

o p e n a c c e s s
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How can we solidify the foundation of our OA efforts?

47th LIBER Conference – Lille 2018 – Preconference Workshop – 4 July 2018

**LIBRARIES LEADING THE OPEN ACCESS TRANSFORMATION:
STRATEGIES TO ACHIEVE THE VISION**

LIBER Open Access Working Group and the Open Access 2020 Initiative

Colleen Campbell, Open Access 2020 Initiative,
Max Planck Digital Library



[@oa2020ini](https://twitter.com/oa2020ini)

Premise

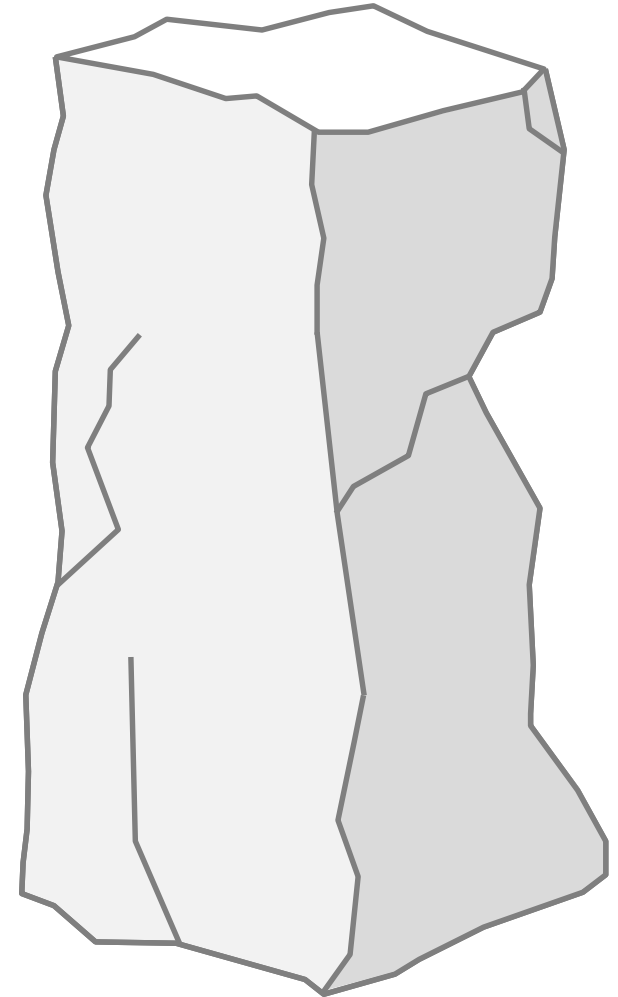
There is already enough money in the system!





Publisher negotiations and transformative agreements

- 1 Understand the relevance of OA publishing
- 2 Monitor and analyze your publication and financial data
- 3 Engage stakeholders at all levels
- 4 Prepare a publisher negotiation strategy
- 5 Leverage transformative agreements
- 6 Collaborate and communicate





Publisher negotiations and transformative agreements

1 Understand the relevance of OA publishing

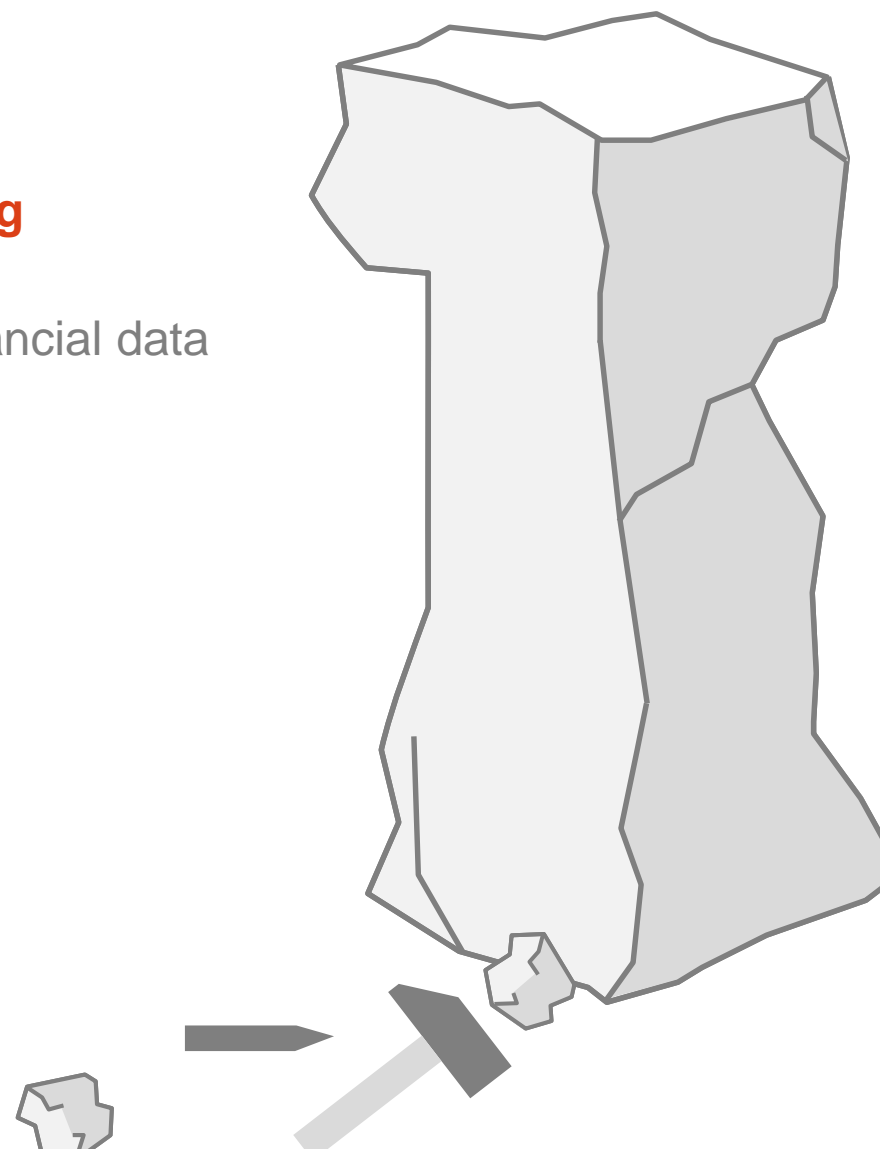
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Understand the relevance of OA publishing

OA publishing is already an uncontrolled market

Analysis based on number of papers published in 2016 indexed in *Web of Science*

■ OA journal

Publisher	Journal	#Papers 2016
PLOS	PLOS ONE	22091
NPG	Scientific Reports	20546
RSC	RSC Advances (OA as of 2017)	13274
Impact	OncoTarget	6625
APS	Physical Review B: Condensed Matter and Materials Physics	5345
ACS	ACS Applied Materials and Interfaces	4057
NPG	Nature Communications	3537
RSC	Physical Chemistry, Chemical Physics	3503
APS	Physical Review D: Particles, Fields, Gravitation, and Cosmology	3390
Elsevier	Medicine	3275
Elsevier	Journal of Alloys and Compounds	3243
ACS	The Journal of Physical Chemistry C: Nanomaterials and Interfaces	3241
OUP	Monthly Notices of the Royal Astronomical Society	3208
NAS	Proceedings of the National Academy of Sciences of the USA	3183
AIP	Applied Physics Letters	3047
e-Century	International Journal of Clinical and Experimental Medicine	3005
RSC	Chemical Communications	2967
OSA	Optics Express	2903
AAS	The Astrophysical Journal	2812
Desalination	Desalination and Water Treatment	2762

