

# RICS EUROPE ANNUAL REVIEW 2011



**RICS**

the mark of  
property  
professionalism  
worldwide

**Europe**



# CONTENTS

- 3 | From the Chairman
- 4 | Looking back - and forward
- 6 | RICS Europe Annual Meeting
- 7 | RICS Europe Boards
- 8 | 2011 member survey
- 8 | Member services
- 9 | Membership renewals
- 10 | Country reviews
- 18 | Educational standards
- 20 | Regulation in continental Europe
- 22 | Global sustainability
- 24 | RICS EU policy and public affairs
- 26 | RICS in the media

## **RICS Europe Annual Review 2011**

An update from RICS Europe and the National Groups

Editor-in-Chief: Liliane Van Cauwenbergh - Publisher: Vero Escarmelle

Design concept and layout: Zone-i - Production: Auspert-Pauwels, November 2011

Copying for other than personal or internal company reference is prohibited.

Additional copies may be ordered at RICS Europe. T + 32 2 739 42 23 - E [ricseurope@rics.org](mailto:ricseurope@rics.org) - © Copyright 2011 RICS Europe



## FROM THE CHAIRMAN

Dear member,

Welcome to your RICS Europe Annual Review for the business year August 2010 to July 2011. Another year has flown by and we hope you continue to enjoy and benefit from your membership with us.

As you know all too well, this year has been another tough one from a business point of view. But despite continuing economic turbulence, RICS Europe and the National Groups have pulled together to promote and strengthen the RICS brand further across continental Europe. Highlights include the many successful events organised, new guidance published and an increase in European membership to almost 5,000 qualified members.

**Enclosed with this review you will find your subscription renewal notice. Renew now to avoid late payment fees – the earlier you renew, the sooner you can be assured of your continuing professional membership. Final deadline is 1 January 2012, so please pay by then at the very latest. For any questions about your renewal, get in touch with Marina de Nevaes at [renewalsineurope@rics.org](mailto:renewalsineurope@rics.org) right away.**

I hope you will enjoy reading this review, and look forward to meeting many of you in the coming year.

Best wishes,



Luciano Capaldo FRICS  
Chairman RICS Europe  
[ricseurope@rics.org](mailto:ricseurope@rics.org)



# LOOKING BACK - AND FORWARD

In 2010–2011 we increased our membership globally by 2,036 qualified members to almost 5,000 (as at 31 July 2011). In continental Europe we added, on a net basis, 574 qualified members; we lost 17 trainees; and we added 749 students.

| RICS membership worldwide 31 July 2011 |                        |                          |                       |                        |                       |                        |
|--|------------------------|--------------------------|-----------------------|------------------------|-----------------------|------------------------|
| RICS as at July 2011                   | Qualified 31 July 2011 | Qualified growth 2010-11 | Trainees 31 July 2011 | Trainee growth 2010-11 | Students 31 July 2011 | Student growth 2010-11 |
| UK                                     | 72,817                 | -253                     | 11,279                | -217                   | 35,816                | 4,428                  |
| Asia                                   | 7,054                  | 530                      | 1,683                 | 109                    | 7,320                 | 1,153                  |
| <b>Continental Europe</b>              | <b>4,967</b>           | <b>574</b>               | <b>1,503</b>          | <b>-17</b>             | <b>4,551</b>          | <b>749</b>             |
| MENEA                                  | 2,665                  | 201                      | 664                   | 7                      | 8,674                 | 1,585                  |
| Americas                               | 2,400                  | 120                      | 171                   | -42                    | 1,310                 | 132                    |
| Ireland                                | 2,276                  | 488                      | 33                    | -5                     | 672                   | 134                    |
| Oceania                                | 1,996                  | 214                      | 353                   | 95                     | 4,588                 | 419                    |
| India                                  | 472                    | 126                      | 15                    | 6                      | 481                   | 169                    |
| <b>Total</b>                           | <b>94,683</b>          | <b>2,036</b>             | <b>15,726</b>         | <b>-42</b>             | <b>63,437</b>         | <b>8,767</b>           |

As a result of mainly final assessments (684 new members), the Eminent route to membership (16) and direct entry agreements (16), we achieved a gross growth of 716 new qualified members, a limited number of whom resigned (for example, due to retirement). Mainly owing to the economic crisis hitting some European countries particularly hard, quite a few members moved to other world regions, which explains the difference between gross and net growth numbers.

To achieve the above result, we held 50 final assessment sessions of between 5 and 120 candidates in 20 countries in over eight languages, with an average pass rate of 77%.

Our revenue was 3,772,000 EUR and our cost 3,907,000 EUR, leading to a net subsidy of -135,000 EUR. This is a much better than budgeted net result, thanks to a better revenue than budgeted and careful cost management (despite increased investment in key countries).

| RICS Europe qualified membership 31 July 2011 |              |
|---|--------------|
| Germany                                       | 1,097        |
| France  | 851          |
| Netherlands                                   | 394          |
| Italy   | 292          |
| Spain   | 289          |
| Russia, Ukraine & Kazakhstan                  | 269          |
| Switzerland                                   | 205          |
| Cyprus  | 201          |
| Poland  | 194          |
| Nordic  | 185          |
| Belux   | 151          |
| Hungary                                       | 123          |
| Austria                                       | 111          |
| Greece  | 105          |
| Czech Republic                                | 102          |
| Romania                                       | 92           |
| Portugal                                      | 80           |
| Baltics                                       | 48           |
| Turkey  | 39           |
| Rest of cont. Europe                          | 139          |
| <b>Total</b>                                  | <b>4,967</b> |



## Key achievements in 2010–2011

- In February 2011, RICS Europe launched its Technical Due Diligence guidance across continental Europe, with events in Belgium, Cyprus, Italy, the Netherlands, Poland, Romania and Spain, supported by significant media coverage in PropertyEU. Participants highlighted the necessity for the highest international standards for due diligence reports, and the benefits of having this critical guidance to share with investors in the real estate sector. For further information, go to [www.ricseurope.eu/tdd](http://www.ricseurope.eu/tdd).

- RICS launched its REABS (Real Estate Agency and Brokerage Standards), starting with a key employer meeting at MIPIM in March 2011, country presentations and a roundtable at Expo Real in October 2011. Early October 2011, a pan-European press release generated media coverage in a wide range of publications including Property Magazine International, Immobilien Zeitung, Business Immo and Fastighetsnytt. With growing international recognition, the REABS were recently accepted by the Estate Agency Authority of the Hong Kong Government and have already been endorsed by Europe's leading firms – Catella Property Group, present in 13 European countries, being the first. More information can be found at [www.ricseurope.eu/reabs](http://www.ricseurope.eu/reabs).

- In February 2011, RICS Europe launched MemberSearch@RICSEurope, an online database that now holds the contact details of 1,667 European qualified RICS members, allowing international clients and investors to source these members across continental

Europe. To join this excellent resource or to update your existing records, go to [www.ricseurope.eu/membersearch](http://www.ricseurope.eu/membersearch).

