

CONSULTATION PAPER

Consultation paper on the future of RICS Modus and Journals

April 2022



Table of contents

Introduction – purpose of this paper and consultation	3
Purpose and focus of Journals	3
Purpose and focus of Modus	4
Modus and Journals before August 2020	5
The digitalisation of Modus and Journals in 2019 and 2020	7
RICS' ambition to make Modus and Journals globally accessible	7
Sustainability considerations	7
The three-year strategy to build a new digital home and reduce print	8
Impact of COVID in 2020 and the launch of digital-only Modus and Journals	10
Accessibility and wellbeing considerations	10
Modus and Journals after August 2020	11
Production costs of digital Modus and Journals after August 2020	11
Reach and readership of digital Modus and Journals after August 2020	12
Considerations for introducing opt-in printed copies	14
High-level projected costs of introducing opt-in to print and distribution	14
Conclusions	17

Introduction – purpose of this paper and consultation

RICS produces five digital publications. **Modus** is our public-facing digital publication informing surveyors of industry trends, RICS' work and the positive impact of surveying on communities and society. The four **technical RICS Journals** provide sector-specific technical insights from the built environment, construction, property and land surveying sectors.

Pre 2020, RICS published hard-copy magazines of Modus and Journals, which were only sent to UK members as part of their membership package. All printing and shipping was discontinued in August 2020. Since then, all five publications have been presented as online articles on the RICS website, which is accessible from everywhere and on any digital device.

This consultation aims to gather members' views on the future of RICS Modus and the four technical RICS Journals. We are seeking members' views on:

- **the future purpose and focus of the publications** and
- **the potential place of printed copies as a part of RICS' publications offering.**

This paper aims to:

- **provide full transparency** around the performance, readership and production costs of the publications before and after their digitalisation
- **tell the full history of the digitalisation** including the circumstances, research and insights that informed RICS' decision to move to digital-only Modus and Journals in 2020
- **illustrate the expected costs and implications** of reintroducing print and postage, based on an opt-in model
- **present the consultation questions** that members will be asked to express their views on.

The results of this consultation will be collected, published and considered, to inform any decisions around the future of Modus and Journals.

Purpose and focus of Journals

What the Journals are

The four technical RICS Journals are our member-driven technical publications. They aim to provide **sector-specific technical insights** from the built environment, construction, property and land surveying sectors. They provide updates on RICS guidance and best-practice advice, providing candidates with a valuable learning resource and supporting our members throughout their career. The four journals are:

- Construction Journal
- Land Journal
- Property Journal
- Built Environment Journal (including Building Conservation, Surveying and Control)

How Journals are produced

The Journals are produced in-house by a dedicated RICS team of editorial staff who work in close collaboration with digital colleagues and **Editorial Advisory Groups** – consisting of over 50 RICS technical specialists and RICS members from the disciplines covered. Together, they set editorial schedules, plan the content, source external expert authors and invite contributions from RICS members.

How Journals are presented

All Journals are published on a weekly basis as digital articles available on the RICS website, accessible from everywhere in the world and on any digital device. Each Journal publishes between one and two new articles per week.

To complement the single-article proposition on the website, from March 2022 each journal has started publishing **Editor's Choice** – these are quarterly collections of the most-read articles, which are curated and downloadable in print-friendly PDF format.

Currently, the online Journals are accessible to all (members and non-members) without a login. However, as they were designed to be an exclusive member benefit, it is expected that a membership sign-in will be reintroduced in future – meaning that the Journal articles would only be visible to members and candidates.

Members will be consulted on

- To what extent do you agree or disagree with the purpose and focus of Journals, and why.
- Do you agree that online Journals should only be accessible to members and candidates as an exclusive member benefit?

Purpose and focus of Modus

What Modus is

Modus is a public-facing digital publication and RICS' global brand ambassador. Its purpose is to attract readers – including non-members and younger generations – into surveying, the built environment and RICS membership.

Modus provides **non-technical content** and commentary on overarching topics such as sustainability, diversity and inclusion, and future skill. It has more independence from the RICS core brand, so that it can cover emerging topics where RICS may not yet have formed clear policy positions.

