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## Experience of Implementing Youth Social Projects in Moscow

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**Abstract.** The article analyzes the results of the implementation of youth social projects in the city of Moscow. Based on regulatory and theoretical sources, the author draws appropriate conclusions regarding the implementation and results of youth projects in the city of Moscow. The article analyzed self-realization of young people under existing conditions, based on their interests and social status. The author highlights importance of unlocking the potential of young people, which is based on the goal of developing civil society and supporting active youth and their role in the development of the country [1].

**Keywords:** youth, youth social projects and programs, civil society

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## Introduction

The relevance of youth projects logically corresponds to the development of personality, since the maturation of the younger generation occurs under the influence of various systems of human activity: for example, education,

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when in the process of acquiring knowledge, an individual develops certain skills, or communication, through which the younger generation learns moral, cultural and other principles that develop it further as a person [2].

The definition of “project” has the Latin etymology “projectus”, which literally means “thrown forward”. In other words, a project in general is a vision of prospects aimed at improving certain areas of human activity, a group of individuals or society. Scientific thought uses the category “project” in engineering, economic and other research. At the same time, public authorities use the term “youth social projects” in relation to the development of youth policy. It cannot be said that this is the latest know-how. This phenomenon was observed in our country already in the 60–70 years of the twentieth century. It was during these years that positions began to take shape regarding youth projects as an object and subject of socio-economic relations and their role in the political life of the Soviet state [3].

The implementation of youth projects in the Soviet period was expressed in the following areas:

- events that formed a system of ideas, provisions and guidelines for action regarding the place and role of young people in building a prosperous communist future;
- event events that promoted the ideas of the party, collective associations and other social institutions that were responsible for the implementation of ideas among young people in the field of communist construction.

Regarding the modern vision regarding the implementation of youth social projects, it should be noted that there is a large palette of opinions among modern researchers about the development of the phenomenon under study. Based on the analysis of numerous expert views, in our opinion, the implementation of youth projects can be divided into two directions [4].

The first direction of youth projects is related to relationships in society, which are expressed through different groups, strata, social institutions and the direct attitude of young people to other groups of society, its institutions and its values [5].

The second direction of youth projects focuses on the actions of the state, political parties, and public associations, the purpose of which is to socialize and find youth their place in socio-economic and public relations [10].

Table 1 presents the definitions of the concept of “youth projects” in their modern understanding.

Thus, based on the above positions, in our opinion, the priority task of youth social projects is to organize events that can create opportunities and incentives in various spheres of life of the younger generation. These opportunities can manifest themselves not only in the socio-political sphere, but also produce results in the education system, healthcare, physical culture and sports, and other fields of activity.

Table 1

**Definition of the Concept “Youth Projects”**

Author / source	Definition
M.A. Suleimanov, A.V. Ermolaeva [6]	this is a systematic work of government bodies that develop the main doctrine and conceptual directions of youth policy, aimed at the development of a system of social, economic, and organizational measures to protect youth in social and legal aspects
R.D. Shakhpazova, B.Sh. Pirmagomedov [7]	a system of measures of financial-economic, normative-legal, informational-analytical, organizational-managerial, scientific, and personnel nature, which are implemented through dialogue among civil society institutions, the state, and citizens with the aim of self-realization of the country's youth potential for subsequent socio-economic development of the state, increasing its competitiveness in the world
O.S. Eremina, V.V. Chernysh [8]	these activities are carried out by the state with the aim of increasing the empowerment and opportunities of youth, allowing them to realize their potential. The implementation of a state system, which includes financial, economic, normative, scientific, personnel, organizational, managerial, and enlightenment measures, is carried out to educate youth in spiritual, moral, civic, and patriotic values
A.S. Bakulina [9]	these are comprehensive actions that form a system of spiritual values, considering the multi-ethnic nature of our country

**The main part**

Regarding the implementation of youth projects in Moscow, it is necessary to classify them in the following areas:

*1. Projects based on the nature of the projected changes.*

This group of youth social projects mainly includes innovative projects. The Decree of the Government of Moscow No. 477-PP dated 11.10.2011 created conditions for holding events that stimulate innovative projects among the youth. The essence of innovative projects in the youth environment is as follows: companies (enterprises) establish youth creativity centers (CMIT) within the framework of social partnership. In these centers, young people develop and implement innovative projects. Such a collaboration allows young people to take the first steps in innovation and, of course, materialize their idea on professional equipment, which is transferred by the enterprise (company)- mentor of the youth creativity center, and get professional experience from a practicing specialist. There is a practice when the ideas of young people in the framework of participating in the implementation of the project materialized as an industrial product. Thus, the organization of youth creativity centers (CMIT) in Moscow districts develops intellectual and professional competencies among young people, which will be in demand in the Russian labor market in the future.