- RICS Europe launched Firms Regulation on a voluntary basis in November 2010. This new regulatory scheme was much welcomed by employers, and to date more than 180 firms have signed up, with more joining on an ongoing basis. For more information, go to [www.ricseurope.eu/regulatedfirms](http://www.ricseurope.eu/regulatedfirms).

- On the Professional Groups front, RICS recruited Edouard Dor as Professional Groups Project Manager EMEA. Edouard is responsible for facilitating interaction and collaboration between the Professional Groups at RICS headquarters and in the different countries. We have set up a European Valuation Board led by Carlos Rodriguez MRICS, which meets regularly to discuss the RICS Europe and National Groups valuation challenges and strategies. We have also started a Built Environment Working Group, led by John Atkins MRICS, to enhance our presence in construction/PM/QS/BS.

- During the past year, we organised over 300 CPD, networking events and conferences across the different National Groups within continental Europe. Perhaps most successful was a valuation conference series we organised in collaboration with the European Valuation Board that took place in Amsterdam, Brussels, Budapest, Madrid and Frankfurt.

# LOOKING BACK - AND FORWARD

# RICS EUROPE ANNUAL MEETING

## Outlook for 2011–2012

For the coming years, RICS has an ambitious business plan centred on:

- priority focus on Germany, France, Poland and Russia (recruiting additional staff in Russia and France, a Director of Development in continental Europe and appointing a media agency for Poland),
- valuation/commercial and an increased penetration of construction/PM/QS,
- continued investment in other European countries with an active member base,
- creating new international/European guidance, keeping the existing translations of the Red Book up to date, and adding some new translations (Polish, Greek),
- further promoting the RICS Europe Technical Due Diligence guidance and the global REABS,
- working with regulators, government bodies and the EU to optimise RICS recognition as the mark of property professionalism globally, nationally and locally,
- offering incentives for more firms to become 'Regulated by RICS',
- giving our valuer members the opportunity to join the RICS VRS,
- continuing to organise CPD, conferences, events, and training (including e-learning) across the continent.

For the global RICS plan for 2011–2014, go to [www.ricseurope.eu/businessplan](http://www.ricseurope.eu/businessplan)



On 20-21 October the Annual Meeting of RICS Europe took place in Brussels. It was attended by the Chair and Board representatives of 17 RICS Europe National Groups, the European Board, the Chair of the European Valuation Board, one of our Governing Council representatives, and all European Managers. In addition some key guests attended:

- Martin Brühl FRICS, Global Vice President,
- Wallis Weir FRICS, Chairman RICS MENE (Middle East, Near East, Africa),
- Sean Tompkins, CEO,
- Marcus Potter, Executive Director, Developing Markets.

The attendees exchanged views and experiences, and worked together in a series of workshops focused on the themes of 'Regulation and VRS', 'Ethics', 'RICS recognition in the area of valuation' and 'How to make the best of member networking opportunities'. The outcomes of these workshops will be used to further inform our implementation plans for the coming year.

# RICS EUROPE BOARDS

## **RICS EUROPE BOARD**

### **Luciano Capaldo FRICS, Chair**

Paul Bennison FRICS  
Reno Cardiff MRICS  
Bruno Cohen MRICS  
Pierre-René Gervasi MRICS  
Robert Mayhew FRICS  
Kevin Owen Ellis FRICS  
Timo Tschammler FRICS  
Liliane Van Cauwenbergh

## **CONTINENTAL EUROPE EDUCATIONAL STANDARDS BOARD (CESB)**

### **Mary Ann Reynolds FRICS, Chair**

Michel Baroni FRICS  
Frank Brün FRICS  
Andrea Ciaramella FRICS  
Ralf Klann FRICS  
Łukasz Maciak MRICS  
Prof. Dr. Bob Martens FRICS  
Patrick Ruwiel MRICS  
Patrick Simon FRICS  
Carl O. Stinglwagner FRICS  
Alain Van Houtte MRICS

## **EUROPE VALUATION BOARD**

### **Carlos Rodriguez MRICS, Chair**

Drs. Peter C. van Arnhem FRICS  
Jean-Philippe Carmarans MRICS  
Prof. Dr. Gerrit Leopoldsberger FRICS  
Alexander Lopatnikov MRICS  
Nick Powlesland FRICS  
Paola Ricciardi MRICS

## **EUROPEAN BUILT ENVIRONMENT WORKING GROUP**

### **John Atkins MRICS, Chair**

Paul Bennison FRICS  
Jon Blasby MRICS  
Helen Evans MRICS  
Stefaan Martel MRICS  
Kevin Owen Ellis FRICS  
Federica Saccani MRICS



# 2011 MEMBER SURVEY

# MEMBER SERVICES

4,195 RICS members globally responded to the 2011 Member survey: 2,924 in the UK and 367 in continental Europe.

## The results of the survey are very encouraging for continental Europe:

- Globally, members based in Europe are generally most satisfied/positive (83%).
- 4 in 5 European members say that they are likely to recommend RICS.
- As far as RICS' role in maintaining standards and regulation is concerned, those in continental Europe feel the most positive.
- 60% of European members are familiar with RICS (for example, 45% in Asia).
- European members are the most satisfied about their National Groups – based on relevance of communications received, networking opportunities, CPD (continuing professional development) and other events.
- Satisfaction with contacting RICS is highest of all world regions (88%).
- European members are the most positive about RICS' performance within their market:
  - promotes the highest professional standards (84% vs 70% overall),
  - has an international perspective (80% vs 65% overall),
  - increases the status/recognition of the property sector (72% vs 58% overall).

For the full results, please go to [www.ricseurope.eu/membershipsurvey](http://www.ricseurope.eu/membershipsurvey)

We are very pleased with these positive results. That said, we realise that our work is not done – and we are committed to working hard to continue to add value to the property profession and our members.



## Leaders in the profession

RICS members (MRICS) who are major achievers in their careers may apply to become a Fellow of RICS (FRICS). These members are active leaders in the profession who have completed unique projects or contributed significantly to the profession.

This year 33 MRICS became Fellows (FRICS) – congratulations to all who received this honour. For further information and to apply, go to [www.joinmyfellowship.eu](http://www.joinmyfellowship.eu)



## Find and be found at MemberSearch@RICSEurope

Get connected and make yourself visible to investors and potential clients now. Since its launch in February 2011, 1,677 RICS members across continental Europe have updated their details at MemberSearch@RICSEurope. They now benefit from free exposure to the global community through this online business directory. Simply go to [www.ricseurope.eu/membersearch](http://www.ricseurope.eu/membersearch) and follow the easy five-step registration procedure.

## Your RICS stamp

Make your mark – did you know you can personalise your valuations, reports and correspondence with your RICS stamp? It is exclusively customised with your name, designation and membership number. Special offer : order your stamp before 31 December and get a 10% discount – you pay just 90 EUR (incl. packaging and postal delivery, excl. VAT) Order now at [www.ricseurope.eu/stamp](http://www.ricseurope.eu/stamp)



# MEMBERSHIP RENEWALS



## MyAPC available 24/7 to trainees

MyAPC is an interactive online tool available to continental European RICS trainees to support them in their APC, making the procedure totally paperless.

MyAPC is available 24/7 as a personal space where candidates can manage all documents and submissions as well as plan their structured training, wherever they are.