Modus also highlights the positive impact of surveying on communities and society and, where appropriate, the contribution of RICS members to celebrate their work and show readers the exciting careers to be had in surveying.

Modus aims at featuring a wider perspective, leveraging editorial independence and external contributions on controversial issues to challenge, inspire and attract all surveying professionals – members and non-members.

How Modus is produced

Modus is written by professional journalists, usually with interview input from RICS members. Its content is directed by an RICS in-house editor and produced by an external publishing agency. Because of its high production value and role as RICS brand ambassador, focus and attention is given to interactive multi-media online content (data visualisation, videos, infographics, etc.) and eye-catching, engaging design.

How Modus is presented

Modus is available as digital articles, rich in multi-media content, that are published on a weekly basis on the RICS website and are accessible from everywhere in the world and on any digital device. Between two and three new Modus articles are published every week.

Members will be consulted on

- To what extent do you agree or disagree with the purpose and focus of Modus, and why?

Modus and Journals before August 2020

How Modus and Journals were produced and distributed before August 2020

Before August 2020, RICS printed **hard-copy magazines** of Modus and the four technical Journals, which UK members received as part of their membership package. All UK members received a monthly copy of the flagship magazine, Modus. Depending on a member's specialism, they could also receive one of the four discipline-specific Journals.

Only **UK-based FRICS, MRICS and AssocRICS** received printed publications (except for a quarterly print run of Modus sent to a small number of markets in Asia). Between 780,000 and 840,000 magazines were printed and posted every year (between 65,000 and 70,000 every month), totalling an average annual output of around 55 million printed pages.

In addition, RICS also delivered Journals and Modus editions online via a **digital flipbook** that was accessible to any visitor. The flipbooks were a simple scan of the printed editions – they were not smart-phone friendly, and the articles could not be indexed, tagged, searched or discovered as part of an online article database. They also offered no ability for social sharing, commenting or linking to source material or further reading.

Production costs of Modus and Journals before August 2020

The planning, creation, editing, designing, publishing, printing and posting of the magazines to UK members, before August 2020, cost around **£2 million per year** (roughly split as £1.6 million of operational expenditure and £400,000 in staff costs). The bulk of the non-staff expenditure (£1.1 million) was spent on producing and sending physical copies to UK members.

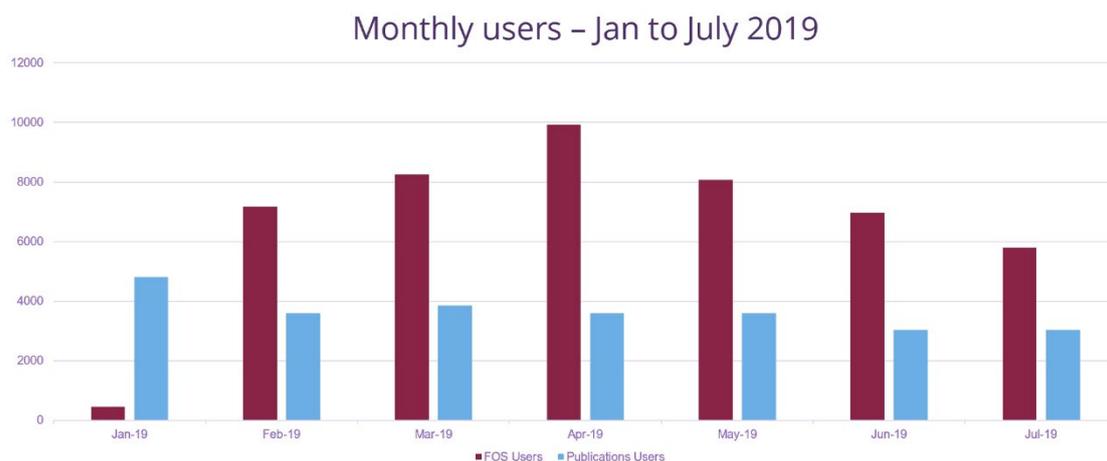
Reach and readership of printed Modus and Journals before August 2020

It was difficult to measure the readership of the **printed editions**. We knew how many magazines were sent, but not how many were actually being read. UK members could opt-out from receiving printed copies by calling the RICS Contact Centre, and just over 7,000 members did so between 2018 and 2020.

