Open Access 2020: accelerating the transition to open access

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Open Access 2020 Initiative | Max Planck Digital Library
To start, food for thought

“Poverty is created by barriers. To fight poverty, we have to see and study the barriers, and then go around them or through them so the poor aren't cut off from benefits others enjoy.”

Melinda Gates
What’s the problem?
Expectations of scholars, scientists and citizens in our digital era.
Increases in subscription costs have far outpaced even standard inflation.
Publishers have no incentive to change this highly lucrative system.
Still today, 82% of new research is published behind subscription paywalls. Of that, 72% by just 10 publishers.

https://github.com/subugoe/oa2020cadata
There is no social justice in the opaque pricing of subscriptions.

<table>
<thead>
<tr>
<th>Country</th>
<th>Subscription expenditure with one large publisher (USD)</th>
<th>Percentage of education budget spent on the subscription</th>
<th>World Bank Classifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>African country A</td>
<td>11.000.000</td>
<td>0.039%</td>
<td>Upper Middle Income</td>
</tr>
<tr>
<td>Latin American country</td>
<td>26.400.000</td>
<td>0.038%</td>
<td>Upper Middle Income</td>
</tr>
<tr>
<td>European country</td>
<td>60.500.000</td>
<td>0.032%</td>
<td>High Income</td>
</tr>
<tr>
<td>African country B</td>
<td>848.777</td>
<td>0.023%</td>
<td>Low Income</td>
</tr>
<tr>
<td>African country C</td>
<td>378.400</td>
<td>0.015%</td>
<td>Lower Middle Income</td>
</tr>
<tr>
<td>African country D</td>
<td>3.300</td>
<td>0.001%</td>
<td>Low Income</td>
</tr>
</tbody>
</table>
Researchers still want their journals. At least for now....
Researchers still want their journals. At least for now….

“…enabling the broadest possible readership is an important way to maximize the impact of their research findings. 64% of respondents indicated they would be happy to see the traditional subscription-based publication model replaced entirely by an open access system….

Some 70% of faculty stated “If the traditional subscription-based publication model is replaced entirely by an open access model, I would be happy to see the same publishers stay involved in the open access model”

It will take decades at the current growth rates for Open Access to become the default in scholarly communication.

“Open Access still represents a minority of the annual scholarly output, and it will take decades at the current growth rates for OA to take over (to reach, say 80%+ of share).”

https://open-access.deltathink.com/Market-Sizing.html
What can we do about it?
Use our leverage as funders.

“cOAlition S strongly encourages institutions and consortia to develop new transformative agreements and will only financially support agreements after 1 of January 2021 where they adhere to the ESAC Guidelines.”

There are three routes for being compliant with Plan S:

<table>
<thead>
<tr>
<th>Route</th>
<th>Open Access publishing venues (journals or platforms)</th>
<th>Subscription venues (repository route)</th>
<th>Transition of subscription venues (transformative arrangements)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Authors publish in an Open Access journal or on an Open Access platform.</td>
<td>Authors publish in a subscription journal and make either the final published version (Version of Record (VOR)) or the Author’s Accepted Manuscript (AAM) openly available in a repository.</td>
<td>Authors publish Open Access in a subscription journal under a transformative arrangement.</td>
</tr>
<tr>
<td>Funding</td>
<td>cOAlition S funders will financially support publication fees.</td>
<td>cOAlition S funders will not financially support &quot;hybrid&quot; Open Access publication fees in subscription venues.</td>
<td>cOAlition S funders can contribute financially to Open Access publishing under transformative arrangements.</td>
</tr>
</tbody>
</table>

https://www.coalition-s.org/oa2020-and-coalition-s/
https://www.coalition-s.org/principles-and-implementation/
Use our leverage as researchers.

Resignation of the editorial board of the Journal of Informetrics

Over the last few years, the editorial board of the Journal of Informetrics (JOI) has grown increasingly dissatisfied with Elsevier’s actions and policies. While some of those have specific effects on our field—such as Elsevier’s refusal to participate in the Initiative for Open Citation (I4OC)—others are affecting all fields of science—such as its restrictive open access policies and prohibitive subscription costs. The editorial board of JOI expressed these concerns to Elsevier on numerous occasions, with no success. Given the inability of Elsevier to address these issues, the editorial board unanimously resigned on January 10th 2019. As of January 12th 2019, names of associate editors and editorial board members have been removed from the website of the Journal of Informetrics.

The resignation letter can be found here.

Journals should serve the research community—not the other way around. They provide an exchange forum which can only prosper through the work of authors, reviewers, and editors. Therefore, the former editorial board of the Journal of Informetrics unanimously decided to redirect its labor to a newly created journal, Quantitative Science Studies (QSS), published by MIT Press and owned by the International Society for Scientometrics and Informetrics. I invite all of you to join us in this new endeavor and help us demonstrate how the research community can take control back of its means for disseminating knowledge, in a fair, open, and transparent way. We must all work together in making QSS a success, not only for the field of scientometrics and informetrics, but for science as a whole.

Vincent Larivière
Former Associate Editor, Journal of Informetrics
Interim Editor-In-Chief, Quantitative Science Studies

Posted by Vincent Larivière on 14 January 2019
Use our leverage as institutions.

Current global subscription spending

€ 7.6 bn

Global subscription market

# 2m scholarly articles

7.6 bn/2m

Current cost per article via subscriptions

€ 3,800

http://hdl.handle.net/11858/00-001M-0000-0026-C274-7
OA publishing is possible within the current spend.