To date, 2,032 trainees have registered on MyAPC, 890 went through the system in 2010-2011 and 684 became members.

To find out more about MyAPC, please contact your National Group or visit [www.joinmyapc.eu](http://www.joinmyapc.eu)



## Knowledge section

Looking for the latest RICS research on sustainability, the newest guidance note in your field of expertise or the latest RICS data on the European

residential market? Thanks to our easy-to-use search engine, you can quickly find the information you are looking for as well as get a list of publications and content produced by RICS in Europe and worldwide. Visit the new 'Knowledge' section at [www.ricseurope.eu](http://www.ricseurope.eu)



## Quarterly e-news

Stay informed on RICS projects, media campaigns and events across continental Europe with our pan-European newsletter. Our quarterly e-newsletter keeps you up to date on everything you need to know, from the next session of Final Assessment interviews to upcoming networking activities, as well as the latest member services. To get your copy, send your email address to [ricseuropecomms@rics.org](mailto:ricseuropecomms@rics.org) with 'Send me your e-news' in the subject line.



## Renew your membership

Together with this annual review, you will find your membership renewal pack. It contains everything you need to know to renew your RICS membership for 2012.

Please remember that improving how we collect your fee is one of our priorities. That's why there is a multilingual member of staff at your service in continental Europe if you need any help renewing your membership. It is also why we have sent your renewal notice to you both by post and by email, so please act now to make sure your fees are paid on time.

## Renew your membership today

Here are our top 2 reminders for renewing your membership:

1. Membership subscription fees are due on 1 January 2012 at the latest
2. The easiest way to pay is online. Simply go to [www.rics.org/renew](http://www.rics.org/renew)

Please direct all your renewal queries to [renewalsineurope@rics.org](mailto:renewalsineurope@rics.org).

One of our multilingual staff will be happy to help, wherever you are in Europe (Dutch, English, French, German, Greek, Hungarian, Italian, Portuguese, Russian, Spanish and Swedish).

# COUNTRY REVIEWS

**RICS Belux  
networking lunch**



**Media interview  
at Realty 2011**



## **RICS Belux**

During business year 2011–2012 RICS Belux grew to over 150 members. RICS is gradually becoming a well-known brand in Belgium and Luxembourg, especially among the commercial property and project management community of professionals. Many members work in the commercial property business in Brussels, Antwerp and Luxembourg. Most Belux members are high-level senior professionals.

RICS continues working with our two existing accredited courses in Antwerp and Leuven, and we are looking to accredit a new French-language course.

This year, a lot of emphasis was put on promoting the RICS standards, for example the Red Book, the new REABS, the Technical Due Diligence guidance, Firms Regulation and VRS. Some firms have already signed up for Firms Regulation and we trust that most of the RICS valuers will sign up for VRS.

The major financial institutions now require the Red Book for valuations and we expect to reach similar successes with the REABS and TDD guidance with investors and agent firms. Brussels remains a stable market because of the EU; Antwerp is growing because of the importance of its harbour; and Luxembourg is attractive for regulated real estate funds.

*Contact: Ed Nypels, Country Manager, and Marina de Nevaes, Customer Services Executive at [ricsbelux@rics.org](mailto:ricsbelux@rics.org)*



**Charity event  
in Prague**



**Hungary and Austria  
Board meeting**



**6th Cyprus  
conference**



**RICS President See  
Lian Ong FRICS visit**



## **RICS in Central and Eastern Europe (excl. Poland)**

In the past 12 months membership across the region has continued to grow. Our mission has been to create and add value to RICS members through the services they are delivering to their clients, including leading-edge products and information.

We invested significant time and energy in increasing real estate profession recognition and status across many market segments. This ambition took many forms, from creating various Professional Groups in Hungary, holding monthly roundtable discussions with leading professionals on hot topics such as the hotel market and housing issues, running regular CPD events in Romania on RICS guidance notes including Technical Due Diligence and Facilities Management, to organising a charity inter-agency softball tournament in the Czech Republic.

In the context of enhancing the regional aspect of our work, RICS Österreich and RICS Magyarország have started cooperating more closely. Following initial discussions at joint RICS Board meetings, the two countries organised the first joint seminar in Vienna in October 2011 on asset management.

Also for the first time, RICS was represented at a major conference in Croatia, where Luciano Capaldo FRICS, Chairman of RICS Europe, moderated a panel discussion on valuation standards. To increase the recognition of RICS standards by markets and governments, RICS President See Lian Ong FRICS spoke at the biggest yearly CEE industry conference (Portfolio Investment Forum) in Hungary.

Contact: Anna Orcsik, Regional Manager CEE at [ricscee@rics.org](mailto:ricscee@rics.org)

## **RICS Cyprus**

RICS Cyprus enjoyed impressive media exposure during 2010–2011. In particular the continued success of the RICS Price Index represented 45% of RICS press coverage all through the year. The media were also very keen to follow us on themes like the valuation of enclaved Famagusta, the annual Real Estate Conference, the Global Property Survey, the European Housing Review, green infrastructure in urban areas and the Global Commercial Property Survey.

It is no surprise that RICS Cyprus is experiencing increased interest from professionals in non-traditional pathways such as management consultancy, planning and development, geomatics, rural and residential property practice. This makes Cyprus a great example of how even in a small, mature market RICS can reinvent itself and lead the way for professionalism.

The key events were the 6th Real Estate and Construction conference, which was attended by RICS President See Lian Ong FRICS, participation at the FIABCI World Congress and the organisation of other smaller CPD events such as an arbitration seminar and the formal launch of Firms Regulation in January 2011. Since then eight firms have become regulated in Cyprus.

Contact: Liana Toumazou, Country Manager at [ricscyprus@rics.org](mailto:ricscyprus@rics.org)

Construction site visit Tower 185



RICS at Expo Real 2011



Consultores 2010



## RICS Deutschland

In 2010–2011 RICS Deutschland's eight regional groups organised more than 50 CPD and social events cross-linking around 2,500 members and guests. Main activities on a national level included the flagship conference RICS-Focus, whose 7th edition attracted 200 delegates and generated enthusiastic feedback. Also, the 2nd RICS University Symposium proved to be an important networking and careers platform for young professionals. In addition, for the first time the RICS Governing Council held a meeting in Germany. It was in the historical heart of Berlin that long-standing German member Martin Brühl FRICS was elected to be one of the three RICS Vice-Presidents for the upcoming term.

Nine Professional Groups interacting across disciplines formed the 'think-tank' of RICS Deutschland. During 35 meetings in the past year they worked hard on providing neutral expertise to both members and the public. Projects included the launch of a statistical pan-European survey 'Grün kommt!' on sustainable building certification, an asset management directory of services and the creation of a business mediation course.

The new business year started off with the annual meeting of professional and regional group leaders in September, a strong performance at Expo Real in Munich in October followed by the RICS Valuation Conference, and the general meeting. In the coming year, recently appointed Country Manager Christoph Schmidt will focus on further developing the membership and promoting the RICS standards in the German market.

