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ДОРОЖНАЯ КАРТА ВНЕДРЕНИЯ КРАУДСТРОИТЕЛЬСТВА В РАМКАХ НАЦИОНАЛЬНОГО ПРОЕКТА «ЖИЛЬЕ И ГОРОДСКАЯ СРЕДА»

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Аннотация: В настоящей статье представлен план мероприятий (дорожная карта) внедрения краудстроительства – механизма реализации инвестиционно-строительных проектов малыми строительными предприятиями с помощью прямых коллективных инвестиций с использованием онлайн-платформ. Проект направлен на достижение стратегических целей национального проекта "Жилье и городская среда", а именно: повышение комфортности городской среды и индекса ее качества на 30%, что приведет к сокращению в два раза числа городов с неблагоприятной средой и созданию механизма прямого участия граждан в формировании комфортной городской среды. Доля граждан, участвующих в решении вопросов развития городской среды увеличится до 30%.

Внедрение механизма краудстроительства обеспечит рост таких индикаторов, как площадь озелененных территорий общего пользования к площади всех зеленых насаждений в целом (%), обустроенность природного ландшафта (%), состояние зеленых насаждений (%), количество улиц с развитым стритрейлом (ед.), разнообразие культурно-спортивных функций в городе (%), доступность спортивных площадок для горожан (%) и др. Именно эти индикаторы формируют показатель "индекс комфортности городской среды".
Ключевые слова: национальные проекты, жилье и городская среда, индекс качества городской среды, малый бизнес, краудстроительство, цифровая экономика.

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THE ROADMAP TIMELINE FOR IMPLEMENTING THE CROWDFUNDING CONSTRUCTION IN THE FRAMEWORK OF THE NATIONAL PROJECT "HOUSING AND URBAN ENVIRONMENT"

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Abstract: The article presents a plan of measures (the roadmap timeline) for implementing crowdfunding – the mechanism for the deve;opment of investment and construction. The project aims to achieve the strategic goals of the national project "Housing and urban environment", approved by the Presidium of the Council under the President of the Russian Federation for strategic development on December 24, 2018, namely: increasing the comfort of the urban environment and its quality index by 30%, which will lead to a two-fold reduction of number of cities with an unfavorable environment and creation of a mechanism for citizens' direct participation in the formation of a comfortable urban environment. The share of citizens involved in the development of the urban environment will increase up to 30%.

The introduction of the crowdfunding mechanism will ensure the growth of such indicators as the amount of green areas for public use (parks, gardens, etc.) to the area of all green spaces in general (%), the state of the natural landscape (%), the state of green areas (%), the number of streets with developed street retail (units), a variety of cultural and sports events in the city (%), the availability of sports grounds for citizens (%). These are the indicators that form the "comfort of the urban environment" index.
Keywords: national projects, housing and urban environment, quality index of urban environment, small business, crowdfunding, digital economy.

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Introduction

On December 24, 2018, the Presidium of the Presidential Council for Strategic Development and National Projects approved 12 national projects and a comprehensive plan for modernization and expansion of highway infrastructure (**Figure 1**):

Within the framework of the national project "Housing and urban environment"[1, 2], the federal projects "Mortgage", "Housing", "Formation of a comfortable urban environment", "Ensuring a sustainable reduction of housing stock" are combined.

As part of the implementation of the Federal program "Formation of a comfortable urban environment"[3], two of the five target indicators of the national project are:

Pivotal increase in the comfort of the urban environment and its quality index by 30%, and a two-fold reduction in the index of the number of cities with an unfavorable environment.

Creation of a mechanism for direct participation of citizens in the formation of a comfortable urban environment, as well as increase in the number of citizens participating in solving urban development issues up to 30%.

At present, the majority of the population of the Russian Federation lives 1112 cities[4]. Two-thirds of cities are shrinking; the population in such cities is reduced by people migration to larger cities or abroad. It's related to the search for a more comfortable place for living[5].