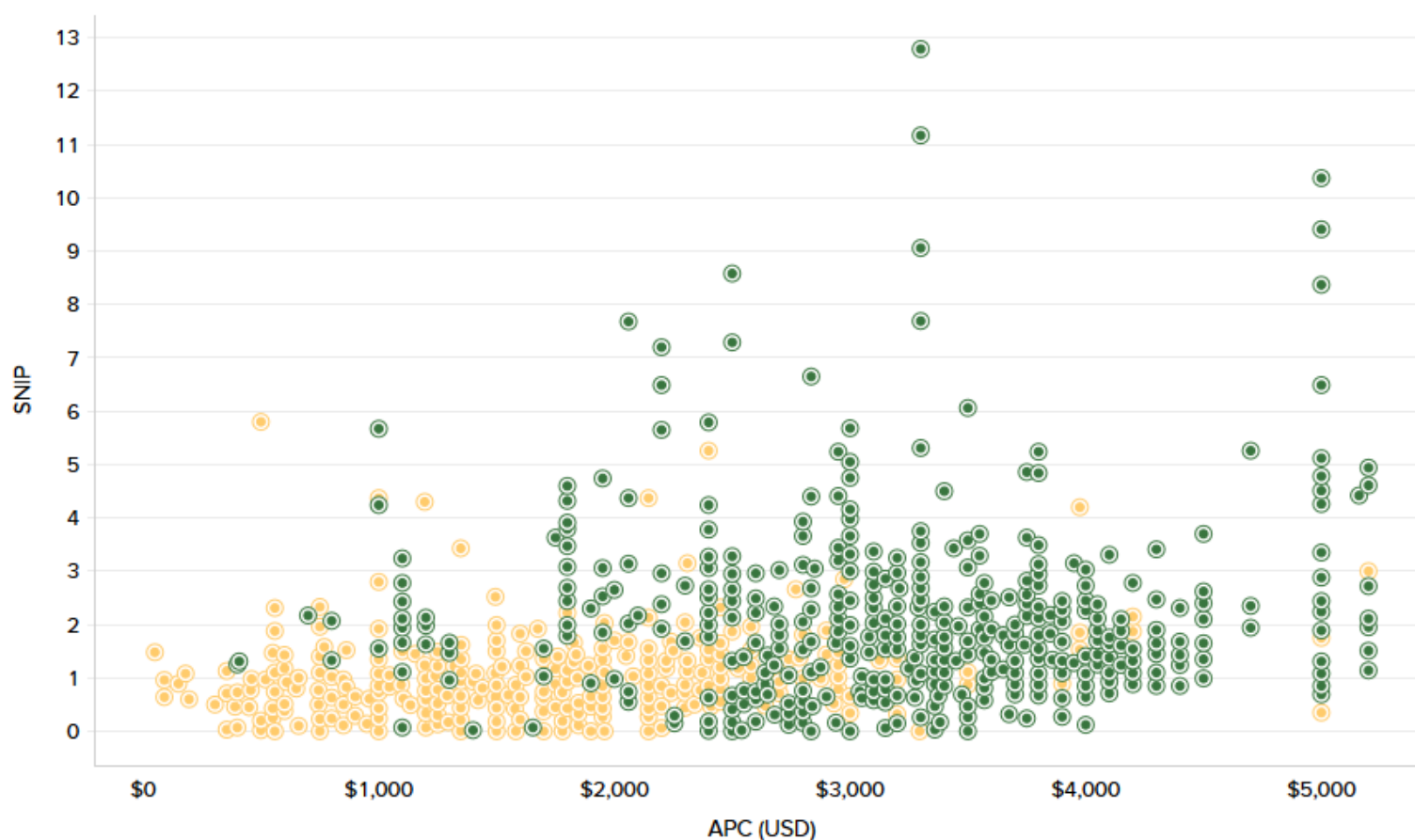
Of the top 20 journals based on the number of articles published world-wide, **8 are gold OA journals.**

Understand the relevance of OA publishing

APC vs. SNIP for Publishers by Fully OA/Hybrid:

All publishers (2017-2018)

With permission from Delta Think Open Access Data & Analytics tool



- Fully OA / Hybrid
- Fully OA
- Hybrid

Average list APC

Fully OA: \$1600

Hybrid: \$2900

Average payment tracked by

OpenAPC:

Fully OA: €1488

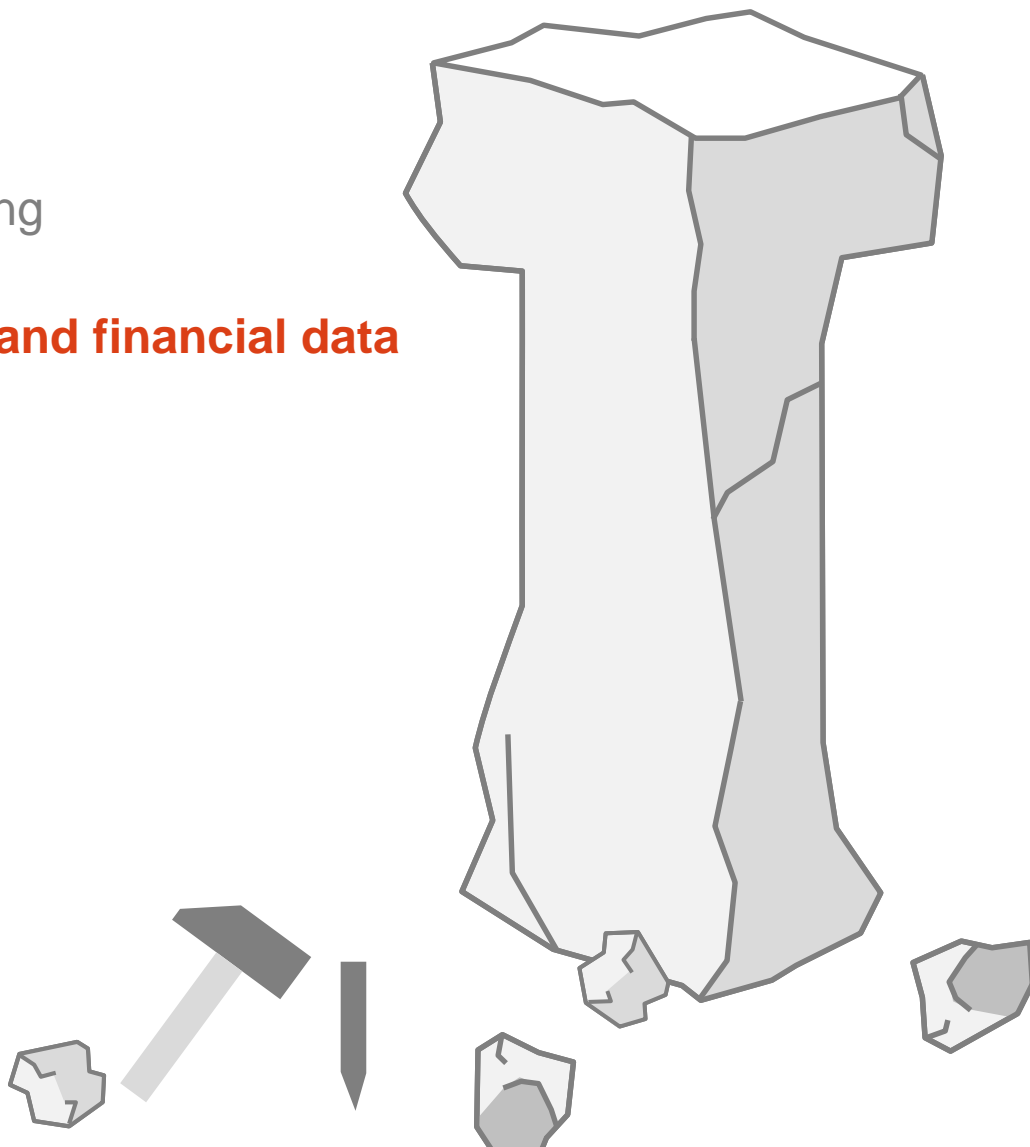
Hybrid €2445

Date of analysis: 15 June 2018



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Monitor and analyze publication and financial data

Example Evaluation Matrix*

Title	ISSN	Publications	Cites out	Downloads	Rank in field	OA share	List price
Journal A	-	17	53	2 536	1/82	11,3 %	43 149
Journal B	-	10	138	1 080	22/382	11,0 %	89 846
Journal C	-	12	90	1 556	4/245	11,2 %	30 847
Journal D	-	6	27	376	4/96	7,6 %	16 235
Journal E	-	4	16	893	4/138	47,8 %	31 310
Journal F	-	0	0	0	17/22	0 %	2 076
Journal G	-	0	0	0	?	0 %	4 944
Journal H	-	0	0	0	13/17	2,5 %	4 662

* Numbers are actual numbers from a mid-size university, but the journal titles have been changed



<https://www.slideshare.net/HenrikKarlstrm1/expanded-usage-metrics-for-literature-resources-105601917>