Contact: Christoph Georg Schmidt, Country Manager; Heidi Beaunée, APC Administration; Christine Ciampa, Marketing/Member Services; Christiane Saarkamm, Accounting; Anke Schnell, APC Administration at [ricsdeutschland@rics.org](mailto:ricsdeutschland@rics.org)

## RICS España

In spite of the challenging economic situation, RICS España has now grown to 300 qualified professionals and over 60 candidates. Last year, 64 professionals completed their APCs in Spain following a variety of pathways, ranging from building surveying to facilities management.

RICS España is aiming to provide members with opportunities for networking and learning through events and conferences. Thanks to the voluntary collaboration of many members, RICS members have been able to attend a variety of events:

- RICS breakfasts in Barcelona: subjects such as 'The evolution of real estate at the current crossroads' and 'Management of real estate in aeronautic and pharmaceutical industries' brought together members and specialists in a variety of fields to discuss trends, personal experiences and share learnings.
- 1st RICS Conference: over 90 professionals assembled to listen and debate on the new trends and problems in the real estate sector in Spain.
- Valuation Conference: 140 professionals from valuation and investment came together to listen to national and international experts. Regulation, accuracy of valuations and sustainability were debated among experts from 10 countries.
- Launch of the Technical Due Diligence guidance, Barcelona: a debate about new trends and what a common standard can bring to the professionals in the field.

'Over the coming business year, RICS will continue to organise events such as the 2nd RICS Conference at the end of November, and the 2nd RICS Valuation Conference in May. It will also bring new initiatives such as a Construction Conference, and events to launch guidance notes in collaboration with various prestigious institutions. It is expected that some 80 new members will successfully complete the Final Assessment interview in 2011–2012.

Contact: Lali (Eulalia) Pensado, Regional Manager Iberia at [ricsespana@rics.org](mailto:ricsespana@rics.org)

Sorbonne  
conferenceTraining at the  
London office1st RICS conference  
in Thessaloniki

## RICS France

Despite limited improvement in the economy and real estate markets, RICS France has continued to build the brand by hosting conferences, working with the Professional Groups and developing contacts with companies from the private and public sector.

RICS France has a strong network of 900 members, 400 trainees and 1,000 students in real estate, and their membership is enhanced by many opportunities to meet and discuss market opportunities. Under the leadership of Philippe Jouan MRICS, Chairman of RICS France, we have successfully introduced Firms Regulation, the VRS and REABS.

We have seen some great achievements through work done by the local Valuation and Sustainability Professional Groups. For example, RICS France was part of the valuation consultation group on Grenelle 2, led by Maurice Gauchot FRICS for the French Government, and as a result we have enhanced our contacts with the Conseil Immobilier de l'Etat.

RICS France has also developed workshops for trainees in different subjects such as Technical Due Diligence, ethics, environmental issues and RICS Valuation Standards.

In addition we will have a stand at SIMI and we are organising our annual networking event, which offers a good opportunity for members to meet and exchange views.

Contact: Marc Ménagé, Country Manager; Brigitte de Pertat, Customer Services Executive; Isabelle Ung, Business Development Assistant at [ricsfrance@rics.org](mailto:ricsfrance@rics.org)

## RICS Hellas

RICS Hellas gained great exposure during 2010–2011 through its participation in and organisation of a series of key conferences in Athens and Thessaloniki: Prodexpo, RED, 1st RICS Conference in Thessaloniki and the 2nd Valuation Conference co-organised with Panteion University. Other smaller CPD events were also organised by the Board, which were open to non-members.

Through two assessment sessions RICS Hellas grew by 20 members, mostly senior professionals, with a 76% pass rate. Valuation, commercial property management and property investment, and finance were the predominant pathways. For the first time we also had professionals from new pathways such as research, project management and facilities management.

Regulated Firms was launched formally in January in an event attended by members and stakeholders alike. Currently seven firms have joined the scheme, and the banking sector is very keen to become regulated.

Greece is now going through some important restructuring of the economy including many privatisations and the liberalisation of various professions, including the valuers.

The local Board and the members are particularly active in promoting the RICS standards. The decision to translate the Red Book into Greek by January 2012 will greatly contribute to the increased recognition of RICS in this market.

Contact: Liana Toumazou, Country Manager at [ricshellas@rics.org](mailto:ricshellas@rics.org)

**TDD roundtable  
in Rome**



**RICS Italia**

2010-11 has been a very busy year for RICS Italia.

The recently set up RICS Italia Valuation Professional Group has developed a guidance note detailing the fundamental requirements of valuations in accordance to the Red Book. The Board is now discussing the possibility of translating the guidance note on the hospitality industry – another key sector for the Italian market.

The year also saw RICS Italia raising its profile through participation in an increasing number of key events such as Expo Italia Real Estate – the biggest real estate fair in Italy. In September, RICS Italia organised a highly successful roundtable on Technical Due Diligence in Rome that attracted more than 100 property professionals. In addition, Marzia Morena MRICS, RICS Italia Chair, has been appointed coordinator of the Valuation Working Committee of Federimmobiliare – the most important property federation in Italy.

Looking forward, the focus will be on diversifying RICS membership in Italy. Interest for RICS from diverse sectors such as the environment, construction, facility management and arts & antiques is rising. A highlight in the first quarter of 2012 will be the RICS Europe Valuation Board meeting in Milan, while holding a Valuation Conference at the same time.

Unfortunately, during the summer of 2011, Philippe Cros, the Country Manager of RICS Italia, was involved in a serious accident. Philippe is currently in hospital and his condition is slowly improving. The Board of RICS Italia wishes Philippe and his family strength during these difficult times. To support the membership in Italy, currently Gaël Bassetto of RICS Europe is taking care of all Italian matters, and we are recruiting a Business Development Manager for RICS Italia while Philippe is fully recovering.

Contact: [ricsitalia@rics.org](mailto:ricsitalia@rics.org)

**RICS Nederland**

Holland is worth 8% of the world's real estate investments, with big international companies like Redevco, Unibail Rodamco, Corio and Multi, plus huge international investment pension funds. As such, it is an important market for RICS.

In the past four years, membership grew by 22% year on year, and in the coming year a record 80 professionals will join RICS, with 150 waiting to be assessed. Most of these are senior, high-level executives working in the commercial property sector as agents, valuers, lawyers, project managers, developers, finance and investment professionals or consultants. The membership is quite diverse and RICS Nederland offers an important network.

With our strong reputation, and the critical mass of members and standards firmly established, it is now time to take the lead in transforming the Dutch professional real estate market into one of even greater professionalism and transparency. Many firms have signed up for our 'Regulated by RICS' label during the past year and we are expecting most of the professionals active in valuation to sign up for the new VRS.

Contact: *Ed Nypels, Country Manager; Klaartje Wijvekate, Business Development Assistant; Anneke Bank, Customer Services Executive* at [ricsnederland@rics.org](mailto:ricsnederland@rics.org)

**RICS Nederland  
gala dinner**



**Visit to the Stockholm  
Globe Arena**



**VRS presentation  
in Warsaw**



## **RICS Nordic**

In 2009, RICS Nordic was at an early stage of development with just one National Group in Denmark. Now the Nordic region has 200 qualified members who are active in Denmark, Sweden and Finland. Around 50 new members joined between August 2010 and July 2011.

