open access
2020

Shifting from mandates for our researchers to a mandate for our money: the practical approach of OA2020

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1. The power of money

The power of our spending decisions

OA2020 is based on the principle that we, as research communities, hold the **key to success**.
By virtue of our own **spending decisions** we can drive Open Access into the system.

Exposing the financial demographics of the scholarly publishing system (cf. *2015 White Paper*)

– **there *is* enough money in the system**

– through the subscription system we are putting in the range of **$5,000 per research paper** on the table

Changing tactics to achieve new robustness

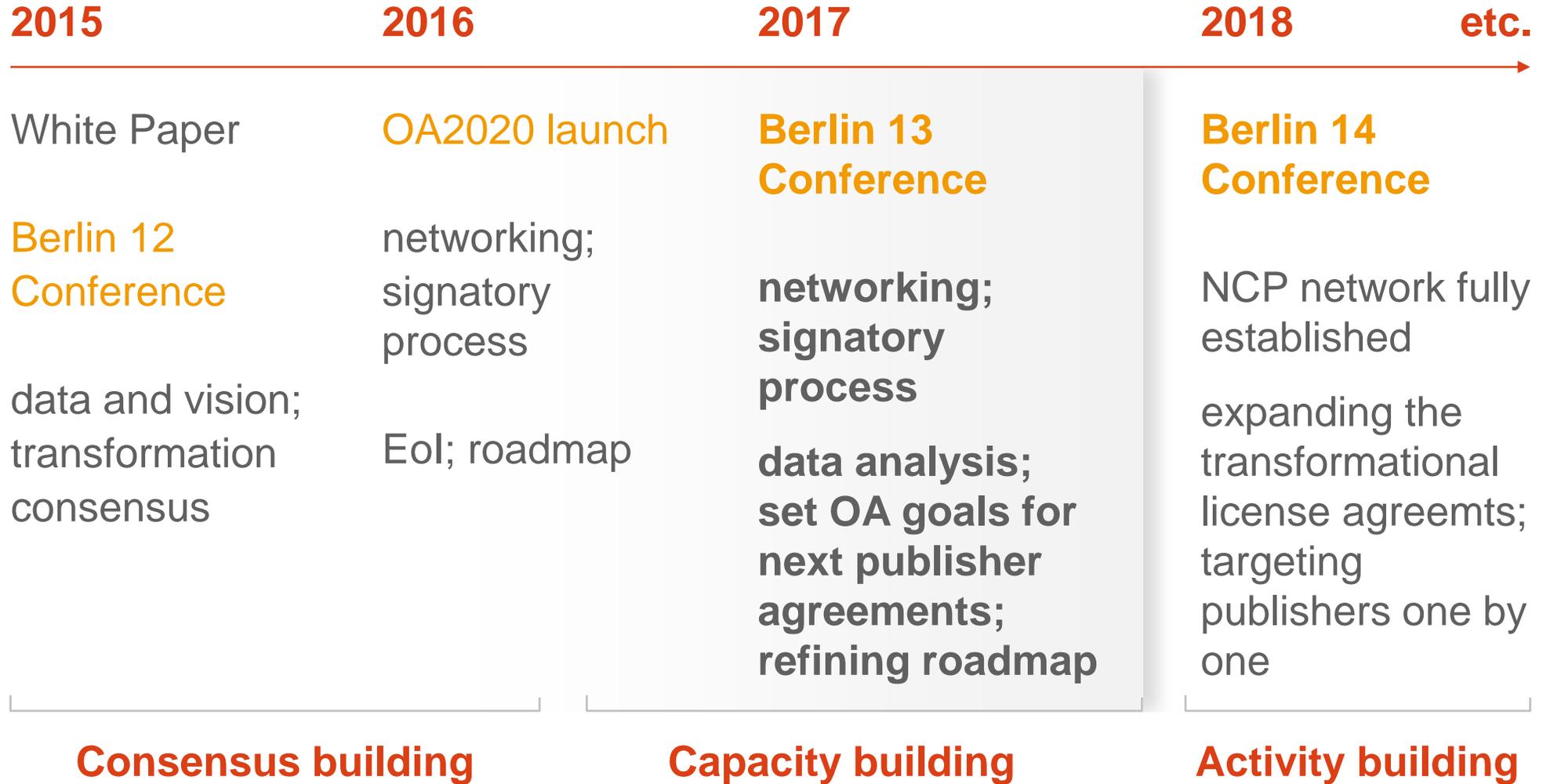We don't need further mandates for researchers

w e n e e d a

mandate for our money

2. The unfolding of OA2020

The upscaling of OA2020

2015	**2016**	**2017**	**2018**	**etc.**
White Paper	OA2020 launch	**Berlin 13 Conference**	**Berlin 14 Conference**	
Berlin 12 Conference	networking; signatory process	**networking; signatory process**	NCP network fully established	
data and vision; transformation consensus	EoI; roadmap	**data analysis; set OA goals for next publisher agreements; refining roadmap**	expanding the transformational license agreemts; targeting publishers one by one	

Consensus building   **Capacity building**   **Activity building**

How libraries and consortia leaders can get involved

1 **Expression of Interest** (*policy*)

84 signatories to date including a number of consortia
SANLIC, ANKOS, JUSTICE, CAPES, DEFF, FinELib, BIBSAM,
Jisc Collections, UKB, CRIStin/CERES