In addition to the printed magazines, RICS also delivered Journals and Modus editions online at via a **digital flipbook** that was accessible to everyone. Compared to the rest of our digitally optimised web content on rics.org, the digital flipbooks were viewed by a very low number of readers. The graph below shows monthly views of digital flipbooks in the first half of 2019 versus our digitally optimised Future of Surveying content, launched in January 2019, available elsewhere on rics.org.

Modus and Journals flipbooks were viewed on average between 2,000 and 3,000 times per month, versus an average of 7,000 to 8,000 views for the digitally optimised Future of Surveying web pages. Between January and July 2019, the digitally optimised Future of Surveying pages were viewed by visitors in 22 countries, whereas the flat PDF flipbooks were viewed from only 4 countries.

Comparison - M&J digital flipbook vs Future of Surveying



The digitalisation of Modus and Journals in 2019 and 2020

RICS' ambition to make Modus and Journals globally accessible

In 2019, RICS' strategy was to build our reputation as the thought leader in the built and natural environment, and we believed that the content we produced should support these efforts.

As a global organisation, RICS wanted to make Journals and Modus content more accessible to all members and candidates and **enable a digital experience** that would allow articles to be indexed, searchable and shareable online – in a way that could reach and engage members and readers everywhere. By committing over two-thirds of our Modus and Journals operational expenditure (£1.1 out of £1.6 million) to hard-copy magazine printing and distribution, we felt that we were limiting our ability to invest in making the content digitally optimised.

Printing, postage and storage costs also meant that expanding physical distribution of the magazines beyond the UK was not a feasible option without considerable additional investment, and without further increasing our carbon footprint and impact on the environment.

The digital flipbooks we produced before August 2020 were not mobile or tablet optimised, not searchable, sharable or able to link to other content. This solution was unpopular (see above) and did not engage our members and readers effectively. RICS believed that **prioritising and enhancing the digital delivery** of Journals and Modus was critical to reach members, candidates and our wider audiences everywhere and to attract the next generation of surveyors – a digitally savvy and social generation demanding more digital friendly formats.

The long print production cycles also meant that Modus and Journals content had to be planned long in advance; new content was only published once a month, or once every two months for Journals. RICS believed this limited its ability to respond to recent events or provide timely insights into the key issues affecting the built and natural environment.

Sustainability considerations

Sustainability concerns around the printing and distribution of hard copies of Modus and Journals was something members were frequently in touch with us about. In response to this, in 2018, we switched from plastic envelopes to biodegradable ones.

While mitigating the issue, there was still concern from members, as it was perceived that this did not offset our carbon footprint of paper printing and magazine delivery. Between 2018 and 2020 roughly 7,000 members explicitly asked not to receive printed copies of the magazines.

RICS champions sustainable practices across the natural and built environments and encourages members to reduce their environmental impact through its standards and activities (e.g. [ICMS 3](#), [Built Environment Carbon Database](#), [ESG and sustainability in commercial property valuation and strategic advice](#)). RICS has also signed the [Professional Bodies Climate Action Charter](#).

Some members believe print and shipping operations to be in direct contradiction with RICS' commitment to champion sustainability and reduce carbon emissions. Others do not feel this is a strong enough reason not to consider resuming printing and distribution of hard copy magazines.

Members will be consulted on:

- How do you view the potential impact of resuming print and distribution of Modus and Journals on RICS' stated ambition to champion sustainable practices?

The three-year strategy to build a new digital home and reduce print

In 2019, RICS worked with external user experience agencies to **analyse our readers' needs** and design the approach for a new Modus and Journals online portal. This work was undertaken with a view to:

- understand the needs, attitudes and motivations of readers when consuming content from Modus and Journals publications – both in the print and flipbook formats
- explore ideas for a new online format for Modus and Journals, to understand which elements of the proposition would meet reader needs
- investigate how readers navigated industry topics and whether a new online portal would meet their needs
- identify opportunities to increase reader and member engagement, broaden the user base, enhance digital distribution and reduce print costs.