At the end of the business year, extra efforts were focused on Finland, which resulted in a group of new Eminent members being elected in investment, management and consultancy. Several CPD networking events and conferences have taken place in Denmark and Sweden.

RICS Denmark introduced member meetings with seminars focusing on relevant issues. These are now organised every quarter, where Danish members get together to discuss issues and make new contacts. Topics for discussion have included the REABS, VRS and Technical Due Diligence. We also organised a conference on sustainability and valuation in Copenhagen.

In Sweden, we organised a Valuation Conference that focused on property valuation and financial stability, and how sustainable property can affect value. RICS Sverige also arranged visits to the new congress centre and hotel Stockholm Waterfront building, and the new Stockholm Globe Arena.

Looking forward to 2011–2012 we are increasing our focus on Finland where we plan to establish a member Board. In addition the Boards in Denmark and Sweden are being re-organised to set up Professional Groups and committees with the aim of bringing greater value to the membership.

*Contact: Mikael Wadsten, Regional Manager at [ricsnordic@rics.org](mailto:ricsnordic@rics.org)*

## **RICS Polska**

The Polish membership is growing and the RICS brand is becoming increasingly well known in the market. In recent months, RICS membership in Poland reached 200 members, organising three to four APC sessions per year.

As of January 2011, Ania D. Konieczna joined the organisation as Country Manager RICS Polska and started her efforts on raising the profile of the organisation and strengthening the sense of community amongst RICS members.

At the end of the past business year, the new Board of RICS Polska was set up to further promote RICS standards in the Polish market. Its aim is not only getting greater recognition but also ensuring that the membership grows, keeping its high profile and outstanding quality.

With a new Board and new Country Manager, there is a potential for fresh ideas and new enthusiasm. Already in 2011, three Professional Groups started up (built environment, valuation and sustainability). One of the first challenges for the Valuation Professional Group will be the first ever translation of the Red Book into Polish.

Looking forward, RICS Polska will take advantage of promoting high ethical standards and start a public debate on this topic in the Polish market. We keep on supporting the best real estate events in the market and have just started a close partnership with CEE Quality Awards. In addition, we will for the second time hand out the RICS Regeneration Award during the Eurobuild Gala in December 2011.

*Contact: Ania D. Konieczna, Country Manager at [ricspolska@rics.org](mailto:ricspolska@rics.org)*

Diploma ceremony  
in Moscow



## RICS Portugal

RICS Portugal has continued its dialogue with the Comissão do Mercado de Valores Imobiliários, presenting the Red Book in Portuguese and the VRS. This dialogue aims to improve the understanding and acceptance of RICS by the country's leading institution in terms of valuation.

Following the success of last year's Valuation Conference in November, RICS Portugal will organise its second edition under the title 'Valuation Regulation and Financial Stability' on November 30. Martin Brühl FRICS, Vice President RICS, and Jory Buhay, Regulation Manager Europe, will be among the guest speakers.

The collaboration with ISEG, our accredited course, will also continue in the shape of two more conferences within the Forum Imobiliário RICS. The first event last year saw an exclusive debate on the new City of Lisbon Master Plan between the RICS Portugal members and Manuel Salgado, Councillor of Lisbon's Municipality and one of the plan's architects.

RICS Matrics will provide members in Portugal a welcome opportunity to network during its second dinner. In the previous one, over 25 members and candidates took the opportunity to meet and network in a relaxed environment.

Contact: Lali (Eulalia) Pensado, Regional Manager Iberia at [ricsportugal@rics.org](mailto:ricsportugal@rics.org)

## RICS Russia & CIS

The Russian real estate sector is coming back to life. The IMF will be investing USD 4 billion into Russian built environment projects, turning Moscow into a separate federal region with an extension of the city borders and creating an International Financial Centre headquarters outside of the central part of the city. The Russian government will be adding a USD 550 million investment and has announced the development of national construction standards over the next three years.

Some key highlights:

- Russian state monopolies LUKoil, Gazprom and Sberbank have included RICS qualification criteria into their tender requirements.
- RICS has actively participated in key market events such as the Big Consulting Forum and Pro-Estate Exhibition.
- We entered into a collaboration agreement with the Guild of Managers and Developers of Russia – the leading non-governmental association of real estate management, development and companies within Russia and CIS countries.
- RICS has hired a local PR agency to promote the brand in Russia & CIS, which is proving to be a successful cooperation with media targets already being exceeded.
- RICS Russia & CIS has launched a webinar platform to run final assessment preparation seminars and Red Book knowledge seminars, and is working on an e-learning valuation seminars in Russian.
- We organised our first Final Assessments in Kiev.

Many ongoing projects are helping RICS Russia to achieve standards recognition with clients, regulators, etc. Among them:

- RICS contribution to the question base of the state qualification exam,
- RICS collaboration with the Association of Russian Banks,
- the RICS Russia Valuation Professional Group will offer its help with the translation of the new IVS to secure the correctly translated abstracts into the 8th edition of the Red Book.

Contact: [ricsrossia@rics.org](mailto:ricsrossia@rics.org)

### RICS Switzerland trip to London



## RICS Switzerland

This was another good year for growing our profile and membership in Switzerland against the background of a reasonably strong economic situation. With 42 new members, we now have just over 200 qualified members and a good pipeline of students and trainees. Serving our existing members is also a top priority and a highlight this year has been the negotiation of a package of discounts and privileges for our members on things as diverse as hotel rooms and car hire to books and training courses.

Because of the steady expansion of our membership over recent years we decided it was time to take stock and review who our members are and what they expect from RICS. We undertook a survey of our membership in the early summer and had a pleasingly high reply rate at nearly 50%. Members of RICS Switzerland are important market players with substantial influence, working mainly in Consulting, Development, Project Management, Valuation and Investment Management. They are mainly looking for accessibility to the local network and events. RICS standards and ethics, client recognition of the qualification and credibility with other professional advisors were judged to be of almost similar importance to the members. The results of this survey will help us focus our work within Switzerland and help us better explain who we are to the regulators and other areas where we seek influence.