– Raise awareness and lead deliberations on signing EoI at consortium and/or institutional level
– Take an active role as regional contact point in global OA2020 network

2 **Roadmap(s)** (*action*)

– Lead development of regional or institutional roadmaps
– Support institutions in taking practical steps toward adoption e.g.:
  • Data analysis (publication & financial data)
  • Consolidate subscription and OA responsibilities under one management & budget
  • Take publisher relations to a new level
    (e.g. engage in combined model, i.e. offsetting)

How library and consortia leaders can get involved

*The starting point is to **combine the subscription logic (read access) with open access** rights in one comprehensive licensing scheme (e.g. '**offsetting**') or otherwise appropriate the funds to OA*

***Action** to be taken:*
- Engage in data analyses (publication data, publisher distribution, share of corresponding authors, finances)
- Provide/secure market transparency (e.g. OpenAPC initiative)
- Define the new workflows (e.g. ESAC initiative)

3. The activities of the Max Planck Society

Development and share of OA gold publications

Open Access Gold
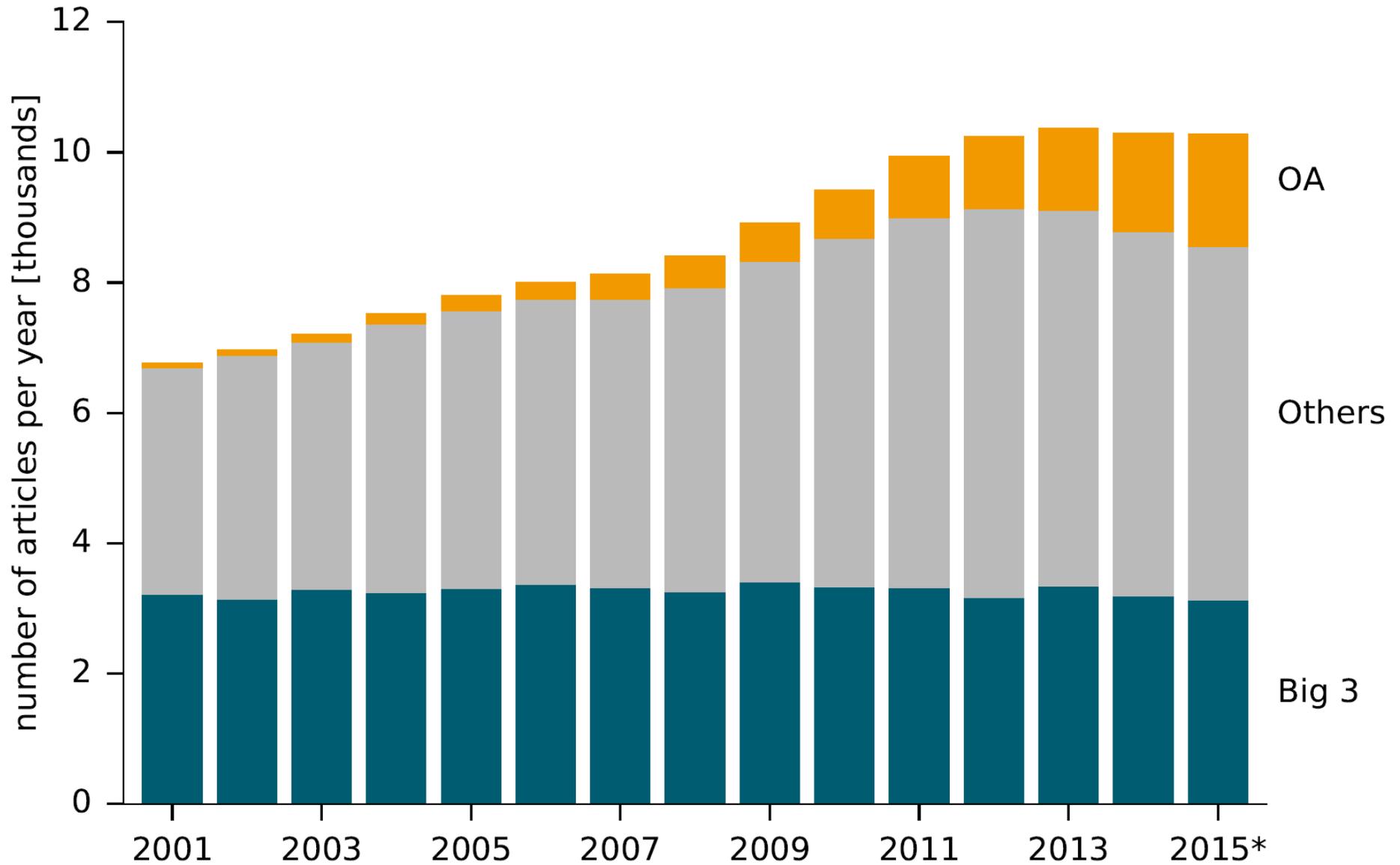
share in Web of Science *articles and reviews*