The user research (managed independently) was conducted via virtual focus groups and one-to-one interviews with:

- chartered surveyors who read Modus and/or Journals regularly
- members who had been qualified for varying lengths of time
- participants from a broad range of specialisms and sectors, including land surveying, property management, quantity surveying and construction, building surveying, management consultancy, property investment and project management
- participants aged between 18 and 55, with an even split of gender and including APC candidates – to ensure a mix of people at different stages of their careers
- participants working in various types of companies – including public sector, small independent firms, larger firms or running their own surveying businesses.

The results of the research and focus groups revealed that:

- Most readers wouldn't read the whole of the printed publications – they described skimming through and focusing on specific articles of interest.
- Modus and Journals were described as publications that would be flicked through in spare time, at lunchtime or on a commute. Most participants read the hard copy, but

some actively went online to download the flipbook. Some participants kept back copies of the magazines (hard copy and/or flipbook) to look up articles later.

- The online user experience provided by the digital flipbooks was deemed as very poor by readers, and not befitting a modern 21st century global professional body. Participants expected to see an archive of magazine content on the site, which they could search and potentially bookmark, save or download for future reference.
- The appetite to read digitally was not being fulfilled by flipbooks – which were perceived as an archaic and unhelpful format if wanting to search for specific content, not smart phone friendly, and not helpful in linking with other RICS content and insights. This eroded member perception of RICS' offering.

We believed that this user research showed that investment in moving away from digital flipbooks and **investing in a fully digital home** for Modus and Journals was imperative to meet the needs of our members and readers globally. It also clarified how readers wanted to access the content, and the poor experience that the digital flipbook offered.

Other considerations also contributed to the decision of investing in the development of the new Modus and Journals online platform and reduce print, with a longer-term plan to cease it completely, including that:

- roughly 44,000 RICS professionals (non-UK based) and all our students did not receive printed Modus and Journals – not investing in a fully digital and digitally optimised platform for the publications meant that RICS would not be able to offer them equitable access to its content offering
- digital consumption of high-quality content had become the norm and expectation, and RICS would struggle to engage the next generation if we did not do this
- as we focused our effort to encourage RICS members to act sustainably and reduce their environmental impact, it was also important for RICS to set an example
- before and throughout 2019, we consistently received constructive criticism from our membership on reducing our environmental footprint. We felt we could not expect our members to do so while we were printing and posting 55 million pages each year across Modus and Journals only.

In August 2019, a three-year plan was developed to:

- invest in the development of a new digital home for Modus and Journals that could host content in digital, searchable, mobile and accessible formats
- offer the new digital platform to all RICS members and candidates globally, with the possibility of making some sections also available to non-members as relevant
- gradually reduce printed editions by asking UK members (who, at the time, were receiving printed copies) to explicitly opt-in to print instead
- increasingly release funds from printing and postage that could be invested in developing the digital offering or other member services
- continuing to enhance the online platform to ensure the digital offering could, in time, become more valuable and useful than printed editions.

It was estimated that the new Modus and Journal digital platform would be developed gradually over three years to take it to a fully enhanced digital experience. It was expected that, by that point, print demand would drastically dwindle and could be discontinued.

Impact of COVID in 2020 and the launch of digital-only Modus and Journals

The 2020 COVID-19 pandemic hit RICS, as it did every other organisation. At the beginning of April 2020, RICS was facing a significant reduction in income from face-to-face commercial activities as the world moved into lockdown and economic activity reduced. All RICS teams worked hard to offset the impacts of this.

As a part of this RICS as a whole reviewed its operating model and projects and sought to reduce and reprioritise expenditure. In this context, and as a part of steps to reduce expenditure to balance reductions in income, we decided to accelerate the long-term plans for print publication and halt the production of printed editions of Modus and Journals and stop supplier relations with all print and shipping providers.

To provide an alternative to the printed editions and allow a digitally optimised experience of Modus and Journals content, we decided to **prioritise and accelerate** the development of the new online platform and launch it as quickly as possible. Along with other measures, the opportunity to shift all hard-copy publications into a digital mode was presented to and discussed with the RICS Management Board in May 2020. This enabled the organisation to replace the printed offering and realise the £1.1 million cash saving immediately – reducing our overall Modus and Journals expenditure from roughly £2 million to roughly £900,000 annually.