Contact: *Mary Ann Reynolds FRICS, Administrator,*  
at [ricsswitzerland@rics.org](mailto:ricsswitzerland@rics.org)

## National Group Chairs

|  |  |
|--|--|
| RICS Belux<br>Jean-Paul Ducarme MRICS          | RICS Portugal<br>Eric van Leuven FRICS   |
| RICS Baltics<br>Patrick Simon FRICS            | RICS Romania<br>Radu Boitan MRICS        |
| RICS Česká Republika<br>Glyn Evans MRICS       | RICS Sverige<br>Agneta Jacobsson FRICS   |
| RICS Cyprus<br>Petros Stylianou MRICS          | RICS Switzerland<br>Oliver Hofmann MRICS |
| RICS Danmark<br>Michael Sehested MRICS         |  |
| RICS Deutschland<br>Jörn Stobbe MRICS          |  |
| RICS España<br>Luis Martin Guirado MRICS       |  |
| RICS France<br>Philippe Jouan MRICS            |  |
| RICS Hellas<br>Ioannis Ganos MRICS             |  |
| RICS Italia<br>Marzia Morena MRICS             |  |
| RICS Magyarország<br>Pál Baross FRICS          |  |
| RICS Nederland<br>Eric Martens FRICS           |  |
| RICS Österreich<br>Mag. Peter Höflechner MRICS |  |
| RICS Polska<br>Monika Debska-Pastakia MRICS    |  |

# EDUCATIONAL STANDARDS



## RICS course accreditation

This year many universities have had the chance to use the new template format developed by RICS Europe when applying for accreditation and re-accreditation. The feedback from all is that the new processes are user-friendly, transparent and save a lot of time. In total, five new courses presented their application for accreditation and six courses submitted their papers for re-accreditation. At the same time a lot of work was carried out by the members of the Continental Europe Educational Standards Board (CESB), who have shown great flexibility and readiness in embracing new technologies. The new processes put in place ensure that the RICS Quality Assurance measures are carefully implemented by all courses. At the same time the new system allows more time for other valuable activities with course leaders and students.

The essence of RICS course accreditation is to allow students to register for the RICS Assessment of Professional Competence (APC). Therefore, only courses that show satisfactory conversion results are re-accredited. This year we have registered 335 APC trainees from accredited courses.



At the moment we have a total of 34 accredited courses in 12 countries in Europe.

For full details, please go to [www.ricseurope.eu/accreditedcourses](http://www.ricseurope.eu/accreditedcourses)

## RICS Education Forum

This year saw the launch of our first Education Forum – a conference organised by RICS-accredited course leaders for RICS-accredited course leaders. The idea was launched by Prof. Michel Baroni FRICS from ESSEC Business School to develop a formal framework of exchange among accredited courses. Its aim is to bring together course leaders, professors and researchers to discuss the practical challenges in real estate education, and the solutions they have found.

The proposal was welcomed by the CESB and unconditionally supported by course leaders and RICS members. The first edition was hosted by the IREBS Immobilienakademie in their location in Gut Möschenfeld, Germany and sponsored by STIWA Immobilienmanagement & Consulting Chartered Surveyors GmbH. Delegates from IREBS, ESSEC Business School, Bordeaux School of Management, Politécnico di Milano and Technical University Vienna held presentations around the themes of social media, the internationalisation of real estate programmes and the teaching of business ethics.

To find out more details, please go to [www.ricseurope.eu/educationforum](http://www.ricseurope.eu/educationforum)

Contact: Kristin Bammel at [kbammel@rics.org](mailto:kbammel@rics.org) and Anna Galiano at [agaliano@rics.org](mailto:agaliano@rics.org)

RICS Education  
ForumRICS course leaders and the  
education team

## Membership assessment

In continental Europe, we had a very good year – adding 684 qualified members through the Final Assessment process. To achieve this result we held over 50 Final Assessment sessions and the average pass rate was 77%. We have grown our assessor training pool to over 1,500 trained assessors across continental Europe, allowing us to offer interviews in over 20 countries in a wide range of languages. Despite the challenging economic conditions, we also enrolled over 800 new trainees (including 335 from accredited courses).

The strongest growth continued to be in the property sector mainly in commercial property, valuation and property finance investment. Also we have started to see a small rise in the other property sectors such as construction, project management, building surveying and geomatics.

RICS Europe continues to enjoy its highest membership growth in the senior professional route (454 newly elected members). There is also steady growth in the graduate route (230 newly elected members) – owing to the continuing good relationship with accredited universities.

Contact: Jennifer Clarke, APC Manager EMEA  
at [jenniferclarke@rics.org](mailto:jenniferclarke@rics.org)

| Route to membership | Newly qualified members |
|---------------------|-------------------------|
| Senior Professional | 455                     |
| Adaptation Route 1  | 26                      |
| Graduate Routes     | 203                     |

| Property Sectors                   | Newly qualified members |
|------------------------------------|-------------------------|
| Property sectors                   |                         |
| Commercial Property Practice       | 158                     |
| Valuation                          | 192                     |
| Facilities Management              | 18                      |
| Housing Management and Development | 8                       |
| Machinery & Business Assets        | 4                       |
| Management Consultancy             | 51                      |
| Property Finance & Investment      | 95                      |
| Residential Property Practice      | 22                      |
| Residential Survey and Valuation   | 3                       |
| Research                           | 12                      |
| Built Environment Sectors          |                         |
| Building Control                   |                         |
| Building Surveying                 | 16                      |
| Quantity Surveying & Construction  | 9                       |
| Project Management                 | 49                      |
| Taxation Allowances                | 1                       |
| Land Sectors                       |                         |
| Environment                        | 4                       |
| Geomatics                          | 3                       |
| Rural                              | 2                       |
| Planning and Development           | 37                      |

# REGULATION IN CONTINENTAL EUROPE

In 2011, RICS successfully introduced voluntary firms regulation in continental Europe and launched the Valuer Registration Scheme (VRS) in September.

## **Firms regulation ('Regulated by RICS')**

Since November 2010, more than 180 multinational and national firms in continental Europe have registered for voluntary firm-based regulation.

### **Offering effective monitoring and regulatory advice to firms**

In 2011, RICS Regulation launched a pilot project in the Netherlands and carried out 16 desk-based reviews, providing Dutch regulated firms with practical advice on how to improve their business practices and excel in the marketplace.

### **Raising awareness of staff in regulated firms**

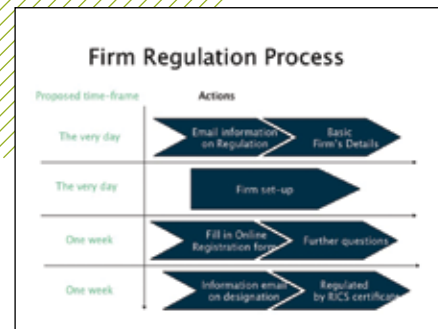
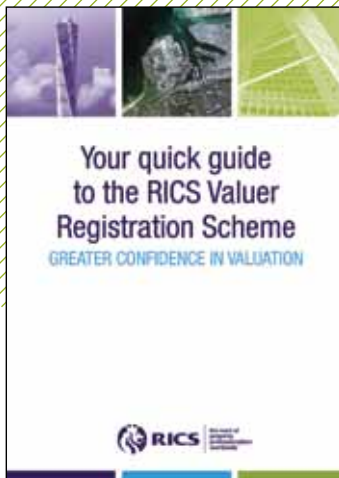
RICS Regulation has introduced firms regulation at events in Lisbon, Paris, Frankfurt, Madrid, Athens, Larnaca and Budapest, and aims to continue delivering presentations on regulation and ethics to employees in European registered firms.

### **Helping firms provide better client and public protection**

Europe Regulation has provided guidance on professional indemnity insurance, complaints handling procedures and redress schemes to help firms deal effectively with client complaints. The Regulatory Board has also approved redress providers in the Netherlands, Poland, Denmark and Italy.

### **Providing firms with best practice advice on using the RICS designation**

All European firms have shown substantial interest in using the 'Regulated by RICS' designation. RICS Regulation has offered them assistance on how to advertise their regulated status by correctly employing the designation on a wide range of communication tools, and by listing all regulated firms on the RICS Europe website.