Spike since 2014 due to SCOAP[3]
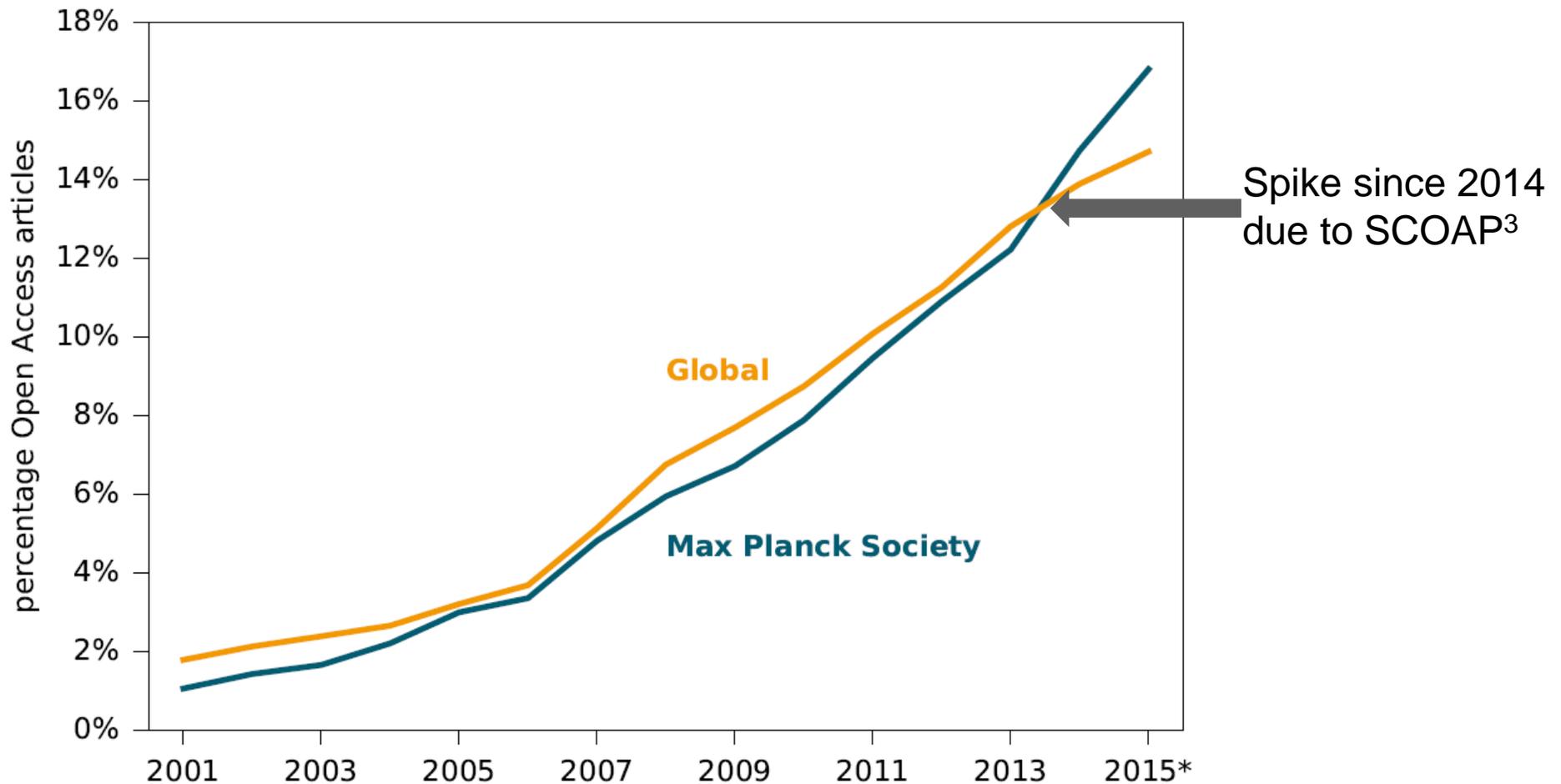
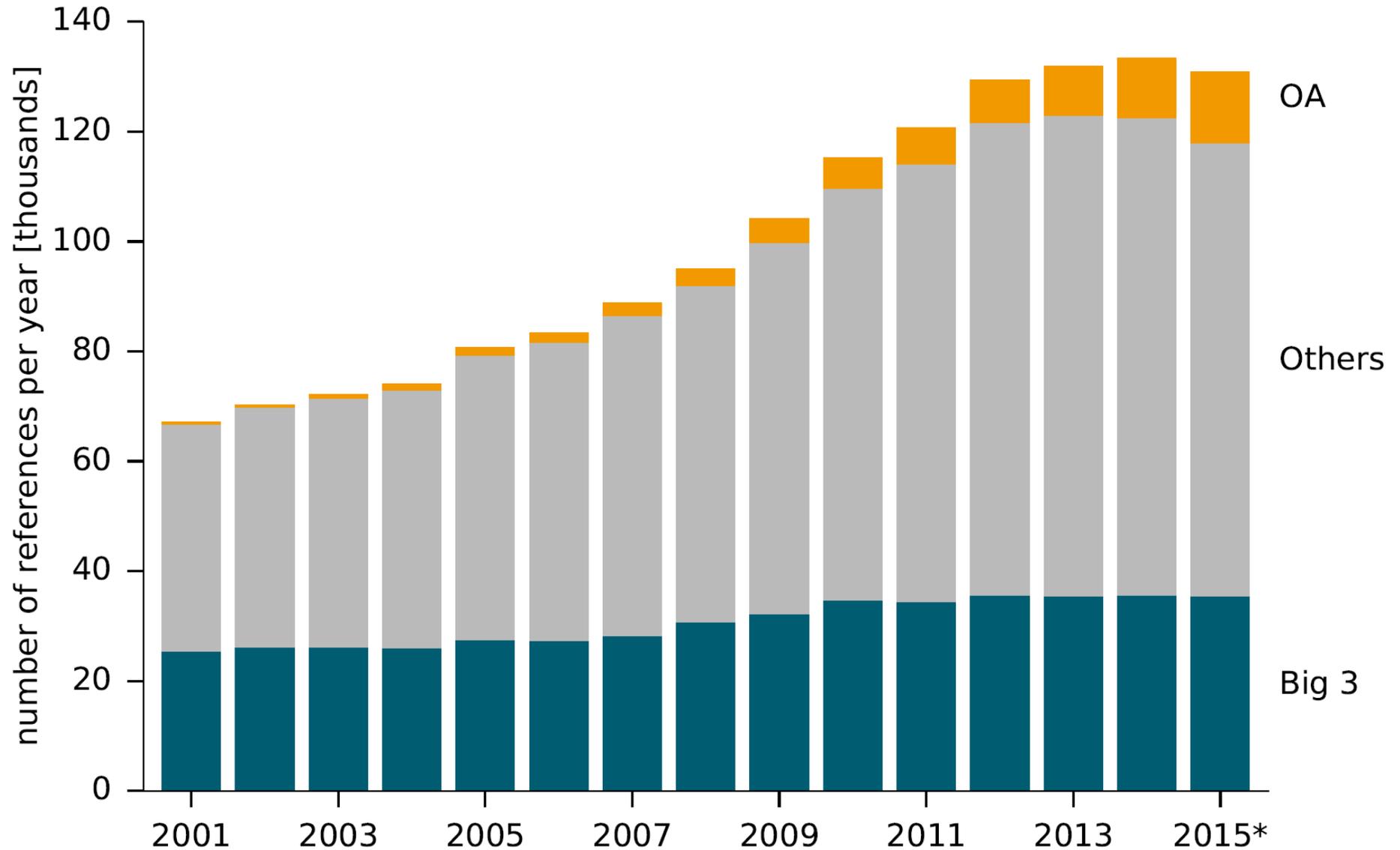# How OA content is being cited