According to the current methodology, approved by the Government of the Russian Federation on March 23, 2019 No. 510-r, in correspondence with the federal program "Formation of a comfortable urban environment", the quality index of the urban en-

Figure 1. National projects

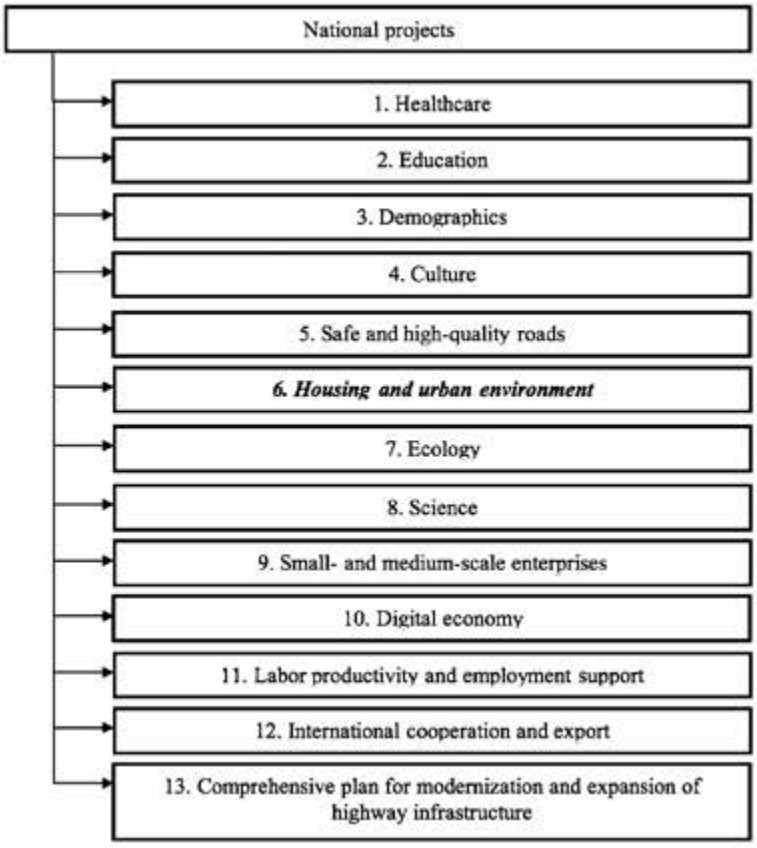
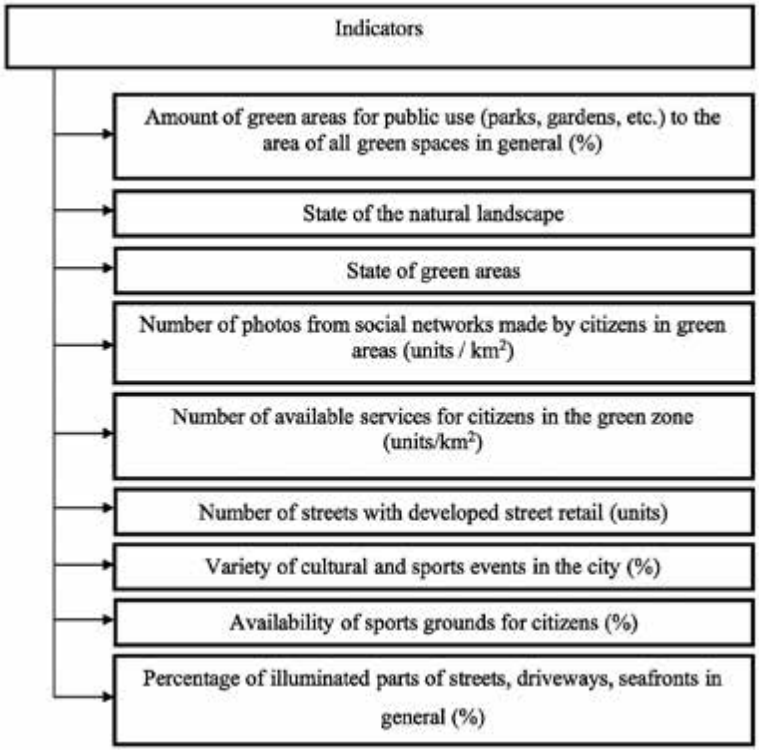


Figure 2. Indicators of the quality index of urban environment



1 Passport of the national project "Housing and urban environment" - http://static.government.ru/media/files/i3AT3wjDNyEgFywnDrcrnK7Az55RyRuk.pdf