## Valuer Registration Scheme

From September 2011, the VRS is being rolled out across continental Europe. Events to introduce and explain VRS to members and other stakeholders are being organised by the different National Groups.

Concerns about the consistency, quality and accuracy of valuation advice following the global financial crisis have had a negative impact on the credibility of the valuation profession. RICS aims to restore confidence in the profession by raising professional standards worldwide and ensuring that members are complying with Red Book valuation processes. The VRS monitoring programme is designed to provide members with help and guidance on all issues related to compliance and best practice. Through the designation 'RICS Registered Valuer', members of the scheme are clearly identifiable to clients, the public, and financial institutions as the best regulated and qualified professionals in the field.

VRS is an individual, voluntary scheme (mandatory in the UK) that seeks to increase quality and accuracy in the profession and help members provide valuation advice to apply and maintain RICS Valuation Standards (the Red Book).

## Join firms regulation and VRS

Firms regulation is voluntary and free of charge in continental Europe. It requires that 50% or more of your firm's directors and/or principals are RICS members.

The full list of European regulated firms is available on the RICS Europe website: [www.ricseurope.eu/regulatedfirms](http://www.ricseurope.eu/regulatedfirms)

All RICS qualified members practising valuations under RICS Valuation Standards (VS 1.1) can apply for VRS on a voluntary basis. To sign up and find out more about VRS, log on to: <https://memberschemes.rics.org>

Contact: Jory Buhay, European Regulation Manager, at [jbuhay@rics.org](mailto:jbuhay@rics.org) or Lavinia Cinca, European Regulation Officer, at [lcinca@rics.org](mailto:lcinca@rics.org)

# GLOBAL SUSTAINABILITY



The RICS sustainability agenda has had a decisive and eventful year. Our continuing commitment to sustainability has been instrumental in successfully laying the foundations and creating the right structures to enable us to move forward and address the rapid changes faced by the profession.

## **Commitment to global initiatives**

In October 2010, RICS became a signatory of the United Nations Global Compact. As such we committed to the Global Compact's Ten Principles in the areas of human rights, labour, environment and anti-corruption in our existing operations and as we enter new markets.

Following on from signing the Copenhagen Communiqué ahead of the 2009 climate summit, RICS also supported the 2010 Cancun Communiqué stressing the importance of an equitable agreement in global climate change negotiations.

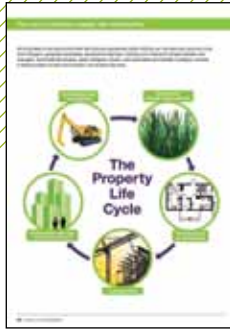
The most recent 'Green Gauge' member survey shows that members believe sustainability is here to stay, which is underpinned by the increase in the perception of relevance and importance of sustainability to primary business for 2010.

## **Keeping members up to date**

To meet new communication preferences and to optimise visibility of our work and that of our global membership, the sustainability team has created the sustainability blog [www.rics.org/sustainabilityblog](http://www.rics.org/sustainabilityblog) and a sustainability LinkedIn discussion group [www.rics.org/sustainabilitylinkedin](http://www.rics.org/sustainabilitylinkedin). This sits alongside the RICS sustainability newsletter Global Balance, which is now published every two months.

These communication channels and networks ensure that members are regularly informed about the latest global sustainability policy and practice news. They also encourage active contribution by allowing members to share projects and personal working experiences, and discuss the latest trends.

Between its launch in the autumn of 2010 and July 2011, Modus, the RICS magazine focused on a number of key sustainability issues such as water, efficiency and happiness. The June 2011 edition was completely 'green' – both in terms of title and content.



## New sustainability research library

In July 2011, the team launched the sustainability research library, a one-stop dedicated resource platform available at [www.rics.org/sustainabilitypractice](http://www.rics.org/sustainabilitypractice). It makes over 600 RICS produced or commissioned documents freely accessible through six categories:

- Economics of sustainability
- Land and resource management
- Sustainable construction
- Development and disaster management
- Energy and climate change
- Urban, planning, housing and facilities management

One of the key RICS research pieces in this area – ‘Sustainability and the dynamics of green building: new evidence on the financial performance of green office buildings in the USA’ – was launched in New York in February 2011 at an RICS-sponsored conference at New York University’s Schack Institute of Real Estate. It reflects the importance RICS attaches to fostering the debate around sustainability features and measures, and their translation into so-called ‘green premiums’.

## Recent projects and events

RICS also organised a ‘Sustainability and value’ workshop in June 2011, hosting an international group of expert members chaired by RICS past President Robert Peto FRICS. It was highly successful in its aim to explore the challenges and opportunities for valuation professionals and to identify the key elements of RICS leadership in this field.

RICS is also participating in a number of capacity-building projects such as the RICS EU Public Affairs led and EU funded TRAINREBUILD and the FLASH project coordinated by the RICS London Region and part funded by the European Regional Development Fund (ERDF). It is hoped these activities will increase

the ability of the profession to successfully embrace opportunities afforded by the emerging market for sustainability in land, property and construction.

The sustainability team has also supported a number of sustainability events across Europe, including in Denmark, Sweden and France. In 2010–2011 member guidance about sustainability covered areas such as flooding, valuation of water and green infrastructure.

## Sustainability is key to the profession

Sustainability has been a core competency at level 1 for all our members in the 17 Professional Groups since 2006. This means that candidates have to demonstrate knowledge and understanding of the issue. To better equip the profession, the policy was reviewed in 2010 and the Professional Groups agreed that the mandatory level would be raised to level 2, which means they must show applied knowledge and understanding.

Following the RICS Oceania example in 2006, an encouraging number of national sustainability groups have been set up working on specific projects and outputs. For example, the RICS Deutschland Professional Group Sustainability launched an overview of the uptake of green building rating tools in Europe in May 2011. In the same month, the RICS Sustainability Task Force Europe was set up.

On the staff side, the Brussels-based staff received sustainability training. They have now committed to reduce the impact of RICS on the environment and on society through the efficient use of resources and by implementing a sustainable procurement process.

Contact: *Ursula Hartenberger, Global Head of Sustainability, at [uhartenberger@rics.org](mailto:uhartenberger@rics.org)*

Website: [www.rics.org/sustainability](http://www.rics.org/sustainability)

# RICS EU POLICY AND PUBLIC AFFAIRS



Over the past 12 months, the RICS EU Policy and Public Affairs team has been working with and for members on a variety of issues. Below are some of the highlights.

## **Property valuation to be regulated at EU level?**

In March 2011 the European Commission published a proposal to regulate residential mortgage credit agreements, with a potential spill-over effect into commercial mortgage agreements.

At the time of writing, this proposal was under discussion at the European Parliament. Contrary to the proposal, there is a chance that the European Parliament will include mandatory valuation requirements in terms of standards and qualifications. The outcome is still uncertain – it will require the approval of the member states – but it could mean that for the first time property valuation will be regulated at EU level.