Open Access Gold

share in Web of Science *references*
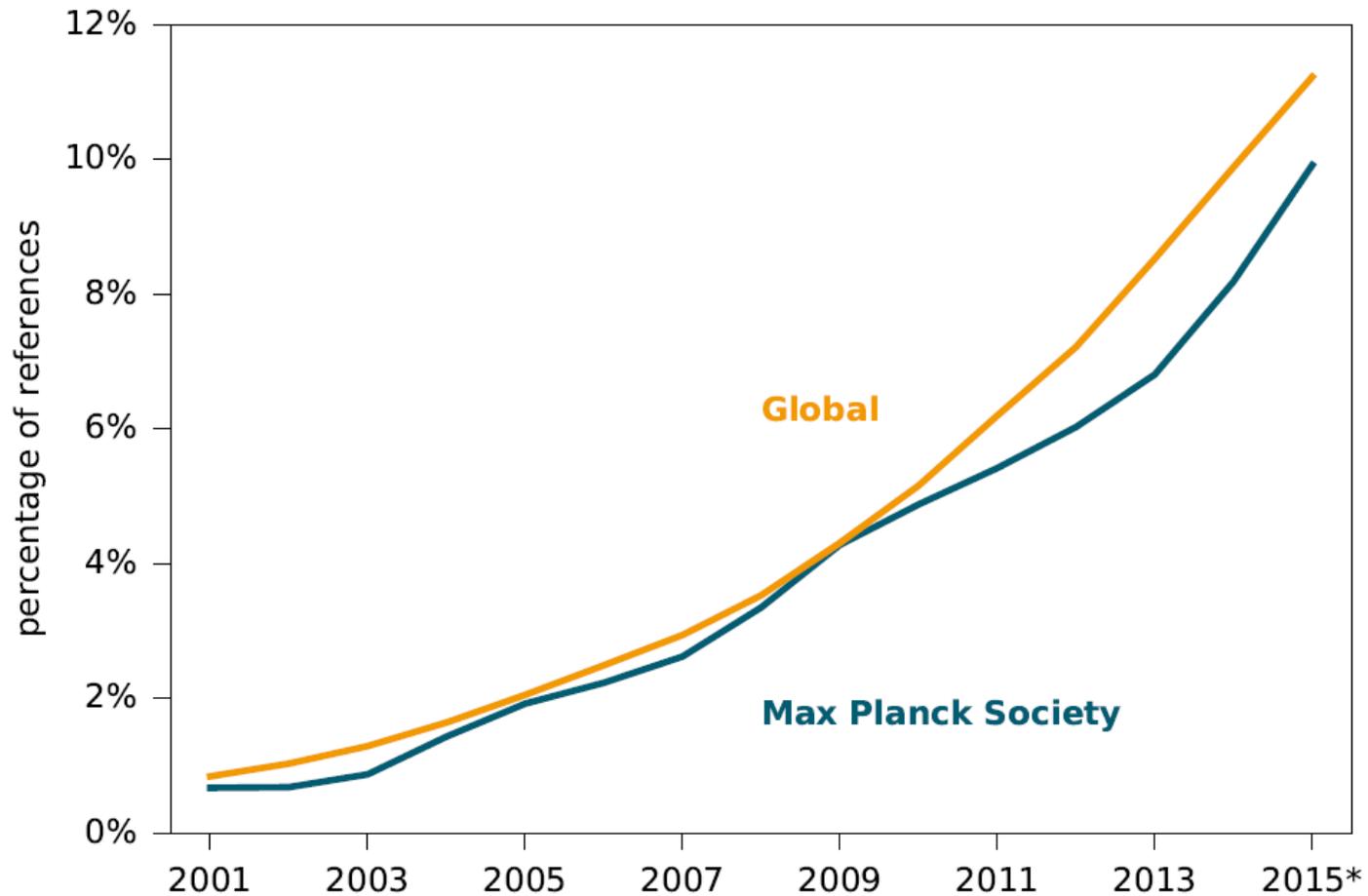
Development and distribution of MPG **publications**