This also meant shifting the editorial team's processes to digital publishing, stopping print workstreams and processes altogether. The RICS Journals editors remained the same – ensuring a high quality of content and commissioning – but retrained to work with the digital systems, rather than with print operations. They were able to finalise, populate and launch the new Modus and Journal digital platform in a very short period (May to July 2020).

The Modus and Journals digital platform was **launched on 31 July 2020**, with circa 260 articles available, and new content added on a weekly basis. This created a searchable archive and enabled all RICS members to access digitally optimised Modus and Journals content. Since its launch, over 500 new articles have been added, which are searchable by topic and specialism, and accessible on any digital device.

Accessibility and wellbeing considerations

RICS champions wellbeing and accessibility and is committed to ensuring the content it produces can be accessible to, and usable by, persons with disabilities or other impairments.

To ensure the new Modus and Journals digital platform was compliant with the highest accessibility standards, it was developed and assured against the [Adobe Accessibility Guidelines](#) and the [WAI Web Content Accessibility Guidelines](#). This work was undertaken to assure that our

Modus and Journal digital content could be accessible to, and usable by, persons with disabilities or other impairments.

Some members perceive that a digital-only content offering is not as easily accessible as print for persons with disabilities or other impairments. In recent feedback, some members have also expressed the view that printed magazines would allow them to reduce their screen time and increase their personal wellbeing.

Members will be consulted on:

- How do you view digital-only publications in relation to wellbeing and accessibility?

Modus and Journals after August 2020

How Modus and Journals have been produced and distributed after August 2020

Since August 2020, all five publications (**Modus** and the **four technical Journals**) have been available in digital-only format, as single articles on the RICS website. The articles can be viewed on any digital device, are indexed and searchable by topics and specialism. There are currently over 700 articles available. New articles continue to be published on a weekly basis.

To complement the single-article proposition on the website, from March 2022 each Journal has started publishing **Editor's Choice** – these are a quarterly collection of the most-read Journal articles, which are curated and downloadable in print-friendly PDF format. These are also available for download on the website and have been produced to meet the needs of those who prefer collated and downloadable issues, rather than navigating the online single-article proposition.

At the launch of the new digital platform in August 2020, a **communication campaign** was executed to inform all readers and members. This included a series of email communications to all members, a letter that was sent together with the last print edition to all UK members, and an [explainer video](#) that was published on our social media channels showcasing the benefits of the portal.

A **newsletter** was also launched at the same time to allow members and readers to subscribe and receive regular updates on the latest published articles. The newsletters aggregate the latest articles, curated by our expert editors. Anyone who would like to receive them can [subscribe here](#).

Production costs of digital Modus and Journals after August 2020

In their digital-only format, the costs of planning, creating, editing, designing and publishing Modus and Journals online amounts to around **£900,000 per year** – roughly split as £500,000 in operational expenditure and £400,000 in staff costs. This amounts to a **reduction of roughly £1.1 million** per year versus pre-August 2020 (see 'Production costs of Modus and Journals before August 2020').

Reach and readership of digital Modus and Journals after August 2020

When shipping printed editions, we knew how many of them were printed and shipped (between 65,000 and 70,000 per month) but it was very difficult to determine how many of these were actually being read. From September 2020, the digital platform has allowed us to more easily measure and benchmark readership and engagement and learn what users actually want to read.

Between September 2020 and December 2021, the monthly readership of our digital Modus and Journals has increased by **44%**, and the articles have been viewed cumulatively over **750,000 times**, with an average of **14,329** monthly visitors. In 2021, around 400 new Modus and Journals articles were published.

As of December 2021, over **30,000** readers were subscribed to receive the regular **newsletters** updating on the latest published articles. The table below shows detailed stats on readership and views since the launch of digital Modus and Journals.