2 Decree of the President of the Russian Federation "On the strategy of economic security of the Russian Federation for the period until 2030" - https://storage.strategy24.ru/files/strategy/201803/e3c0102dc-80c8441c4f756529b7e7c58.pdf

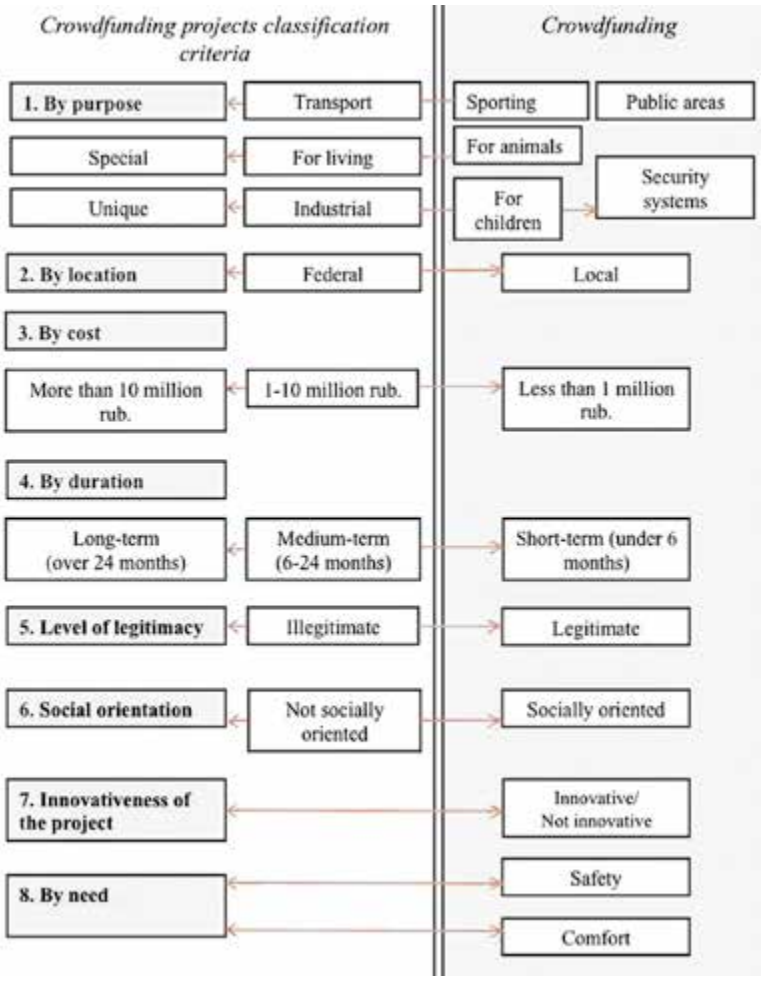
3 Priority project "Comfortable urban environment" - http://gorodsreda.ru/gorodskaya-sreda/

4 Ministry of Economic Development of the Russian Federation. Forecast on the socio-economic development of the Russian Federation for the period until 2036 - https://storage.strategy24.ru/files/strategy/201901/30e63c2c3c2bcd16937cafbafb804c9c.pdf

5 Dom.rf - https://индекс.дом.рф

vironment is defined, which includes the assessment of 6 types of areas (housing and surrounding spaces, landscaping, various infrastructures: street infrastructure, social and business, social and leisure, as well as adjacent and city-wide spaces) laying on five criteria, such as safety, comfort, environmental friendliness, identity and diversity, as well as modernity of environment. Indicators and their number may vary depending on the availability of data and the emergence of new ways of analyzing urban areas. These indicators are presented in **Figure 2**.

Figure 3. Typology of projects within the crowdfunding platform



Roadmap for the introduction of crowdfunding

Within the framework of the dissertation research "Development of small business in construction using information and communication technologies", the "crowdfunding" mechanism was proposed, providing a new format for implementing investment and construction projects by small construction enterprises using direct collective investments within the online platform. The typology of projects is presented in **Figure 3**.

In order to check the mechanism on a small scale, the authors aim to delineate the subject area of the implementation for possible crowdfunding projects to identify and eliminate all possible contradictions – the local area and public places (common living space). Contradictions will provide the opportunity to prepare the implementation methodology, with the help of which, it will be possible to perform crowdfunding in other fields [Silka, Yaskova, 2013; Silka, Yaskova, 2011; Silka, 2015].