## **Sustainability and real estate: RICS at the forefront**

Sustainability principles are embedded in all our overall policy strategies and positions. Not only do we believe this to be in the public interest, but also in the long-term interest of members.

Because of this, together with the RICS Sustainability team we have set up the RICS Sustainability Task Force Europe. Following the launch meeting in May 2011, 12 members from across the region meet twice a year and work on various projects, including energy rating tools and incorporating sustainability into the valuation process.

During Expo Real in Munich in October, the task force hosted a seminar on sustainable key performance indicators in relation to property investment decisions.

Besides the 12 members, the task force includes dedicated RICS staff, plus over 20 corresponding members who contribute actively. Please contact us if you would like to make a contribution.

### German Residential Professional Group visit



### European Housing Review launch



## Energy efficiency and the built environment

Energy efficiency remains high on the agenda of the EU and high on the agenda of RICS. For the fourth year running, we organised a half-day seminar during EU Sustainable Energy Week, where we focused on facilities management and addressed the roles of technology and behaviour in creating an energy-efficient society.

Since December 2010, RICS has been involved in an EU-funded project that deals with energy efficiency refurbishments in residential buildings. RICS' role in this project is to develop a training package around the most cost-effective solutions. Once finalised, members will be able to benefit first-hand from the results.

## Housing: a national affair

Over the past 12 months, RICS has remained co-Chair of the European Housing Forum. During this time, we organised another series of lectures to bring research and policy closer together, and we hosted the launch of the 2011 RICS European Housing Review.

In November 2011, RICS will for the first time launch a research report providing an overview of household consumption in the housing sector across Europe.

In June 2011 we were proud to host the RICS Deutschland Residential Professional Group, for whom we arranged meetings with relevant stakeholders in Brussels, making the link between EU policy and housing policy in Germany. If members across Europe who are active for RICS would like a similar experience, please contact us.

## European standardisation

With the arrival of a new policy officer, RICS has stepped up its activities for the European Centre for Standardisation (CEN).

CEN is the only recognised pan-European standards body, covering 31 countries and 500 million consumers. It works in close relationship with ISO (International Standards Organisation) and National Standard Bodies such as AFNOR in France, DIN in Germany and BSI in the UK.

Because RICS sets ethical and technical standards for its members, it is vital for our organisation to provide input into CEN, and to ensure that existing RICS standards are taken into account.

Contact: Sander Scheurwater, Head of EU Policy & Public Affairs, at [sscheurwater@rics.org](mailto:sscheurwater@rics.org)

Website: [www.rics.org/eu](http://www.rics.org/eu)

Twitter: <https://twitter.com/#!/RICSeuaffairs>

# RICS IN THE MEDIA



- Over 2,300 mentions in the press, a record year
  - High levels of coverage in Germany, France, Cyprus, Greece, Russia and Europe-wide media

## Hitting the headlines...

Talking with journalists across the region is an important activity of the press team at RICS Europe. Last year was a hugely successful year for us. We were mentioned more than 2,300 times in the press in 18 countries. This means that every day at least six articles about RICS were featured in national newspapers or property publications throughout continental Europe.

These included articles in key publications such as El Pais (Spain), Frankfurter Allgemeine Zeitung (Germany), Fastighets Varlden (Sweden), Il Sole 24 Ore (Italy), Le Monde (France) and Oje (Portugal). RICS Europe also exceeded its target for coverage in key subject areas such as valuation, sustainability and commercial property.



## Property and economic information

Property plays an important role in the national and regional economy, and we regularly distribute European and international market surveys such as the RICS Global Commercial Property Survey and the Distressed Property Monitor.

These surveys provide a snapshot of the commercial property sector and information about how the macro economic environment is affecting business. RICS market surveys help us build relationships with journalists and strengthen the brand across Europe. In addition to the commercial market surveys, we also distribute the Cyprus Property Index and the Portuguese Housing Market Survey about residential property markets.

We regularly send out the Global Real Estate Weekly, which provides journalists with leading real estate stories from around the world. This information has proved particularly popular in newer markets such as Russia & CIS.



## New partnerships

In February, we started to collaborate with a Moscow-based media agency. Following a very strong start to the partnership, they achieved more than 140 news articles in the first five months of their contract.

Other countries with media agencies are Germany, France and Cyprus, who have achieved a combined total of more than 1,450 articles. As well as economic surveys, these articles cover 'corporate' subjects such as careers and membership, news about corporate changes, Board membership and new candidates.

## Key campaigns in 2010–2011

### Sustainability

We generated more than 90 articles on sustainability-related subjects, including 11 articles about RICS' Global Sustainability Survey. Other press campaigns featured RICS research 'Sustainability and the Dynamics of Green Buildings', the importance of green infrastructure for healthy cities and publicity about RICS receiving an EU grant to launch energy efficiency projects. Germany's Green Building Summit 2011 generated 16 articles. The economics of EU energy labels in the housing market and the Eusew conference generated another nine articles.

### Firms regulation and valuation

A press release announcing 'A hundred European firms sign up for RICS regulation in March' generated 26 articles across Europe, including France, Germany, the Netherlands and Spain. Titles include Business Immo and Direct Gestion (France), Immobilien Weekly, Immobilienbrief Stuttgart, Der Immobilien Brief (Germany), Inmediario, Spanish Real Estate, Tormo.com (Spain) and PropertyEU, Real Estate Europe (pan-European).

On valuation, key campaigns included a press release about the new edition of the Red Book. Coverage included 13 articles in the Russian online media and an in-depth look at RICS Valuation Standards that was carried in the Russian RWAY real estate bulletin.

Elsewhere in Europe, an interview with the Chairman of RICS Belux on RICS standards and 'Regulated by RICS' was included in the Real Estate Europe book and the Belgian daily Le Soir.

### European Housing Review

We promote the European Housing Review to the media to position RICS as a leading source of knowledge on residential property across the region.

Last year, the review was launched in Brussels and London at two successful events. The campaign generated 57 quality press articles that included figures, quotes and graphs in national newspapers such as Le Monde, El Pais, Le Soir, Il Sole 24 Ore, Financial Times Deutschland, and pan-European trade magazines such as Property Investor Europe and PropertyEU.

### RICS at MIPIM

RICS attendance at MIPIM in Cannes received very positive exposure in the European media, with stories on the RICS event on Dense cities at MIPIM, MIPIM Awards and profile. RICS was mentioned many times in the special editions of the most important pan-European real estate publications (including PropertyEU magazine, Real Estate Europe Year Book 2011, Property Investor Europe magazine and Property International magazine).

Contact: Kate Symons, PR Manager (secondment until 31 December 2011), at [ksymons@rics.org](mailto:ksymons@rics.org) and as from mid January 2012 Laura Lindberg, PR Manager at [Llindberg@rics.org](mailto:Llindberg@rics.org), and Gaël Bassetto, Communications Officer, at [gbassetto@rics.org](mailto:gbassetto@rics.org).

**RICS Europe**

Rue Ducale 67 Hertogstraat

B – 1000 Brussels

T +32 2 733 10 19

ricseurope@rics.org

**www.ricseurope.eu**



**RICS**

the mark of  
property  
professionalism  
worldwide

**Europe**