Monthly article views and visitors from September 2020 to December 2021

Month	Page views	Visitors	Monthly visitor variance
Sep-20	41,540	11,581	
Oct-20	73,968	24,622	+112.61%
Nov-20	42,906	10,271	-58.29%
Dec-20	40,154	8,483	-17.41%
Jan-21	47,980	11,010	+29.79%
Feb-21	37,516	10,188	-7.47%
Mar-21	38,904	10,728	+5.30%
Apr-21	40,510	11,876	+10.70%
May-21	39,103	10,892	-8.29%
Jun-21	41,468	12,316	+13.07%
Jul-21	37,856	12,680	+2.96%
Aug-21	46,369	16,463	+29.83%
Sep-21	48,653	16,238	-1.37%
Oct-21	62,827	25,134	+55%
Nov-21	60,723	20,158	-20%
Dec-21	56,697	16,631	-17%
Average monthly views 47,323	Average monthly visitors 14,329	Sept-20 to Sep-21 growth +40%	
Total online views 757,174	Lowest monthly visitors 8,483	Dec-20 to Dec-21 growth +96%	
Total views in 2021 441,186	Highest monthly visitors 25,134	Sept-20 to Dec-21 growth +44%	

Between September 2020 and December 2021, the publications have been viewed from over **130** countries in the world – with an average of **73%** of total views coming from the UK (see table below).

UK versus rest of the world article views per month

Month	UK views	UK percentage	Rest of world views	Rest of world percentage
Sep-20	29,045	70%	12,495	30%
Oct-20	49,936	68%	24,032	32%
Nov-20	32,797	76%	10,109	24%
Dec-20	30,144	75%	10,010	25%
Jan-21	36,453	76%	11,527	24%
Feb-21	29,143	78%	8,373	22%
Mar-21	29,759	76%	9,145	24%
Apr-21	31,521	78%	8,989	22%
May-21	30,849	79%	8,254	21%
Jun-21	30,855	74%	10,613	26%
Jul-21	28,706	76%	9,150	24%
Aug-21	32,898	71%	13,471	29%
Sep-21	33,600	69%	15,053	31%
Oct-21	38,211	61%	24,616	39%
Nov-21	44,634	74%	16,089	26%
Dec-21	42,031	74%	14,666	26%
Total UK views 550,582	Average UK percentage 73%	Total rest of world views 206,592	Average rest of world percentage 27%	
2021 UK views 408,660	2021 UK average 74%	2021 rest of world views 149,946	2021 rest of world average 28%	

Considerations for introducing opt-in printed copies

We are aware that there are members who would prefer to receive print copies of some or all of Modus and the technical journals. It is important that we understand those views and members' reasons for preferring physical, printed, copies. In order to facilitate that discussion and inform it, this section illustrates what the introduction of an opt-in to printed copies might look like in future – and explains the considerations, potential costs and expected operational implications of this decision.

If RICS were to resume print and distribution of Modus and/or Journals issues in future, below is what this might look like.

- An opt-in mechanism could be created to allow **RICS qualified professionals** (MRICS, FRICS and AssocRICS) **and candidates** to request printed copies delivered to their homes.
- Printed magazines (Modus and/or Journals) could be produced and delivered on a **quarterly basis**. This would mean a total of 16 Journal issues and/or four Modus issues per year.
- Members and candidates could opt-in to receive **one printed copy of Modus** and/or **one Journal of their choice** per quarter.
- There would be no change to the current digital offering, which would continue to be available online.

Members will be consulted on:

- Are you in favour of introducing the option to request printed copied of **Journals**?
- Are you in favour of introducing the option to request printed copied of **Modus**?

High-level projected costs of introducing opt-in to print and distribution

The following implications and additional costs would need to be accommodated within RICS' expenditure plans if we were to begin printing Modus and Journals:

- To illustrate high-level projected costs, we have modelled three potential scenarios in which 20,000, 30,000 or 40,000 members would opt in to receive printed magazines.
- As the existing editorial team are now focusing on producing and delivering digital content, additional RICS staff would need to be hired to restart print production. This is accounted for in fixed costs, which are independent of the number of members who might opt in to receive printed editions.
- Additional funding (compared to what is currently available to Modus and Journals) would be needed to print and post the publications, and new print and distribution suppliers would need to be sourced. These variable costs would be directly proportional to the number of members who opt in to receive a printed copy.
- The cost predictions below are tentative, indicative and annual – and would vary depending on the numbers of members who request print, and their geographical location.