Monitor and analyze publication and financial data

Example: Interaction breakdown of a title package

	Count	Share of package
Titles with no publications, downloads and citations	484	21 %
The above + titles with only downloads	1488	65 %
The above + titles with citations	1880	83 %
The above + titles with publications	2261	100 %

Monitor and analyze publication and financial data



To ease registration of APC invoices

- October 2016: New accounting codes implemented
 - 57981 = APCs
 - 57982 = additional costs (page and color charges etc.)
- Information for administrative staff – various channels
- Instruction manuals available at SU web page

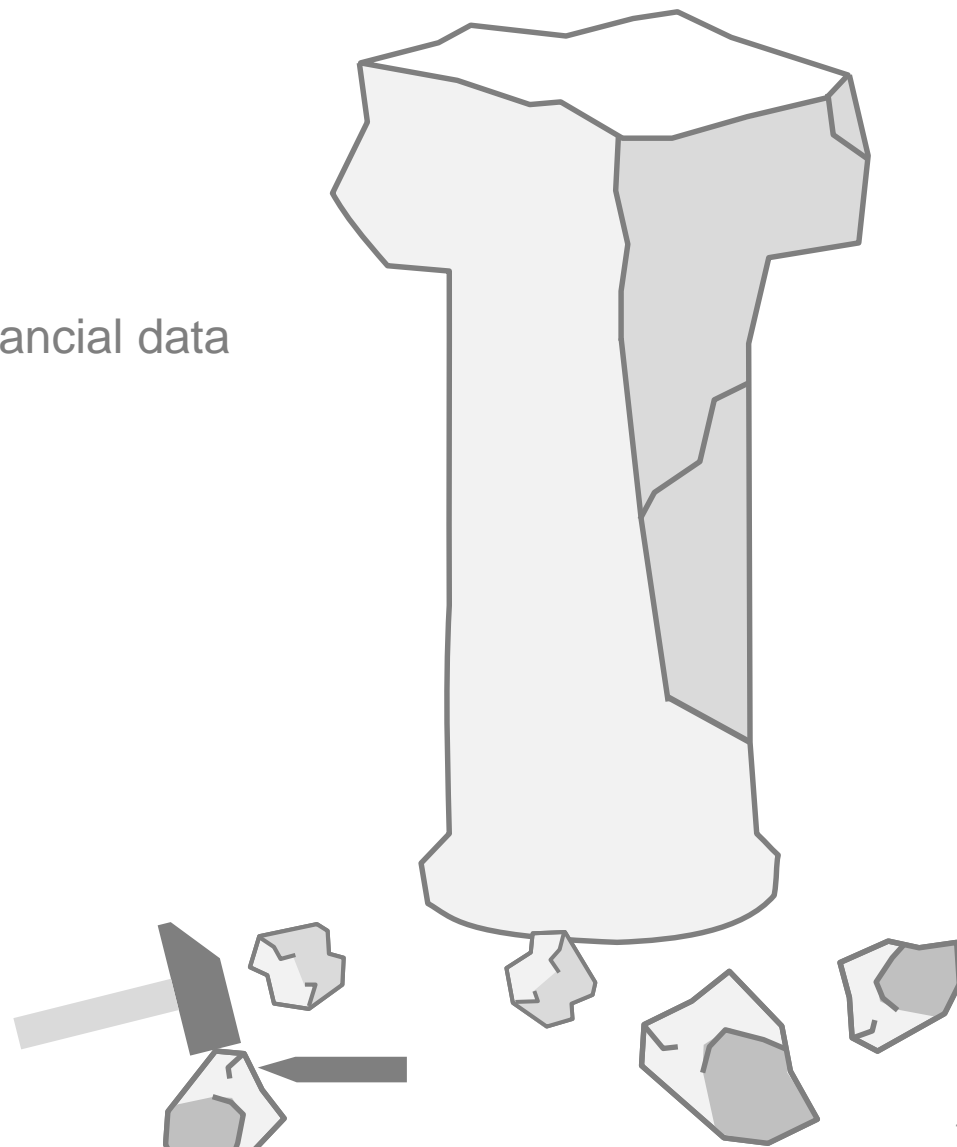
May 2017: SUHF (Association of Swedish Higher Education Institutions) recommendation that HEIs use a special accounting code for APCs in local accounting systems

https://www.slideshare.net/UKSG/uksg-2018-breakout-managing-open-access-costs-and-publication-data-hands-on-examples-from-two-swedish-heis-loven-and-jakobsson?qid=adddbba5-f487-4a50-bc97-f23cbcd174fc&v=&b=&from_search=1



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Engage stakeholders at all levels

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SANTA BARBARA • SANTA CRUZ

UNIVERSITY COMMITTEE ON LIBRARY AND SCHOLARLY COMMUNICATION
Assembly of the Academic Senate, University of California

Declaration of Rights and Principles to Transform Scholarly Communications

Championing Change in Journal Negotiations

Negotiating Journal Agreements at UC: A Call to Action

<https://osc.universityofcalifornia.edu/2018/06/championing-change-in-journal-negotiations/>

UNIVERSITY OF CALIFORNIA
BERKELEY • DAVIS • IRVINE • LOS ANGELES • MERCED • RIVERSIDE • SAN DIEGO • SAN FRANCISCO SANTA BARBARA • SANTA CRUZ
UNIVERSITY COMMITTEE ON LIBRARY AND SCHOLARLY COMMUNICATION
Assembly of the Academic Senate, University of California 13 April 2018

DECLARATION OF RIGHTS AND PRINCIPLES TO TRANSFORM SCHOLARLY COMMUNICATION

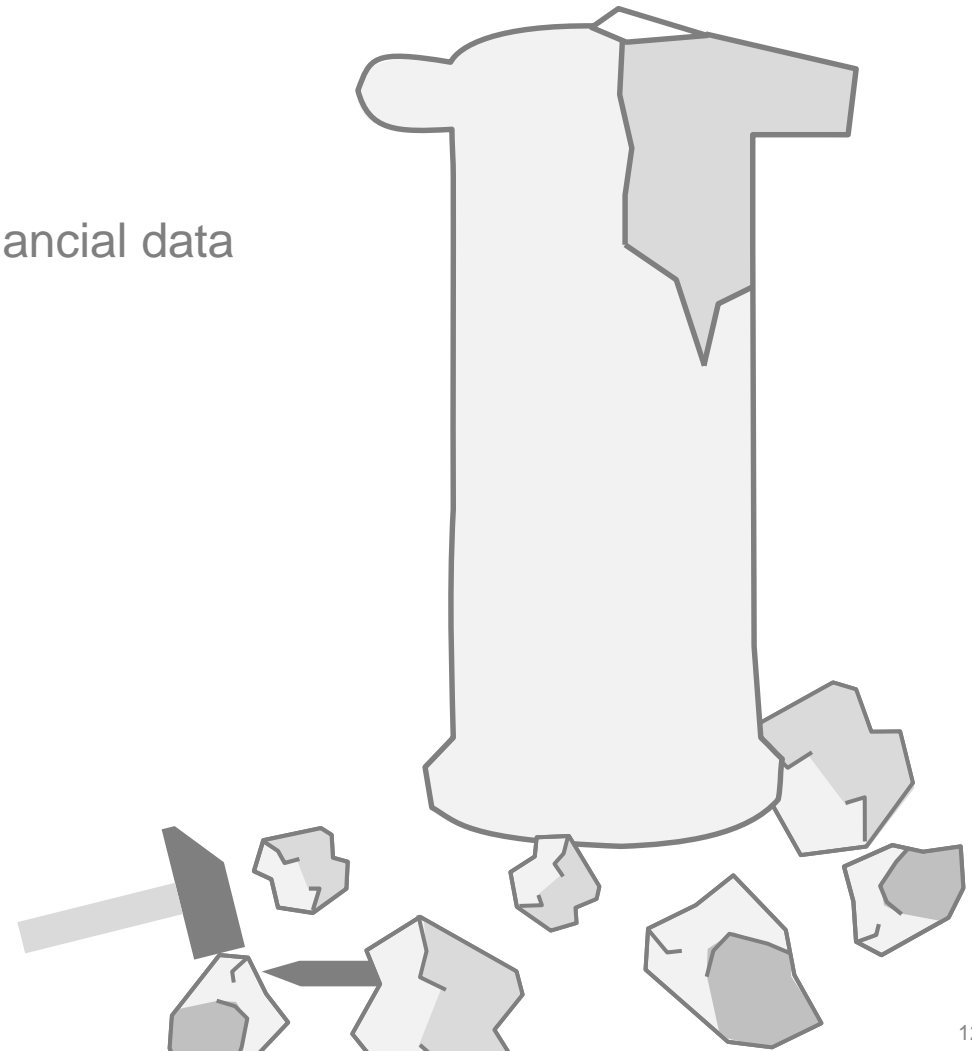
To align our institutional policies and practices toward the goal of replacing subscription-based publishing with open access (OA), we propose that the University of California assert the following rights and principles when negotiating with publishers during journal license renewals:

- 1. No copyright transfers.** Our authors shall be allowed to retain copyright in their work and grant a Creative Commons Attribution license of their choosing.
- 2. No restrictions on preprints.** Our authors shall have the right to submit for publication work they have previously made available as preprints.
- 3. No waivers of OA Policy.** Publishers shall not require our authors to provide waivers of our Institutional OA Policy as a condition for publishing our work.
- 4. No delays to sharing.** Publishers shall make work by our authors immediately available for harvest or via automatic deposit into our Institutional OA repository or another public archive.
- 5. No limitations on author reuse.** Our authors shall have the right to reuse figures, tables, data, and text from their published work without permission or payment.
- 6. No impediments to rights reversion.** Publishers shall provide a simple process for our authors to regain copyright in their previously published work.
- 7. No curtailment of copyright exceptions.** Licenses shall not restrict, and should instead expressly protect, the rights of authors, institutions, and the public to reuse excerpts of published work consistent with legal exceptions and limitations on copyright such as fair use.
- 8. No barriers to data availability.** Our authors shall have the right to make all of their data, figures, and other supporting materials from their published work publicly available.
- 9. No constraints on content mining.** Publishers shall make licensed materials open, accessible, and machine-readable for text and data mining by our researchers, at no additional cost and under terms that allow retention and reuse of results.
- 10. No closed metadata.** Publishers shall make bibliographic records, usage metrics, and citation data for our authors freely available, easy to parse, and machine-readable.
- 11. No free labor.** Publishers shall provide our Institution with data on peer review and editorial contributions by our authors in support of journals, and such contributions shall be taken into account when determining the cost of our subscriptions or OA fees for our authors.
- 12. No long-term subscriptions.** Publishers shall provide our Institution with plans and timelines for transitioning their subscription journals to OA.
- 13. No permanent paywalls.** Our Institution shall receive perpetual access for previously licensed content and back files shall be made freely available once a journal transitions to OA.
- 14. No double payments.** Publishers shall provide our Institution with data on hybrid OA payments from our authors and such payments shall reduce the cost of our subscriptions.
- 15. No hidden profits.** Publishers shall use transparent pricing for the services they provide our authors when levying article processing charges and other fees associated with publishing.
- 16. No deals without OA offsets.** Our Institution shall only enter into publishing agreements that include offsets for OA publishing by our authors.
- 17. No new paywalls for our work.** Work by our authors shall be made OA on the publisher's website as part of subscription terms for new journals.
- 18. No non-disclosure agreements.** Publisher agreements with our Institution shall be transparent and shall not contain terms that prevent the sharing of their contents.