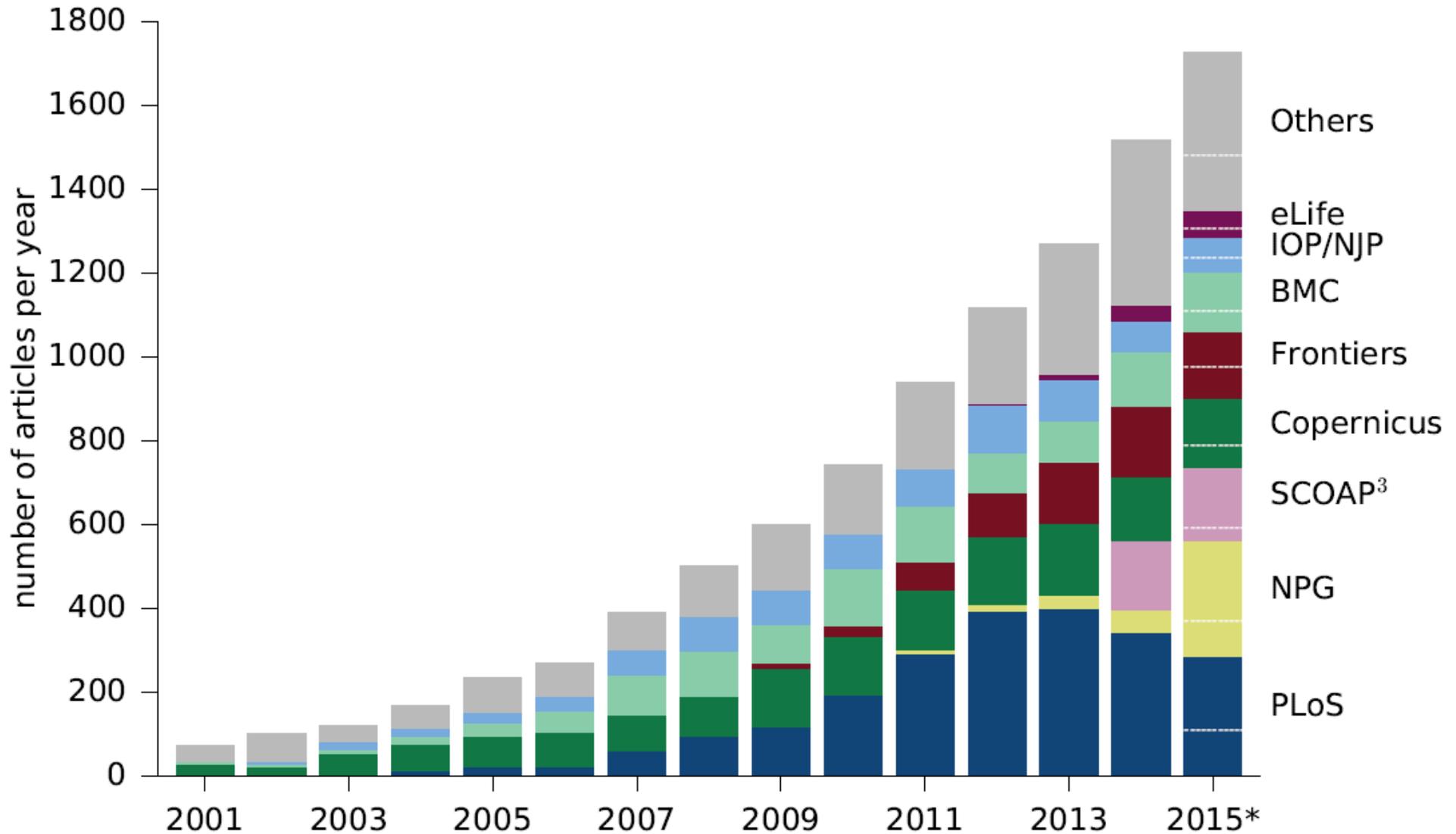# Development and distribution of MPG **citations**
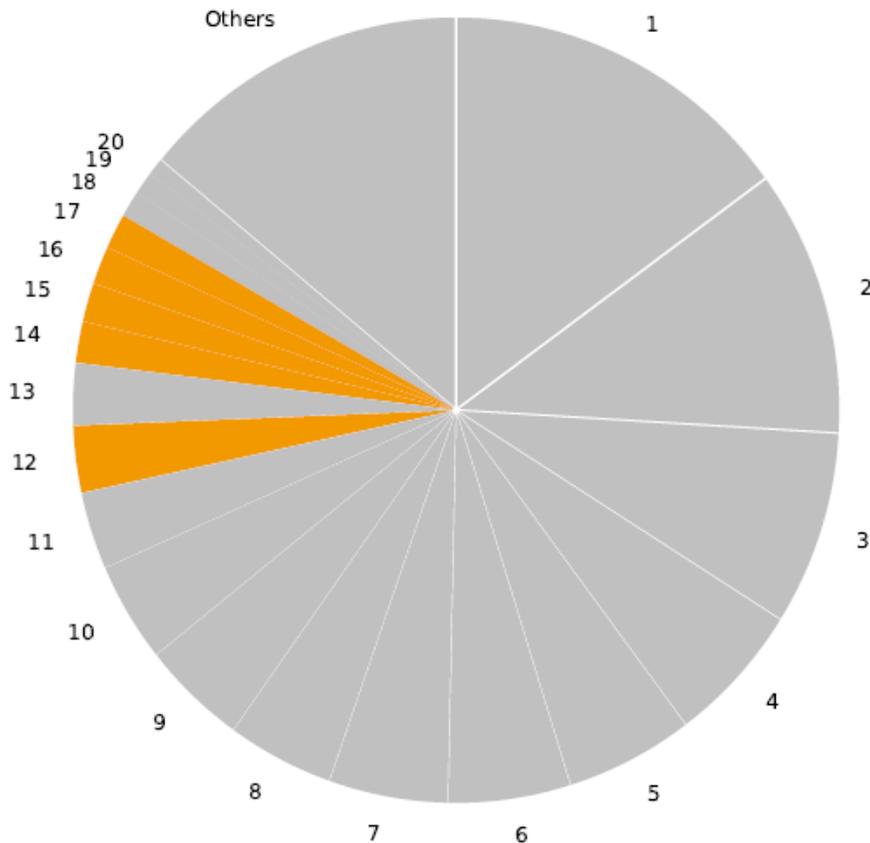
OA articles with Max Planck authors