- The costs below would be additional to the current cost of roughly £900,000 per year (see 'Production costs of digital Modus and Journals after August 2020').

Predicted additional annual costs

Modus and Journals combined	20,000 circulation	30,000 circulation	40,000 circulation
Total fixed costs (approximate)	Circa £220,000	Circa £220,000	Circa £220,000
Variable costs (approximate)	Circa £310,000	Circa £420,000	Circa £520,000
Total Modus and Journals (Annual) (approximate)	Circa £520,000¹	Circa £640,000¹	Circa £740,000¹
Total printed issues produced	160,000 per year	240,000 per year	320,000 per year
Average production cost per printed issue (approximate)	Circa £3.25 per issue	Circa £2.66 per issue	Circa £2.31 per issue

This is broken down between Modus and Journals as follows:

Modus only – four issues per year in four print runs	20,000 circulation	30,000 circulation	40,000 circulation
Fixed costs (staff/design) (approximate)	Circa £90,000	Circa £90,000	Circa £90,000
Variable costs (print, paper, distribution, etc.) (approximate)	Circa £170,000	Circa £230,000	Circa £290,000
Total Modus (Annual) (approximate)	Circa £260,000¹	Circa £320,000¹	Circa £380,000¹
Total printed issues produced	80,000 per year	120,000 per year	160,000 per year
Average production cost per printed issue (approximate)	Circa £4 per issue	Circa £2.66 per issue	Circa £2.37 per issue

Journals only – 16 issues per year in 4 print runs of combined titles	20,000 circulation (four titles combined)	30,000 circulation (four titles combined)	40,000 circulation (four titles combined)
Fixed costs (staff/design) (approximate)	Circa £130,000	Circa £130,000	Circa £130,000
Variable costs (print, paper, distribution, etc.) (approximate)	Circa £140,000	Circa £190,000	Circa £230,000
Total Journals (Annual) (approximate)	Circa £270,000¹	Circa £320,000¹	Circa £360,000¹
Total printed issues produced	80,000 per year	120,000 per year	160,000 per year
Average production cost per printed issue (approximate)	Circa £3.38 per issue	Circa £2.66 per issue	Circa £2.25 per issue

¹ figure does not include current annual investment of circa £900,000

Members will be consulted on:

- If an opt-in to printed magazines was introduced, would you be in favour of funding this from central membership fees or from an additional print subscription fee?
- How likely are you to opt-in to receive printed copies if they were funded from central membership fees?
- How likely are you to opt-in to receive printed copies for an additional cost?

Conclusions

The future role and form of Modus and Journals is an important one for many members, in terms of their purpose, editorial control, availability, content and form. We welcome views from members on all of these issues; RICS is a membership organisation. The issue of the production of physical copies has been an issue raised by a number of members and we recognise that some prefer to consume the content physically. Our view has been that focusing our attention, investment and resources on improving the digital Modus and Journals offering should be our top priority. This is because we have considered that digital content is what future generations of surveyors demand of us, and because we believe that digital content:

- does not further increase our current environmental footprint – which would be increased by the printing and shipping of hundreds of thousands of physical magazines every year
- allows digitally enhanced and equitable content access to all RICS members, everywhere and from any device, and allows readers to search, find and discover content that will always be available after publication
- does not require additional funding by reprioritising expenditure from other areas of RICS activities
- allows us to continue enhancing our digital content offering by adding videos, data visualisation and interactive assets that can provide even more helpful and engaging insights
- engages the new generations of surveyors who expect a fully enhanced digital experience and deeply care about our environmental impact
- can be more accessible to persons with disabilities if it continues to be developed in line with the highest digital accessibility standards (e.g. optimised for screen readers, colour-blindness, etc.)

However, we recognise that there will be other member views and it is important that we hear those views and listen to them so that we can judge how best to take Modus and Journals forward in the future. RICS welcomes members' views and opinions on the above and all other

contents of this paper, which forms the basis of the **Consultation on the future of RICS Modus and Journals**.