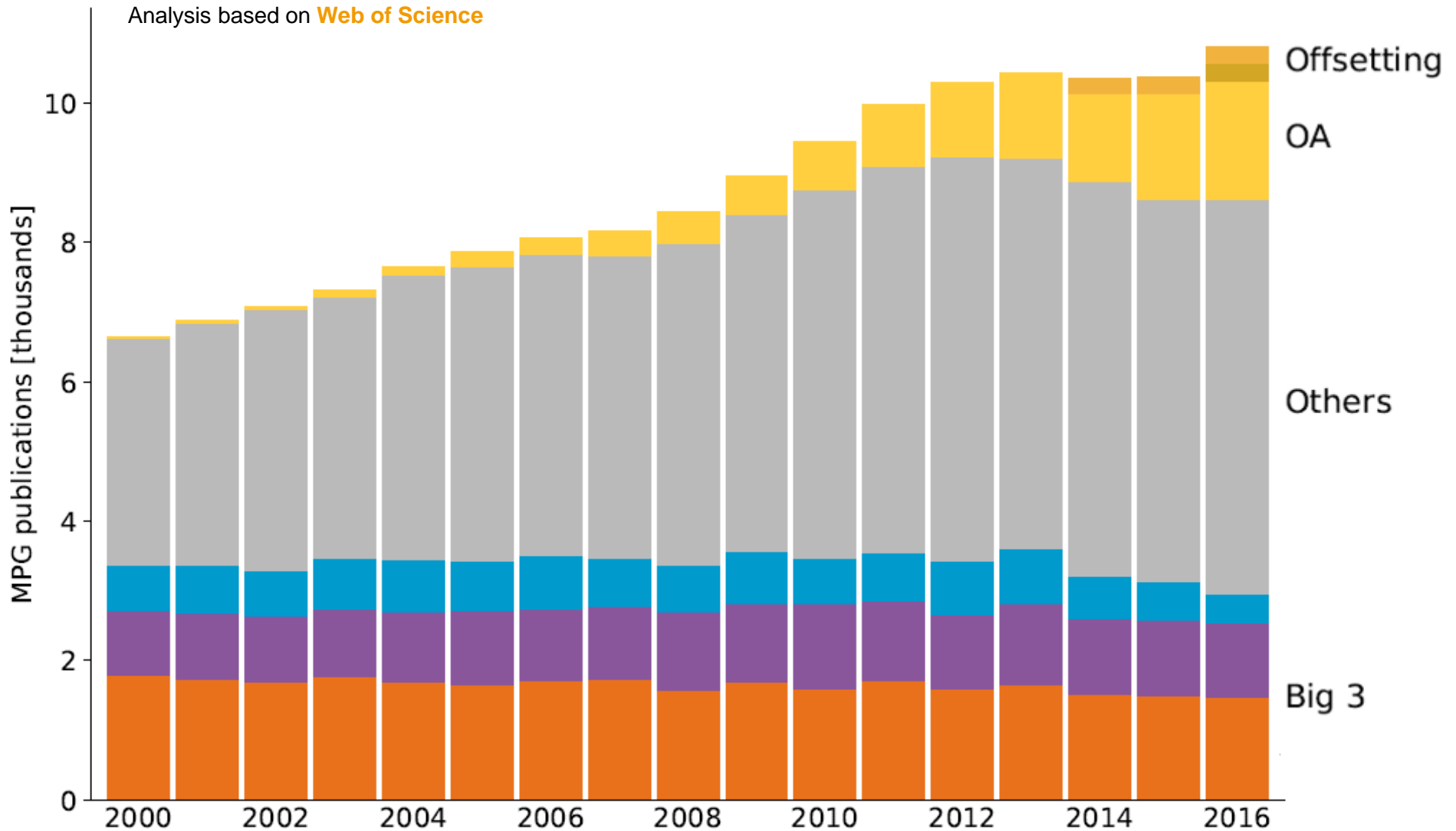


Publisher negotiations and transformative agreements

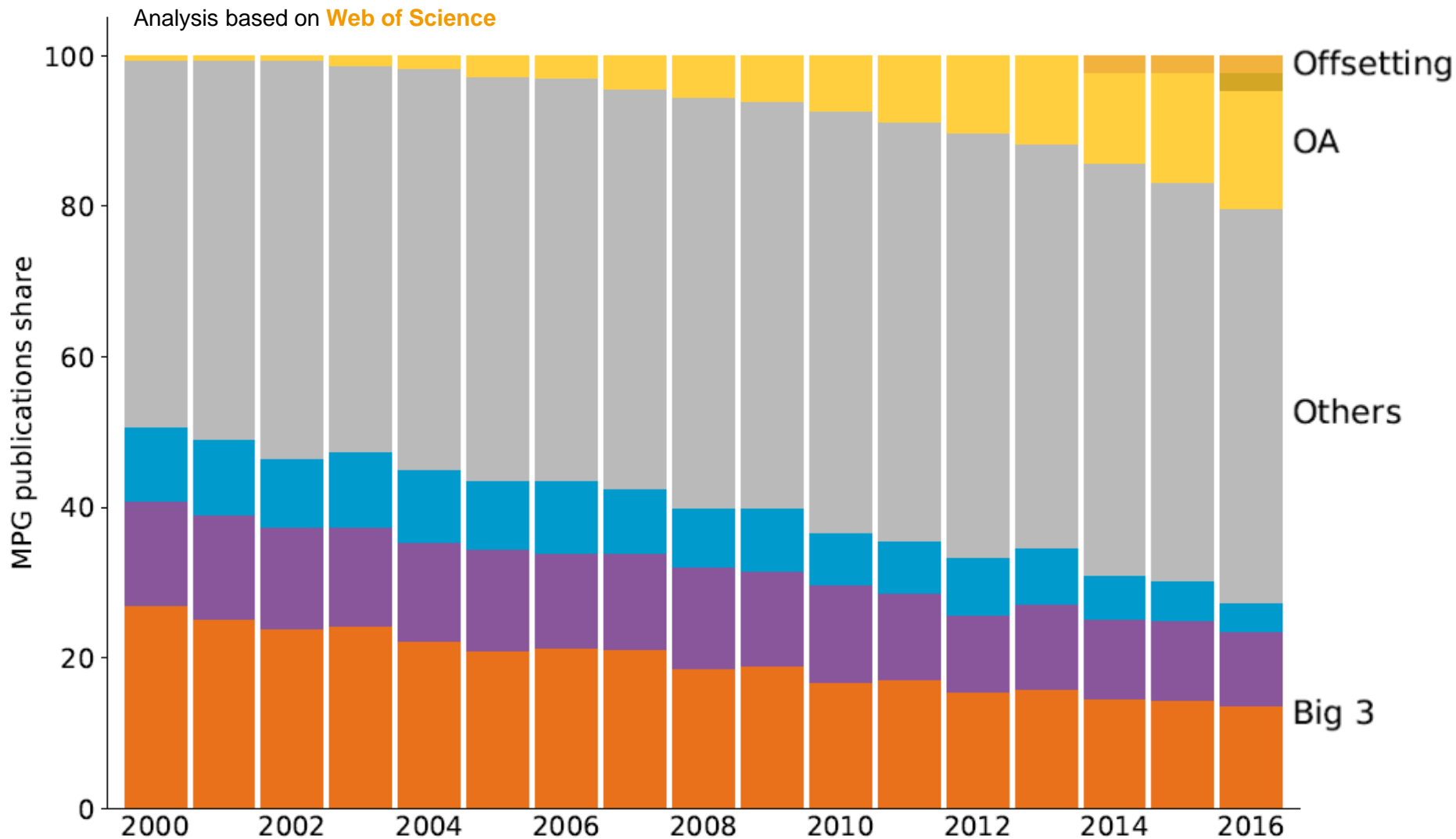
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Prepare a publisher negotiation strategy



Prepare a publisher negotiation strategy



Prepare a publisher negotiation strategy

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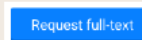
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8 NARCIS

NARCIS provides access to scientific information, including (open access) publications from the repositories of all the Dutch universities, KNAW, NWO and a number of research institutes, datasets from some data archives as well as descriptions of research projects, researchers and research institutes. <http://www.narcis.nl/>



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10 DIRECTORY OF OPEN ACCESS JOURNALS

DOAJ offers access to over 10.000 open access journals. <https://doaj.org/>



11 SCIENCE OPEN

Science Open contains over 37 million articles, a large part in open access. <http://www.scienceopen.com/>



12 SCI-HUB

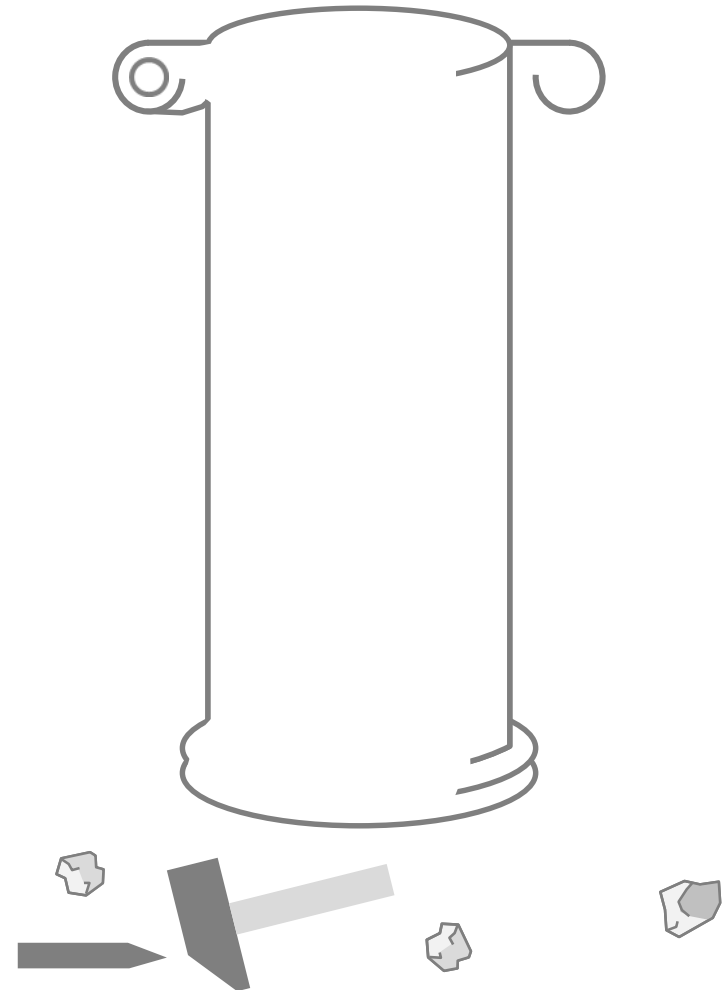
If all else fails, you may be tempted to use Sci-Hub. Do realize, however, that in many countries, including The Netherlands, the use of Sci-Hub is considered as an illegal act, as it involves content protected by copyright laws and licensing contracts.

http://www.openaccess.nl/sites/www.openaccess.nl/files/documenten/howtogettothepdf_march_2018.pdf



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Leverage transformative agreements



MIT and Royal Society of Chemistry Sign First North American “Read and Publish” Agreement for Scholarly Articles

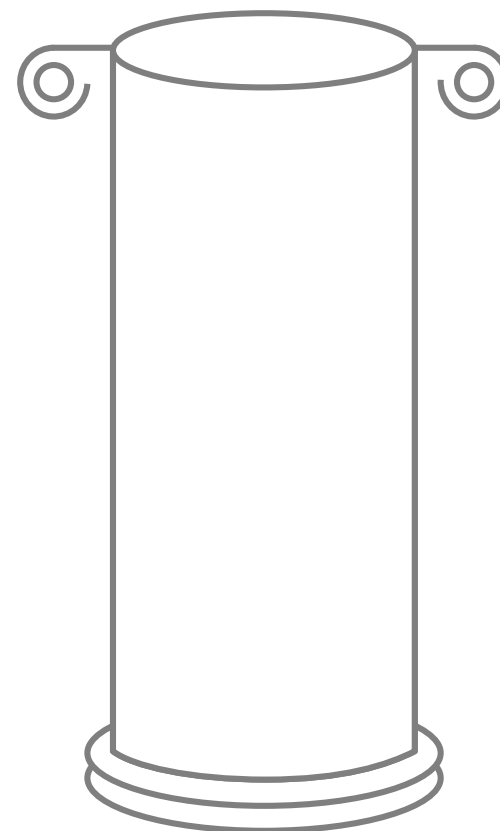
*Publisher represents that the Read & Publish model, with its foundation in “hybrid” open access – where some articles are paywalled and others published open access – **is a temporary and transitional business model whose aim is to provide a mechanism to shift over time to full open access.***

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.