*2. Projects for the development of empathy among young people.*

This type of youth projects in Moscow has a social orientation. For example, the youth activists of the city of Moscow take part in events at the university, interuniversity and city levels under the project “Credit Moscow”. More than forty

thousand students of Moscow universities joined the mobile application “Credit Moscow” to constantly monitor this project. Or, for example, such a social youth project as “Debattle”. During the implementation of this project, young people receive in-demand competencies, such as the ability to speak in front of the public, the ability to correctly express and defend their own point of view. Within the framework of this project, sixty-three events were held in real and online mode and each event gathered at least thirty people.

According to experts, Moscow is considered the center of volunteerism in Russia [11]. The Moscow Volunteer Corps consists of seven hundred and sixty thousand people who take care of those who need help. Of these, five hundred and sixty thousand volunteers are young people and students. In 2023, they actively collected humanitarian aid for refugees from the Luhansk and Donetsk People’s Republics, who have already received approximately 2000000 units of the goods they need. After the #Moscow Helps campaign began, the number of participants increased by 6,000 people.

Activists of the City of Heroes Moscow project carry out environmental, donor and other activities. Approximately one hundred and fifty Moscow volunteers have become donors and donate bone marrow after registration in the National Register. Also, as part of the implementation of the “Memory Watch” project, volunteers conduct expeditions to places where battles took place during the Second World War. Over the past year, they have managed to recover the names of twenty-two dead soldiers.

Cultural projects can also be attributed to this type of youth projects in the city of Moscow.

Young artists participate in exhibitions held by the capital’s exhibition halls, galleries, libraries and cultural centers. Aspiring artists can receive grants to organize a theatrical production of musical shows based on the Open Stage project. Students studying at creative schools and colleges in Moscow can create and implement their ideas in life within the framework of the Art Laboratory project.

There are also artists working in the Student Stand-up League in Moscow. Urban venues are used as a stage, master classes “Pumping”, Hackney Comic trainings, a Large Student league tournament, as well as an off-site stand-up festival are held. These projects were visited by about 4000000 people last year alone.

### *3. Projects by scale.*

There are many sports grounds in Moscow for training and subsequent passing of TRP standards. During 2022, one hundred thousand people completely passed the standards. More than 1,000 people representing the younger generation attended the Moscow Autumn GTO Festival at the Luzhniki Center.

Those who love street culture participate in the #NaRayone project. Sports grounds gather those who practice workout, crossfit, panna football, martial arts, rap, dancing. The project also attracted well-known athletes, coaches and dancers who conduct many master classes and trainings. During 2022, more than one

and a half million people participated in twenty projects taking place in real and interactive modes.

The Moscow Esports project is very popular: in 2021 alone, more than three hundred cyber tournaments were held in Dota 2, Counter-Strike: Global Offensive, Starcraft 2, Warcraft 3, League of Legends and other games.

#### *4. Time-based projects.*

Short-term projects can be attributed to this type of youth projects in the city of Moscow. For example, among the short-term projects, the Moscow Dialogue urban project, which took place on June 10, 2023, can be highlighted. In higher education institutions and colleges, students receive basic education, and the implementation of the Moscow Dialogue urban project develops additional professional skills. Young people meet with large entrepreneurs and managers, communicate with them directly and receive the necessary practical advice. An Internet platform called “VRabote” has become an aggregator of temporary or permanent work. Young people are invited to meetings by employers, with master classes and lectures that help them start their career properly. More than 15 thousand boys and girls participate in this program.

Among the long-term projects, the following can be mentioned — in the Technograd Park, which is located at VDNH from June to September 2023, it was possible to learn about modern professions and learn them. The training programs are focused on practical work activities. During the implementation of this project for more than four years, more than 1,000,000 people have participated in courses, workshops, trainings and other events. It is very practically significant to take a voluntary qualification exam, which independently confirms the knowledge gained at a higher educational institution. Nineteen thousand people have successfully passed this exam for 5 years.

In 2023, seven project competitions were held in Moscow. These are the “Student of the Year”, “Miss and Mr. studentship of Moscow”, “Student Leader”, youth project accelerator of the “District. Universities”, the open festival “Moscow Student Spring”, the quiz league “Study, student!” and the sports and entertainment show “Race of univers”. Thus, in the contests held in 2023, young people could try to realize their plans, declaring themselves to the whole of Moscow.

In the summer of 2023, students worked on unique technological, creative, patriotic, tourist and sports projects for Moscow. As a result, the experts identified twenty-two of the most interesting projects, and they were put to the vote on the Active Citizen project. As a result, eleven projects were selected for various districts of Moscow. The developers of these projects have received support. The winner was a project called “Interactive quest tours of Moscow districts” — he was awarded the Grand Prix.

