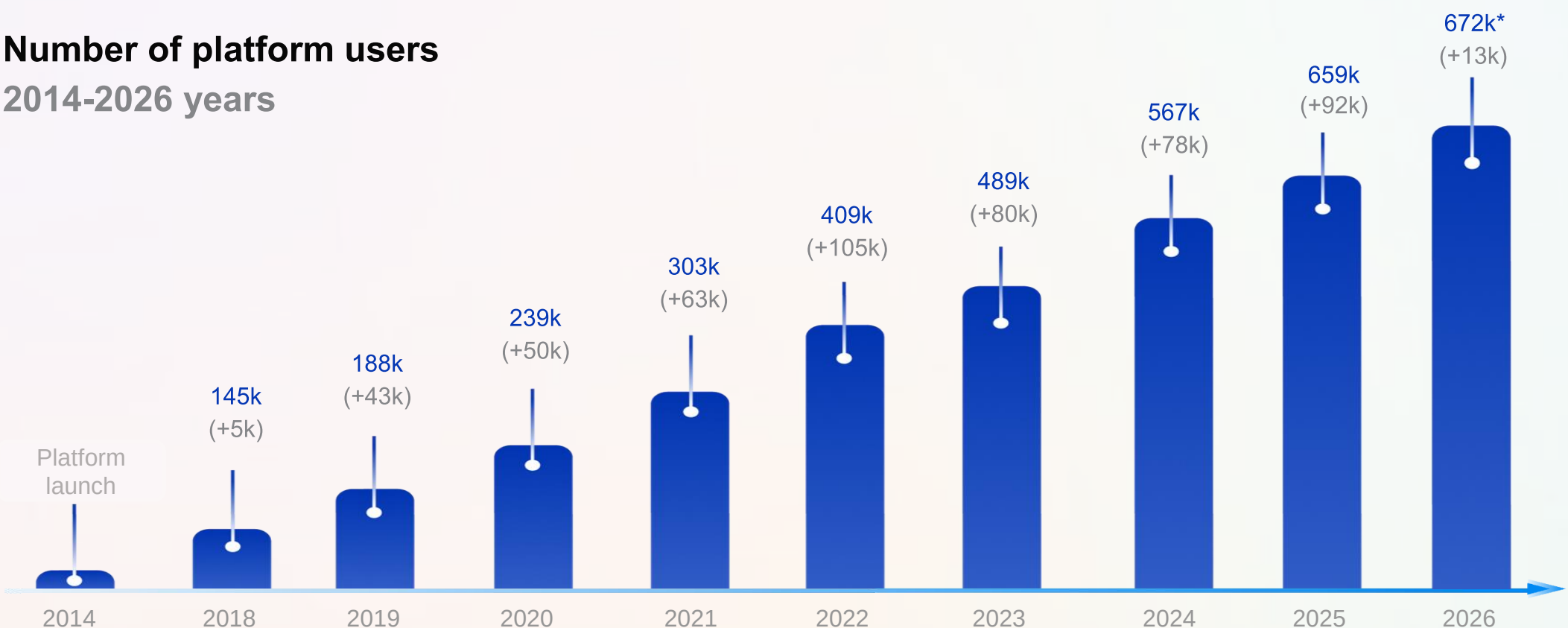
The project is financed from the Moscow city budget.

Implemented strategy and results

City of Ideas platform statistics



Number of platform users
2014-2026 years



*as of March 2026