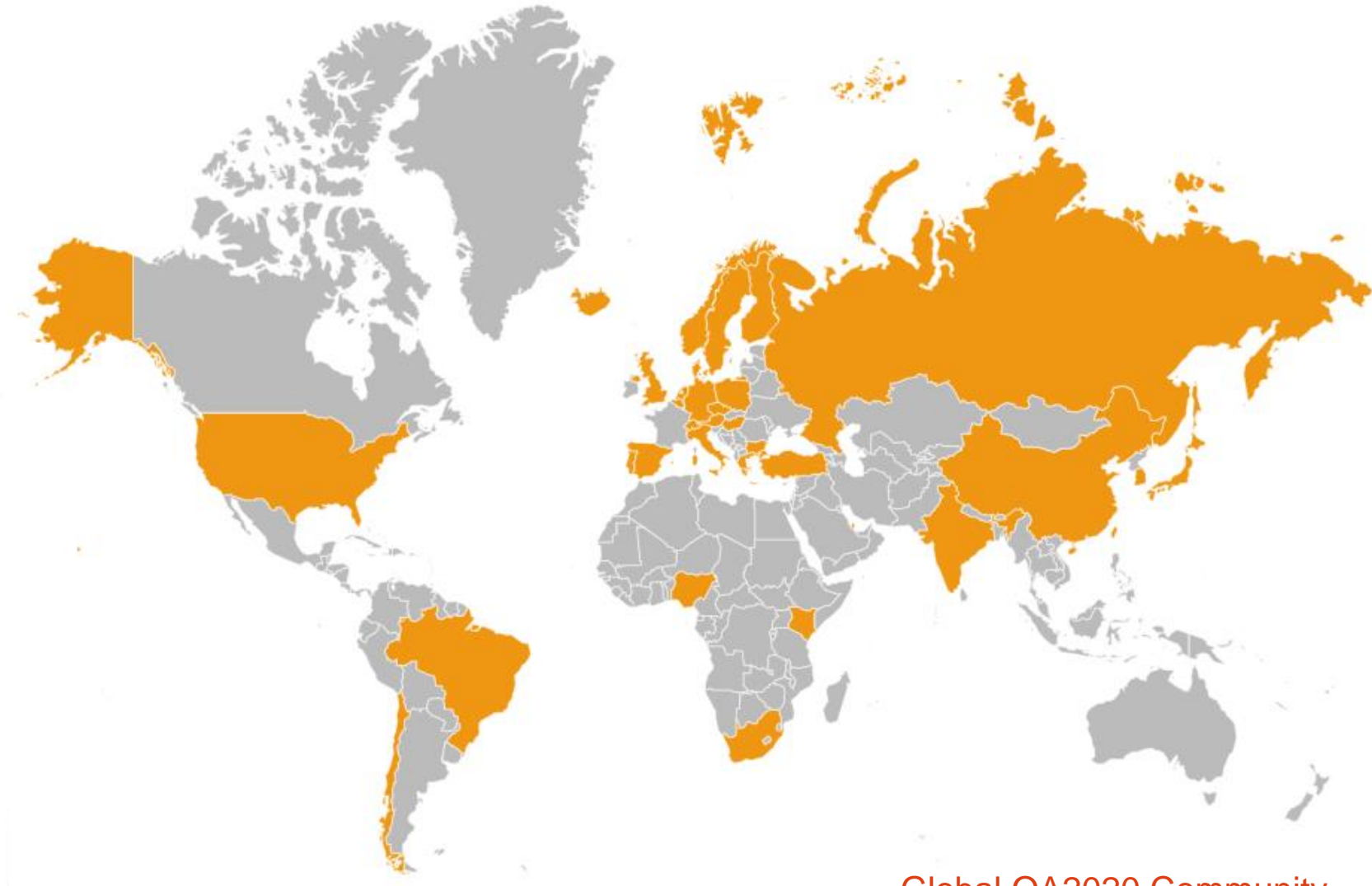
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Collaborate and communicate



Global OA2020 Community



Collaborate and communicate

European High-Level summit meeting on Open Access negotiations

“We see that the transition to open access is too slow, and I am utterly upset and concerned about this” Professor Hippler said. “It was broadly echoed in the meeting, that the limits of partnership of academic institutions with these large publishers have been reached.”

<https://www.hrk.de/press/press-releases/press-release/meldung/european-high-level-summit-meeting-on-open-access-negotiations-4364/>

2018-06-20 AV CAMILLA SMITH

Q&A about the cancellation of the agreement with Elsevier commencing 1 July

Why was the agreement with Elsevier not renewed?

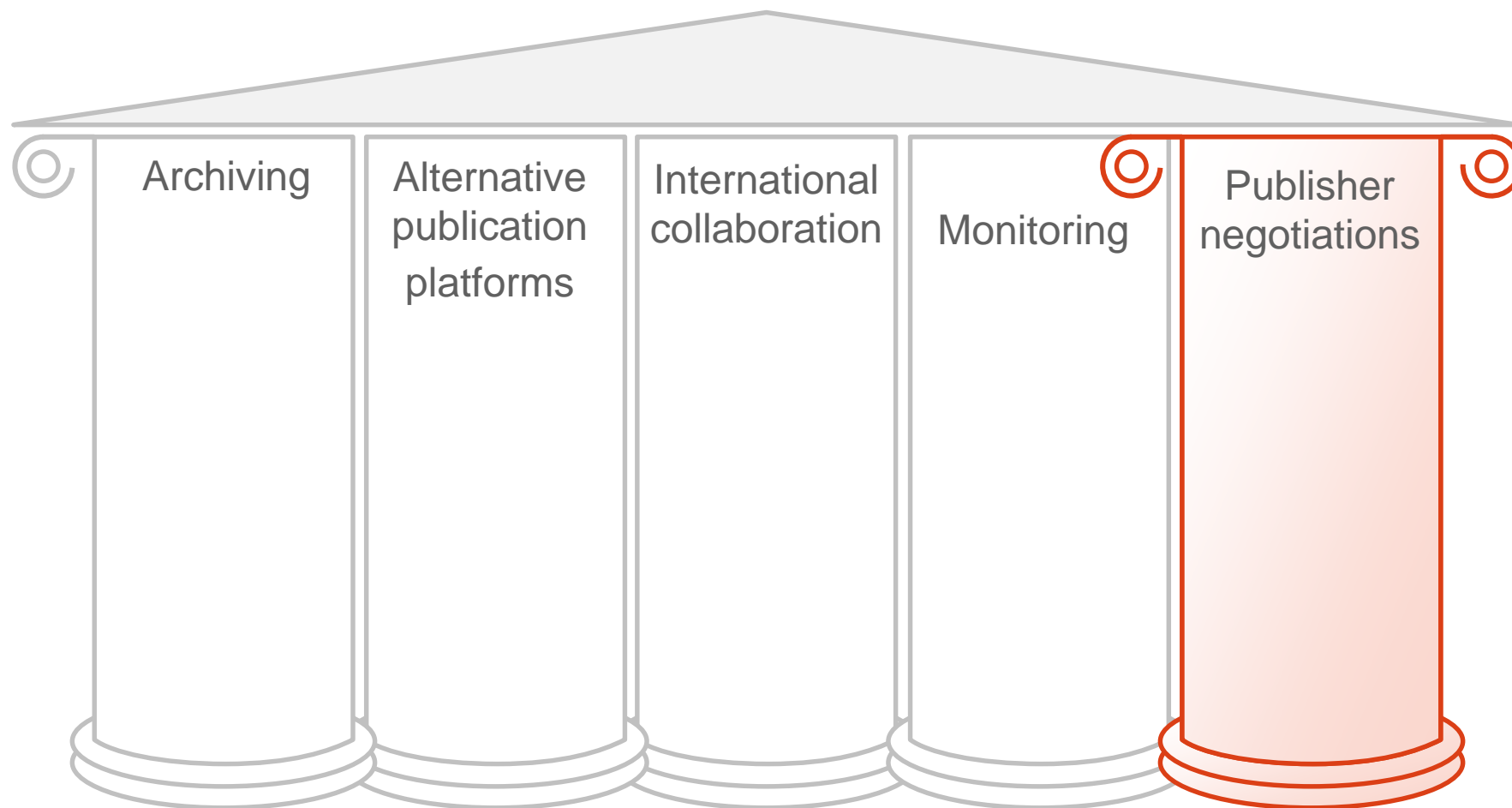
<http://openaccess.blogg.kb.se/2018/06/20/qa-about-the-cancellation-of-the-agreement-with-elsevier-commencing-1-july/>

German researchers resign from Elsevier journals in push for nationwide open access

By **Gretchen Vogel** | Oct. 13, 2017, 3:30 PM

<http://www.sciencemag.org/news/2017/10/german-researchers-resign-elsevier-journals-push-nationwide-open-access>

A comprehensive open access strategy



<https://www.vsnu.nl/Roadmap-open-access-2018-2020-English/the-road-to-2020.html>

Next steps....