Publisher distribution of Max Planck Society papers

MPG publications by provider / OA Gold

articles and reviews in Web of Science 2015
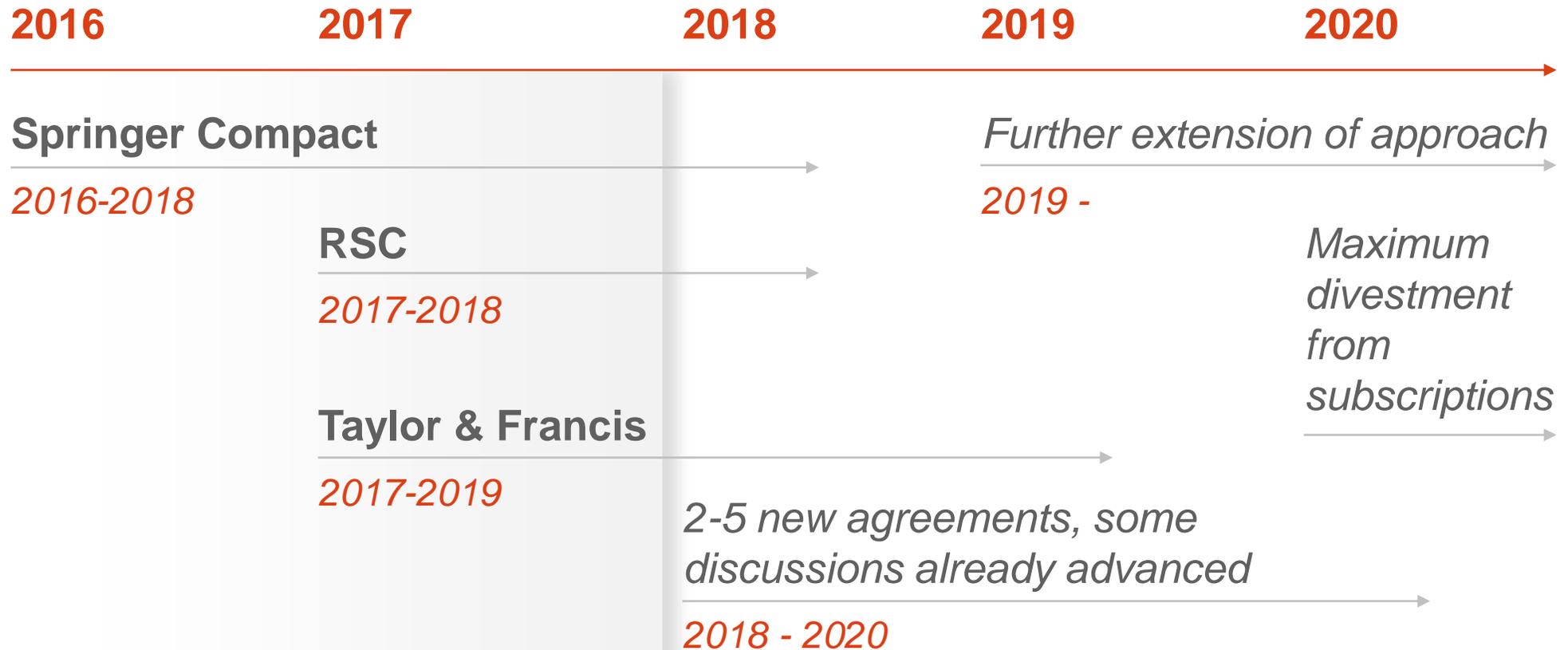