Estimated global spend after transition to OA: € 4.0 bn

45% surplus

High estimate per-article cost to publish OA: < € 2,000

Global subscription market

# 2m scholarly articles

€ 2,000 x 2m

http://hdl.handle.net/11858/00-001M-0000-0026-C274-7
Open Access 2020: a global alliance to face publishers at eye level

We aim to transform a majority of today’s scholarly journals from subscription to OA publishing in accordance with community-specific publication preferences.

At the same time, we continue to support new and improved forms of OA publishing.

https://oa2020.org/mission/
Open Access 2020: a global alliance to face publishers at eye level

We will pursue this transformation process by converting resources currently spent on journal subscriptions into funds to support sustainable OA business models. Accordingly, we intend to re-organize the underlying cash flows, to establish transparency with regard to costs and potential savings, and to adopt mechanisms to avoid undue publication barriers.

Subscription system

Open Access

7.6 Bn EUR
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Subscription system

Open Access

Open Access 2020: a global alliance to face publishers at eye level

7.6 Bn EUR cash flow
One of several pathways pursued by OA2020 participants is to negotiate transformative agreements under which the funds previously spent for subscriptions are repurposed to cover the costs associated with open access publishing.

This approach enables a swift and efficient transition of subscription journal portfolios to open access, in which ‘hybrid’ publishing massively increases the proportion of articles published open access—without paying twice for services relating to the same piece of content.

https://esac-initiative.org/about/transformative-agreements/
Global consensus for transformative agreements

We are all committed to authors retaining their copyrights, We are all committed to complete and immediate open access, We are all committed to accelerating the progress of open access through transformative agreements that are temporary and transitional, with a shift to full open access within a very few years. These agreements should, at least initially, be cost-neutral, with the expectation that economic adjustments will follow as the markets transform.

Publishers are expected to work with all members of the global research community to effect complete and immediate open access according to this statement.
Publisher represents that the Read & Publish model, with its foundation in “hybrid” open access – where some articles are paywalled and others published open access – **is a temporary and transitional business model whose aim is to provide a mechanism to shift over time to full open access.**

The Publisher commits to informing Customer of progress towards this longer-term aim on an annual basis, and to adjusting Read & Publish terms based on its progress towards full open access.
Authors retain rights to their works

1. **No copyright transfers.**
   Our authors shall be allowed to retain copyright to their work and grant a Creative Commons Attribution license of their choosing.

https://libraries.universityofcalifornia.edu/groups/files/slasiac/docs/NegotiatingJournalAgreementsAtUC_Action_final.pdf
Agreements must be transparent

Principles for Advancing Openness through Journal Negotiations

1. PRIORITIZE OPENNESS
As part of a public land grant university with a mission to create and share knowledge to make Iowa and the world a better place, the University Library will prioritize agreements that advance open access and other methods of open dissemination for research outputs. Participating in a global movement advocating for open access, we work toward democratizing access to knowledge by reducing financial barriers inherent in traditional publishing practices.

2. TRANSPARENCY — NO NON-DISCLOSURE
Fair agreements that advance open access and control costs will only emerge from fair negotiations. Fair negotiations can only take place when publishers and libraries have equal access to information. Publisher practice has been to require non-disclosure agreements that restrict libraries from sharing the prices they pay and the terms and conditions of their agreements. The informational asymmetry this creates greatly favors the interests of publishers at the expense of libraries and their campuses. We will demonstrate our commitment to open access and transparency by rejecting non-disclosure language in our agreements and sharing our agreements publicly.

3. FINANCIALLY SUSTAINABLE
Financially sustainable journal agreements will emerge from a diverse scholarly publishing landscape—where learned societies and not-for-profit publishers can compete and thrive; where innovation is incentivized and rewarded; and where reasonable profit margins are the norm. We will prioritize agreements that help shape this world and provide long-term financial sustainability to our library.

https://lib.dr.iastate.edu/cgi/viewcontent.cgi?article=1000&context=cos_reports
Global adoption of Transformative Agreements

https://esac-initiative.org/about/transformative-agreements/agreement-registry/
Publishers embracing the transition

https://esac-initiative.org/about/transformative-agreements/agreement-registry/
OA2020 proof of concept: transformative agreements accelerating the transition to open access
How Transformative Agreements work
Digital transition: from print to big deals

Money flow shifted from individual subscriptions to the online big deal package
Digital transition: from print to big deals

Money flow shifted from individual subscriptions to the online big deal package
Hybrid era: open access on top of subscriptions

Authors increasingly pay APCs “in the wild” to publish their articles open access in (hybrid) subscription journals

Subscriptions + Open access publishing
Transition phase: transform scholarly journals from closed to open

Hybrid spending is reined in and the two sides of scholarly communication are governed under a single agreement.

http://esac-initiative.org/
Transition phase: transform scholarly journals from closed to open

Money previously spent for subscriptions is now used to support open access publishing (and reading of content still behind the paywall), and…
Transition phase: transform scholarly journals from closed to open

...costs are transparent and based on actual service rendered
Transition phase: transform scholarly journals from closed to open

...costs are transparent and based on actual service rendered
Transition phase: transform scholarly journals from closed to open

Open access publishing
Preconditions for open access on a large scale

- Funds no longer locked in lump-sums flowing necessarily to big publishers
- Price transparency enables competition
A scholarly communication landscape in which funds are free to follow the unique and diverse needs of scholars and science.
Thank you!

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Max Planck Digital Library

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https://oa2020.org