Colleen Campbell, OA2020 Partner Development
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campbell@mpdl.mpg.de
@ColleenCampbe11

<https://oa2020.org>
[@oa2020ini](#)



Endorse
OA 2020

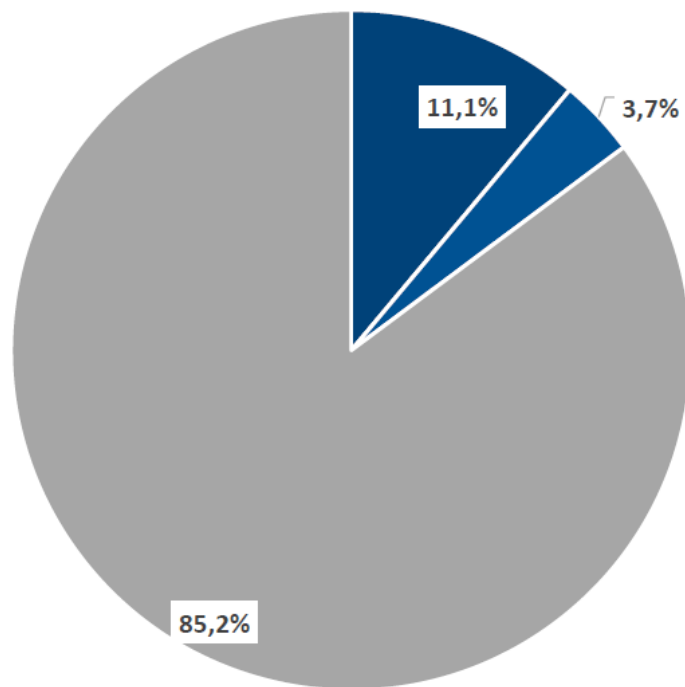


Keep me
Informed

Readiness for transformation growing

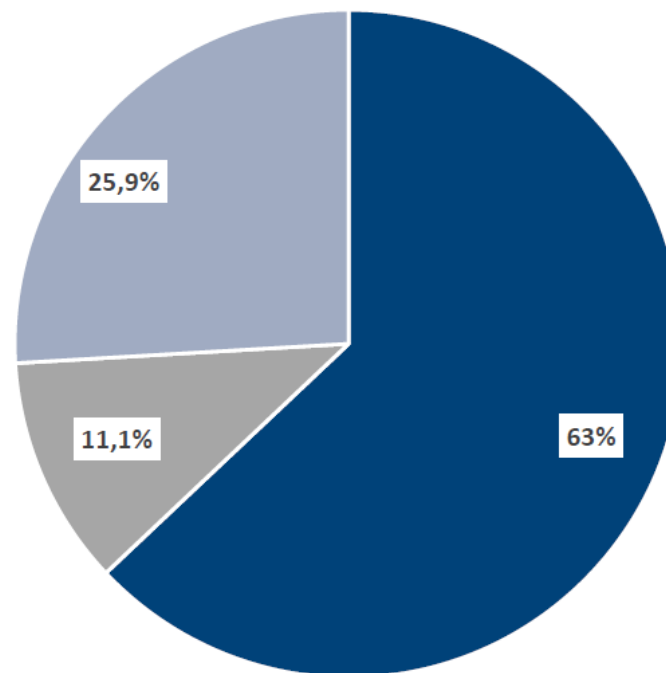


Inclusion of APCs in current contracts



■ Yes ■ Offsetting provisions ■ No

Inclusion of APCs in future big deal contracts

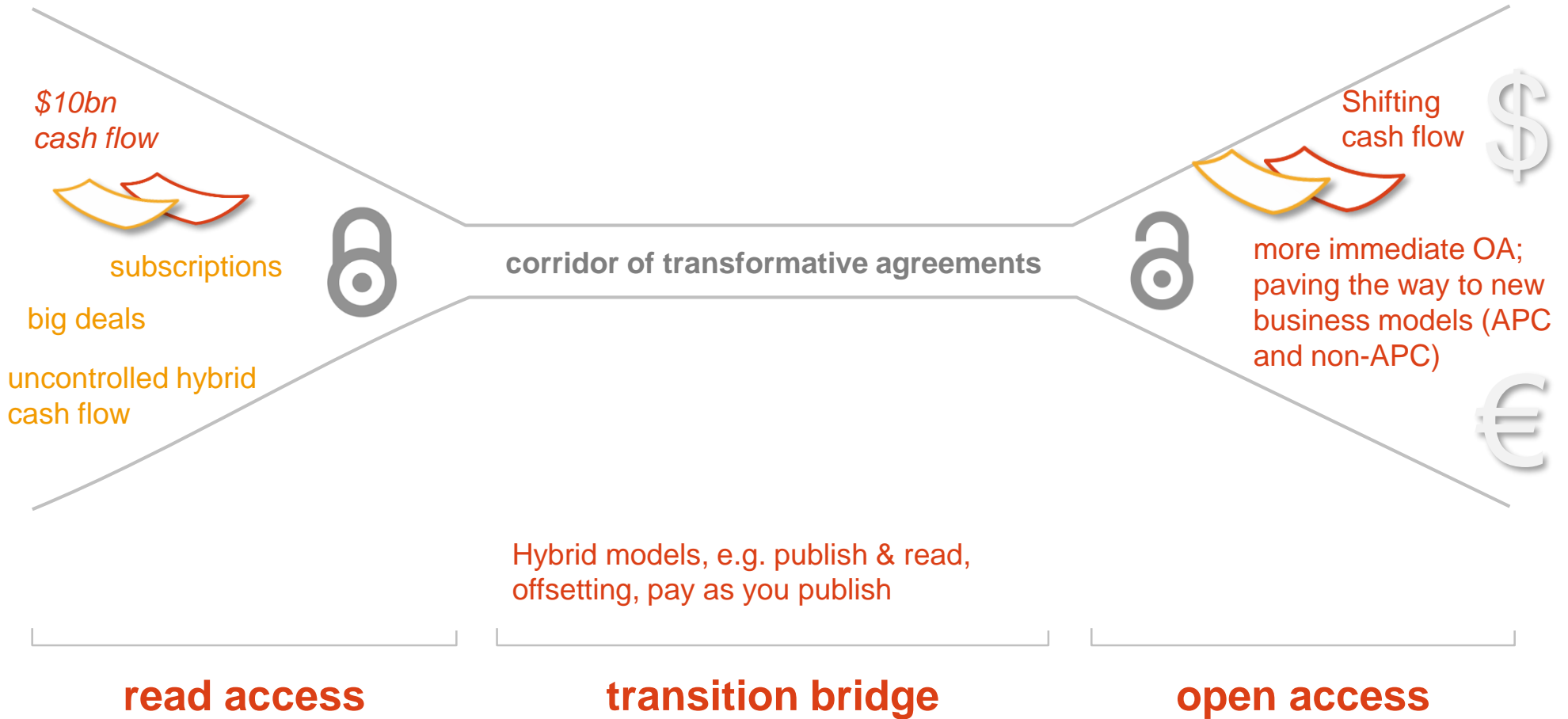


■ Yes ■ No ■ Still under analysis

The OA transformation and its mission

Where we come from

Where we want to go

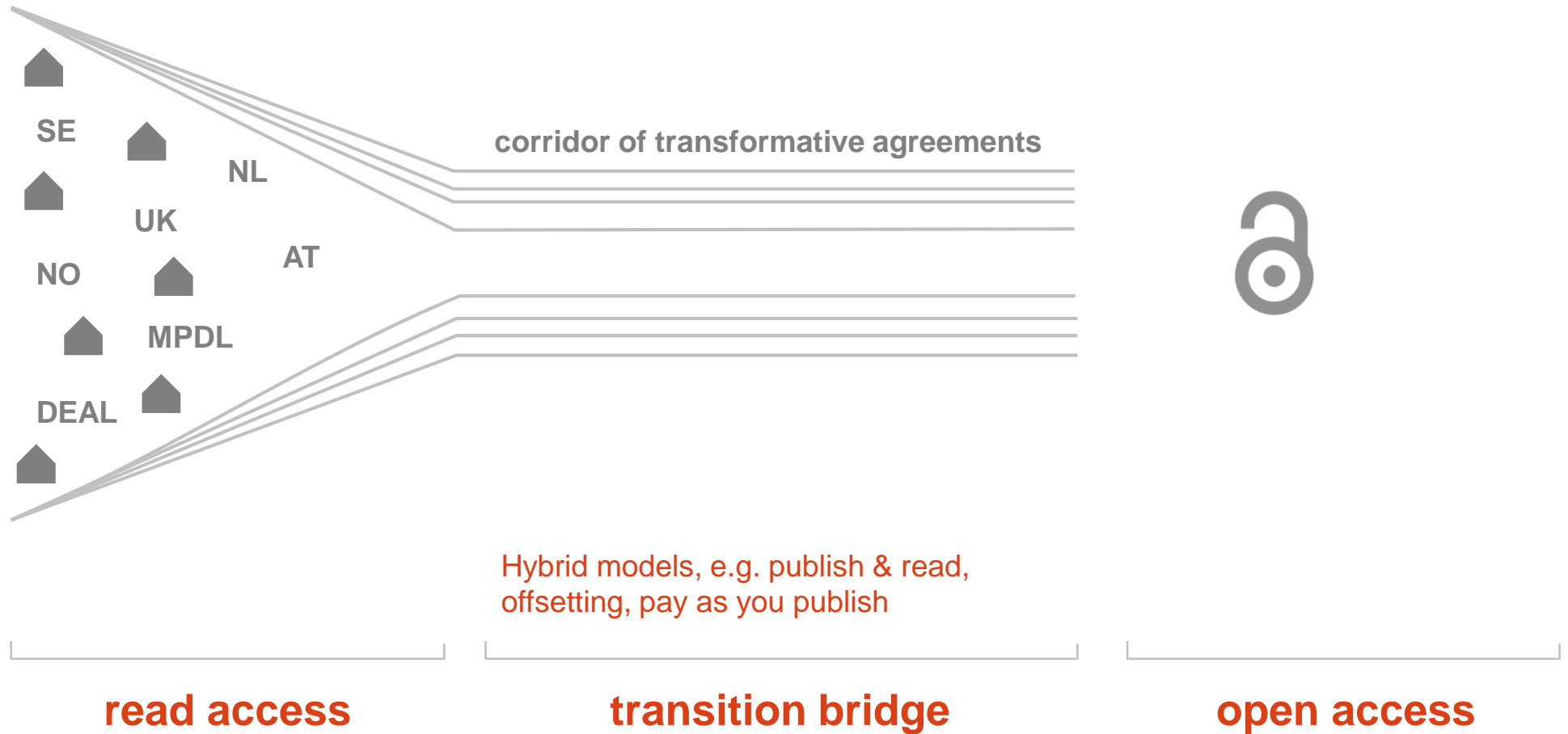


The transformation corridor must be widened! More countries and institutions have to get involved!



Where we come from

Where we want to go



Top 20 publishers worldwide: Total article and OA Gold output in 2016

Number of papers published in 2016

Analysis based on *Web of Science*

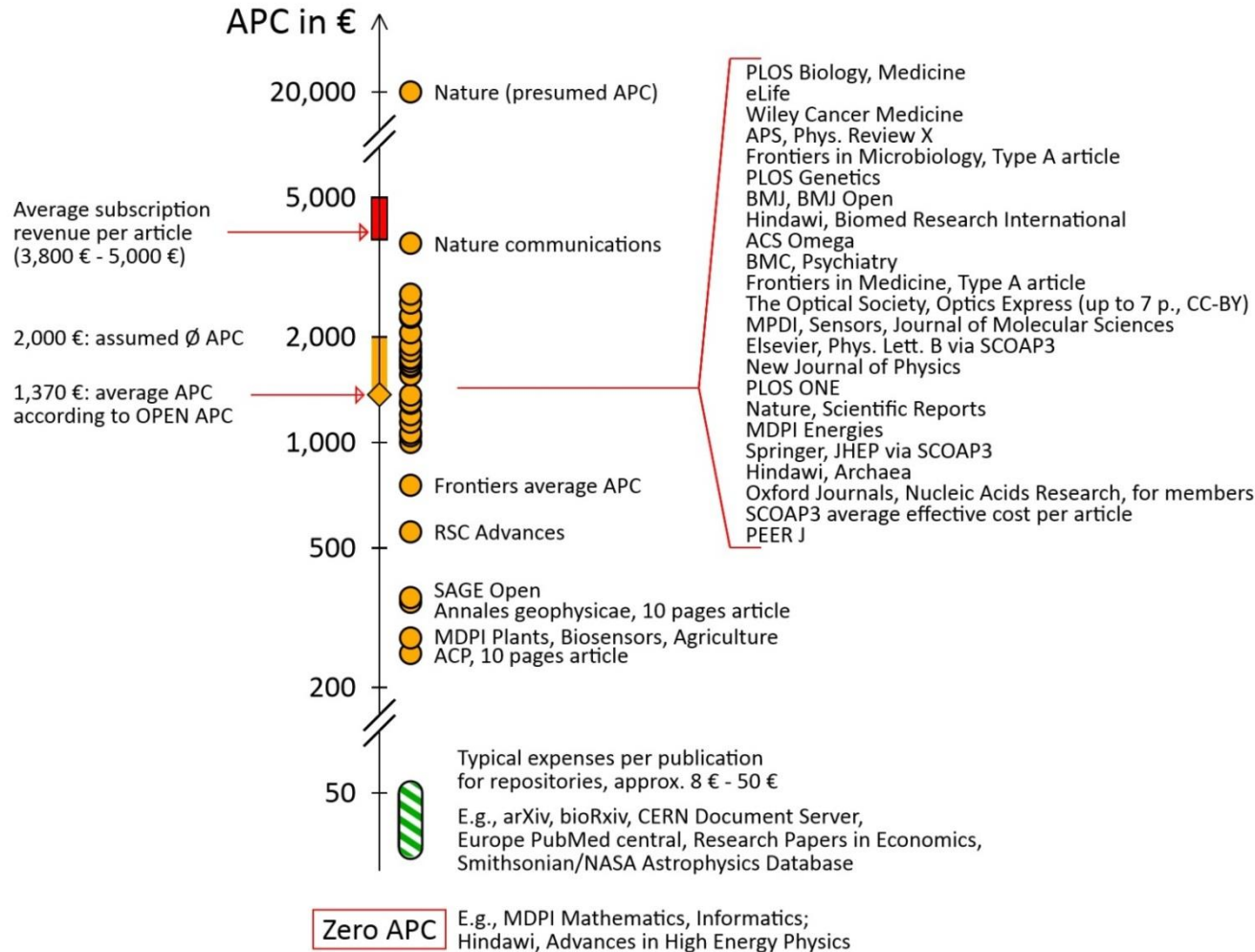
■ OA dominated publisher

Rank	Publisher	Number of articles 2016	Share of publisher 2016	Cumulative share 2016	Year 2016 OA Gold	Share OA Gold 2016