Legend:
- Subscription publisher
- OA publisher

More than 80% of the total article output of the Max Planck Society is published in journals from **20 key publishers.**
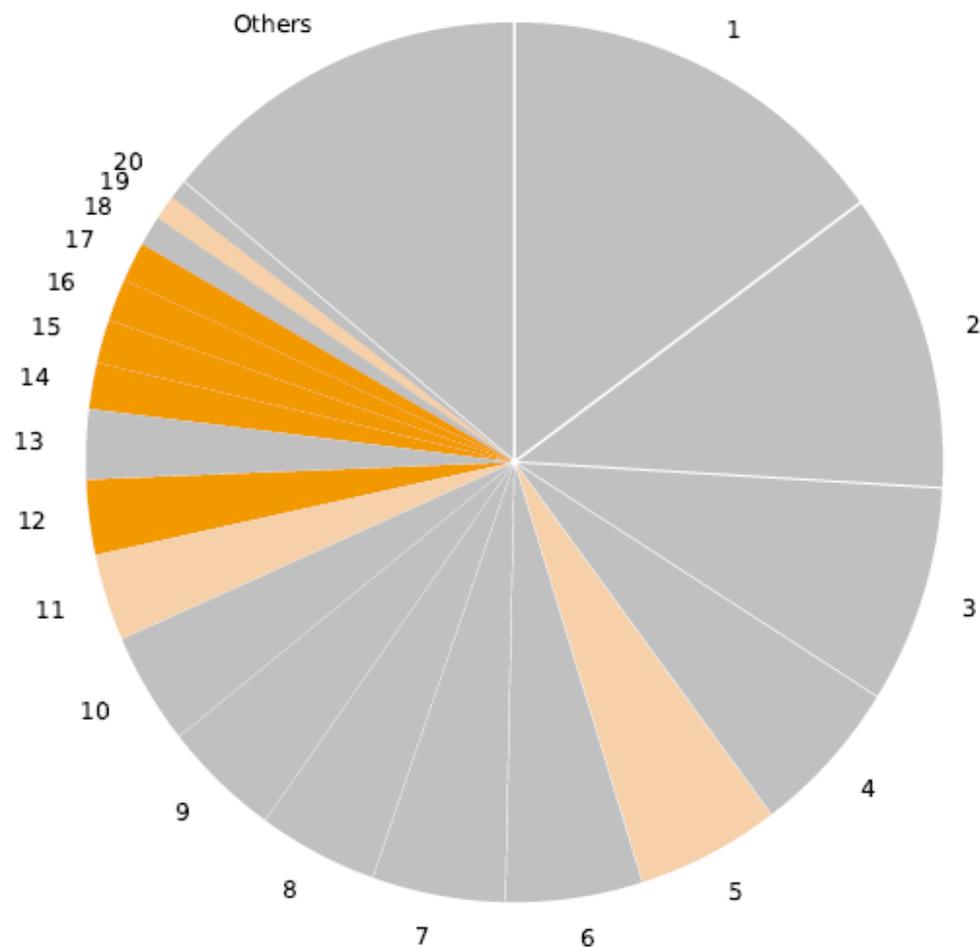
5 out of the 20 publishers are already pure OA publishers.

A roadmap for the Max Planck Society

Working on offsetting or otherwise transformative agreements with publishers

2016   **2017**   **2018**   **2019**   **2020**

Springer Compact

2016-2018

Further extension of approach

2019 -

RSC

2017-2018

Maximum divestment from subscriptions

Taylor & Francis

2017-2019

2-5 new agreements, some discussions already advanced

2018 - 2020

Offsetting effects for the Max Planck Society in 2017

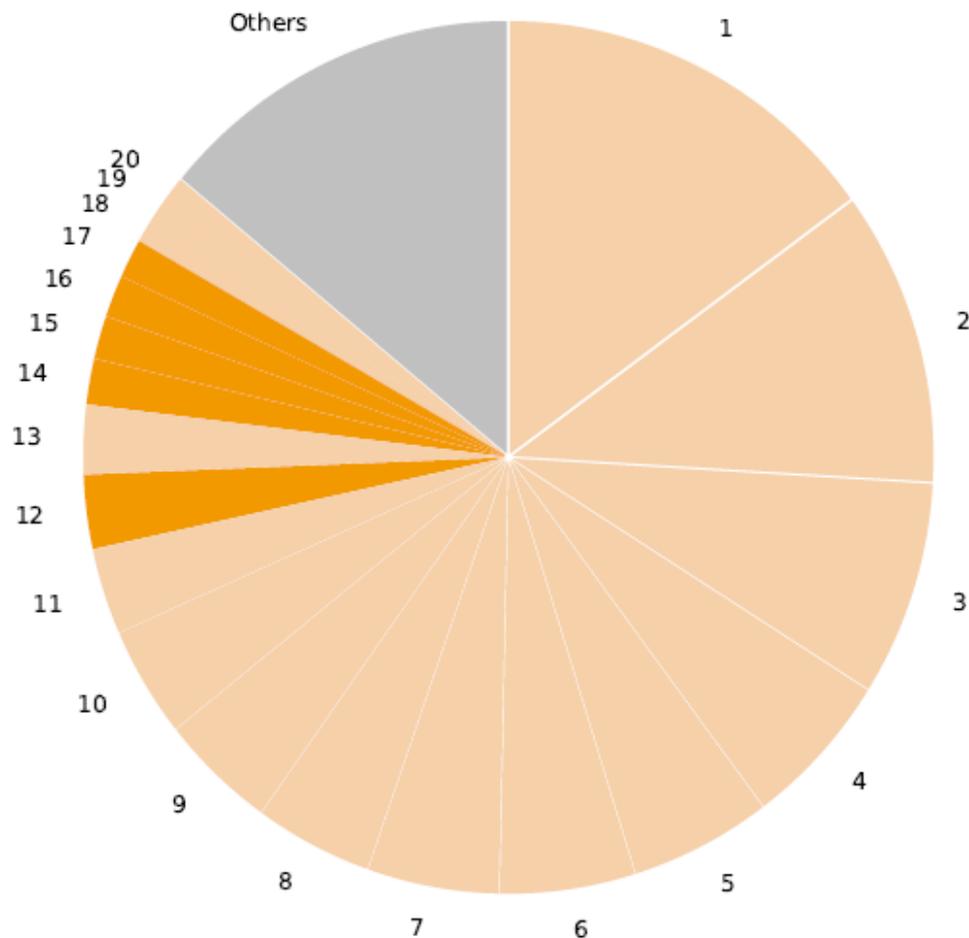Subscription publisher
OA publisher
transformation agreement