The leader of the vote was a project called “Ecoprud Losinoostrovsky”, which promotes environmental education. The authors of the project “The Present Past” plan to conduct immersive historical performances. According

to the “Your Cinema” project, a school will be launched where they will teach how to make mobile movies. Those who participate in this project will take pictures of Moscow’s cultural events from a regular camera or smartphone and then mount videos. According to the professional orientation program for school students in the Troitsk and Novomoskovsk districts, workshops will be offered where they will be able to get acquainted with the professions in demand.

For five years now, the employment center, called “My Career”, has been operating a special program for young people “Summer in a new format”, with career guidance projects “Summer of my Career”, “Progeroi” and “Internships”. During the period that this program exists, more than ten thousand people have mastered popular professions and chosen their careers. Over three thousand teenagers participated in this program in 2023.

For young people, summer is a vacation period. It is at this time that the younger generation can pay attention to the development of career paths. To help with this choice, the “Summer in a new format” program has been implemented for five years. During the events, teenagers get acquainted with the latest trends in the labor market and the most popular professions. The students receive an assessment and development of their universal personality competencies, while simultaneously gaining their first practical experience. Also, as part of the implementation of this youth project, participants expand their horizons in many other areas. Over ten thousand people from different districts of Moscow have participated in this program for five years.

In 2023, approximately five hundred commercial and government companies and organizations, together with the most famous Moscow colleges and higher education institutions, acted as partners of the Summer in a New Format program.

Those who participated in the vocational orientation project “Summer of my career” studied at a specialized school. Young people were offered to try to work as a network security specialist, a UAV operator conducting topographic surveys, an operator managing the Smart Home system, an IT specialist, a designer of UAV components, a service transport specialist, a marketer, a copywriter, a psychologist, an architect, an interior designer, a cartoonist and other specialties. By developing real projects, you can master teamwork and develop communication skills, understand what you are capable of, feel how significant the results are and get inspired to storm new achievements.

The Progeroi summer vocational orientation program was created for teenagers who need separate support, they are brought up in family centers in Moscow. By participating in this program, children can show themselves through active social and developmental activities, learn about heroic professions, with the choice of one of them — “Lifeguard”, “Aviation” and

“Motorsport”. They receive comprehensive professional guidance, with the acquisition of useful skills, they will see how to achieve success, build a career without violating the rules of society.

On July 1 and 2, 2023, the festival “Youth Day” was held in the Khodynskoye Field Park. The designer of the future.” The festival has turned the capital into an unsurpassed meeting place for all creative and active souls. More than five dozen exciting events were organized throughout the city, but the Khodynskoye Pole Park was chosen as the main location. The Cyber Moscow project pleased with lectures on the protection of personal data, and “Districts. Universities” offered a set of tasks for the development of competencies.

### Conclusion

Thus, having analyzed the experience of implementing youth projects in Moscow, it can be confidently noted that this subject of the Russian Federation implements them at a high level. Therefore, the results of the youth collective experience show that there is not just a generalization of certain knowledge, but also their application in a practical plane [11].

Therefore, at present, the main task in the process of implementing youth projects in the city of Moscow should be the predominance of effective mechanisms to increase the social and professional competencies of the younger generation, rather than dependency. In our opinion, when implementing youth projects, the public authorities of the city of Moscow should:

- systematically evaluate ongoing and promising youth projects that enhance the educational, moral, spiritual, and professional component of the younger generation;
- to combine efforts with scientific and pedagogical communities in the field of educational, methodological and information support for specialists who develop and implement youth projects in the territory of the city of Moscow;
- to carry out constant monitoring of youth trends in all regions of the Russian Federation, which can be used as a basis for the development and implementation of a specific youth project;
- constantly update educational programs for the training of specialists engaged in the development and implementation of youth projects;
- regularly hold seminars, conferences, etc., which will allow to develop a community of like-minded people, the purpose of which will be the development of productive youth projects in the territory of the city of Moscow.

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# Опыт реализации молодежных социальных проектов в городе Москве

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**Аннотация.** В статье анализируются результаты реализации молодежных социальных проектов в городе Москве. На основе нормативно-правовых и теоретических источников автор делает соответствующие выводы в отношении реализации и результатов молодежных проектов в городе Москве. Анализируется самореализация молодых людей при существующих условиях, на базе интересов и социального положения. Формируются выводы по раскрытию потенциала молодых людей, в основе которого лежит цель развития гражданского общества и поддержка инициативной молодежи, ее роль в развитии страны [1].

**Ключевые слова:** молодежь, молодежные социальные проекты и программы, гражданское общество

**Заявление о конфликте интересов:** Автор заявляет об отсутствии конфликта интересов.

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