1	Elsevier	391480	17%	17%	13407	3,42%
2	Springer	185696	8%	25%	11971	6,45%
3	Wiley	142928	6%	31%	5271	3,69%
4	Taylor&Francis	83087	4%	34%	1235	1,49%
5	ACS	41929	2%	36%	102	0,24%
6	RSC	41796	2%	38%	843	2,02%
7	IEEE	38164	2%	39%	1059	2,77%
8	NPG	36615	2%	41%	25577	69,85%
9	OUP	34278	1%	42%	2914	8,50%
10	LWW	26909	1%	43%	0	0,00%
11	PLOS	25248	1%	45%	25248	100,00%
12	BMC	25098	1%	46%	24944	99,39%
13	Sage	24423	1%	47%	252	1,03%
14	AIP	20920	1%	48%	1504	7,19%
15	IOP	20834	1%	48%	1139	5,47%
16	APS	18086	1%	49%	419	2,32%
17	MDPI	15683	1%	50%	15683	100,00%
18	CUP	14467	1%	50%	157	1,09%
19	Hindawi	12350	1%	51%	11158	90,35%
20	Frontiers	11115	0%	51%	11115	100,00%
	Other	1141171	49%	100%	137710	
	Total	2352277			291708	

OA publishers among the largest in the world.

Non-OA publishers with growing OA shares.

The true costs of pure gold OA publishing



The price points for pure OA publishing are clustering at levels considerably **below** the subscription and hybrid spending levels

analysis by MPDL 2017; additional evidence to be found here:

open @PC Open Data on Article Charges