Due to the introduction of crowdfunding, investments in the improvement of common living space for 4 years will amount to more than 28,116 billion rubles [Yaskova, 2018. P. 50-54; Organization of construction, 2018].

Based on the evaluation of the cost of projects on the organization of adjoining territories and public areas in the amount of 100,000 to 1,000,000 rubles, the potential of crowdfunding will be from 28 to 280 thousand projects [Yaskova, 2018. P. 18-23].

When estimating 750,000 rubles a year for one workplace of a small construction enterprise, 28.116 billion rubles can provide 37,488 new jobs.

Crowdfunding is financed by the Federal Budget of the Russian Federation, and a roadmap for its implementation has been already developed.

A roadmap is a starting point for the development of crowdfunding. It includes eleven main areas:

Discussion with public organizations, professional associations, and expert communities of documents completing the regulatory and legal framework for the implementation of socially oriented projects of the online crowdfunding platform:

"Provisions on collective forms of investment", "Methodical recommendations for assessing the performance of online platforms" in the Department of Urban Development and Architecture.

"Methodical recommendations for assessing the performance of online platforms" in the Department of Social and Economic Development.

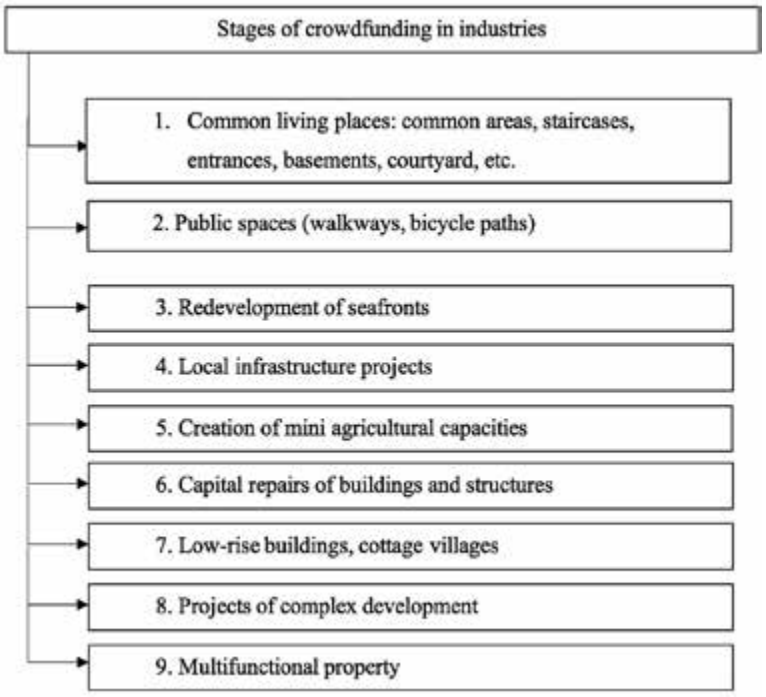
"The procedure for the formation of contractual relations between the participants of the online construction platform" in the Department of Municipal Affairs.

"Provisions on the Coordination Council for granting territories assigned to common living spaces" in the Department of Urban Development and Architecture.

"The procedure for monitoring and adjusting the progress of projects with the help of a crowdfunding online platform" in the Department of Municipal Affairs, the Department of Urban Development and Architecture.

"Provisions on measures of state support for the implementation of social projects with the help of an

Figure 4. Distribution stages of crowdfunding



online crowdfunding platform" in the Department of Social and Economic Development.

"Provisions on incentive measures (responsibility and encouragement) of participation in the process of implementing socially-oriented projects for the organization of common living spaces" in the Department of Social and Economic Development.

"Methodical recommendations on the use of correction factors and standards for the implementation of social projects aimed at organizing common living spaces" in the Department of Social and Economic Development, Gorproject.

"List of high standards of common living spaces (development, monitoring, evaluation, adjustment, experiment, etc.) in the Department of Urban Development and Architecture, Gorproject.

"Recommendations for the development and implementation of an effective contract" in the Department of Municipal Affairs.

"Provisions on informational and monitoring support of crowdfunding" in the Department of Urban Development and Architecture.

"The list of special regional programs for the implementation of crowdfunding projects" in the Department of Urban Development and Architecture.

Introduction of legal documents to the Moscow City Government for approval.

Development and implementation of a pilot project in crowdfunding with the support of the Department of Urban Development and Architecture, the Department of Information Technologies, as the result of which will be the rectification of the concept, the formation of the standardization base.

Formation of the list of programs and projects of crowdfunding:

Examination of proposals and initiatives in the Department of Urban Development and Architecture, the Department of Social and Economic Development.

Organization of consulting and scientific-methodological support for private initiatives in the Department of Social and Economic Development.

Creation of Responsibility Centers for the implementation of programs and projects in the Department of Urban Development and Architecture.

Formation of orders on the use of support and incentive measures in the Department of Social and Economic Development.

Certification of staff, signing of effective contracts in the Personnel Policy Department.

Developers' specification of an online crowdfunding platform based on competitions and tenders, the formation of a working group serving the online platform with the support from the Department of Social and Economic Development, the Department for Municipal Affairs, the Department for Urban Development and Architecture.

Approval of the protocol of control measures for the stages of implementation of programs for the development of urban areas in the Department of Urban Development and Architecture.

Observing the progress of projects with the help of a crowdfunding online platform:

Approval of an organizational meeting schedule between Responsibility Centers and the Department of Urban Development and Architecture.

Creation and maintenance of the Center for mediation in order to timely resolve the differences between project participants in the Ministry of Communications and Mass Media.

Organization of interaction between participants in the crowdfunding online platform.

Implementation of the provisions of the method of entry and exit of participating enterprises in projects of the Department of Urban Development and Architecture.

Information support, coverage of the implementation of programs and projects by the Ministry of Communications and Mass Media.

Carrying out of special measures, the opening of information centers on ongoing social projects.

Renewing the conditions of participants' activity focusing on final results.

Acceptance of work performed on projects in the Ministry of Health.

Estimation of the level of capitalization of common living spaces for each project in particular and for the Program as a whole in the Department of Municipal Property and Land Relations, the Department of Social

and Economic Development, the Department of Urban Development and Architecture.

Examination of innovative, social, environmental, and other types of effects resulting from the implementation of projects in the Department of Social and Economic Development, the Department of Urban Development and Architecture.

Summarizing the implementation of the program aimed at territories' development in general:

Correction of informational, organizational, innovational, economical, regulatory and methodological, and financial support of software and project cycles in the Department of Finance, Department of Urban Development and Architecture, Department of Social and Economic Development.

Creation of a databank of methods for the sustained development of organizational, financial, informational innovations and technologies in the Department of Urban Development and Architecture.

Creation of project teams, project managers, as well as the personnel reserve of administrators in the Personnel Policy Department.

According to research, the extension of sections of the small construction businesses' activities is associated with the spread of crowdfunding in the subject sectors presented in **Figure 4**.

Crowdfunding, in perspective, applies to the development of cottage villages – main construction objects, for which no expertise is carried out.

Conclusion

The implementation of crowdfunding mechanism will ensure the growth of the following indicators: the amount of green areas for public use to the area of all green spaces in general (%), the state of the natural landscape (%), the state of green spaces (%), the number of available services for citizens in the green zone (units/km^2), the number of streets with developed street retail (units), a variety of cultural and sports events in the city (%), the availability of sports grounds for citizens (%), etc.

These are the indicators that form the "comfort of the urban environment" index, respectively, the implementation of crowdfunding ensures the achievement of one of the main goals of the Federal Project "On the comfort of the urban environment", which, in turn, is included in the national project "Housing and urban environment".

Crowdfunding is a mechanism for direct participation of citizens in the formation of a comfortable urban environment, which itself increases the proportion of such citizens, and this is the significant indicator of a national project.

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ЧТО ЧИТАТЬ



Лиленко-Карелина И. Краудфандинг. Как найти деньги для вашей идеи. M.: Livebook, 2018. 174 с.

Первое подробное руководство по запуску и продвижению крауд-проектов в России. Если у вас есть блестящий проект, который обязательно должен состояться, – эта книга поможет вам преподнести его так, чтобы в него поверили другие и помогли ему осуществиться.