With our transformation agreements we have started to divest from subscriptions and increased our OA share.

This approach will be further extended as soon as the next license agreement is up for renewal.

Our goal:
Maximum divestment from subscriptions by 2020

Legend:
- Subscription publisher
- OA publisher
- transformation agreement

Even if we act unilaterally, we seek to divest with maximum consequence from subscriptions.

Our goal is that by 2020 none of our **20 key publisher** continues to operate on a regular subscription scheme.

Creating a binary choice for publishers

The instrument for our approach in negotiating with publishers is to analyze the relevant publishing and subscription data and to discuss *two options*:

to engage in a transformative arrangement (e.g. offsetting) with OA rights based on fair conditions

or

we pull the plug and discontinue our subscriptions altogether (completely or reduced to only a bare minimum)

Pulling the plug seems to be a viable option

As the publishers themselves report, the monopoly of getting access to content ONLY via the publisher platform is eroding rapidly
cf. Science Metrix studies and other empirical evidence

Even if we cancel journals or even our big deal packages, there are alternative access routes for our researchers

This is a theme to be highlighted and developed in the next 6-12 months
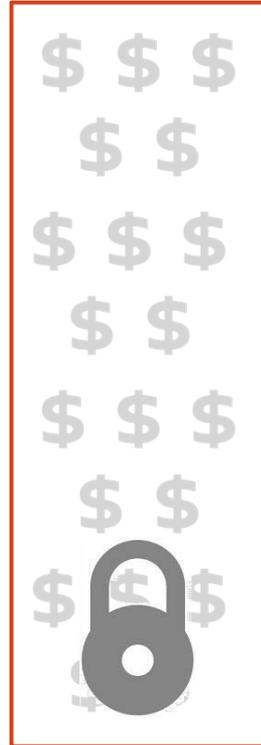
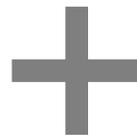# Alternative OAccess points (selection)

4. Offsetting as approached by MPDL

The standard hybrid model

Institution

— Spending for reading
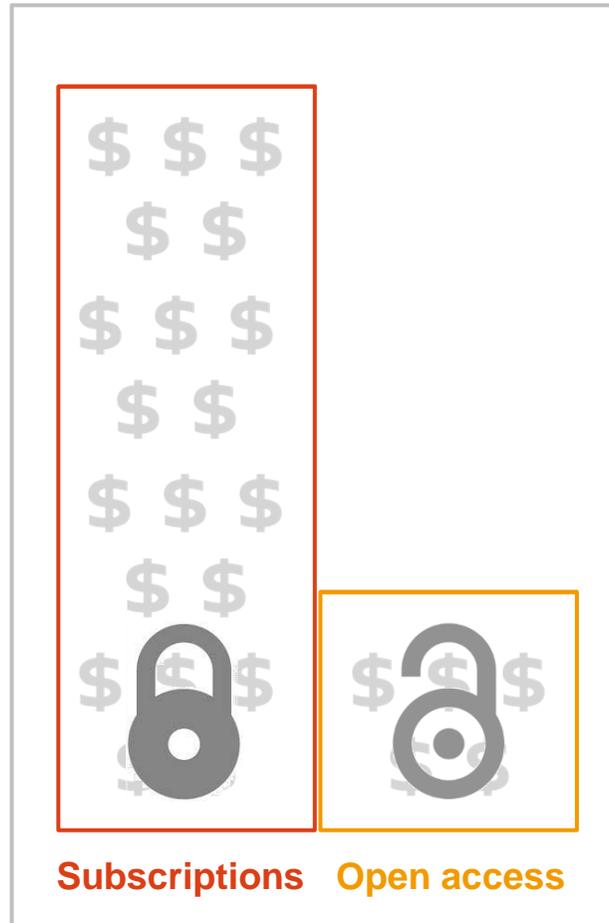— Spending for publishing on top
— No integrated transaction

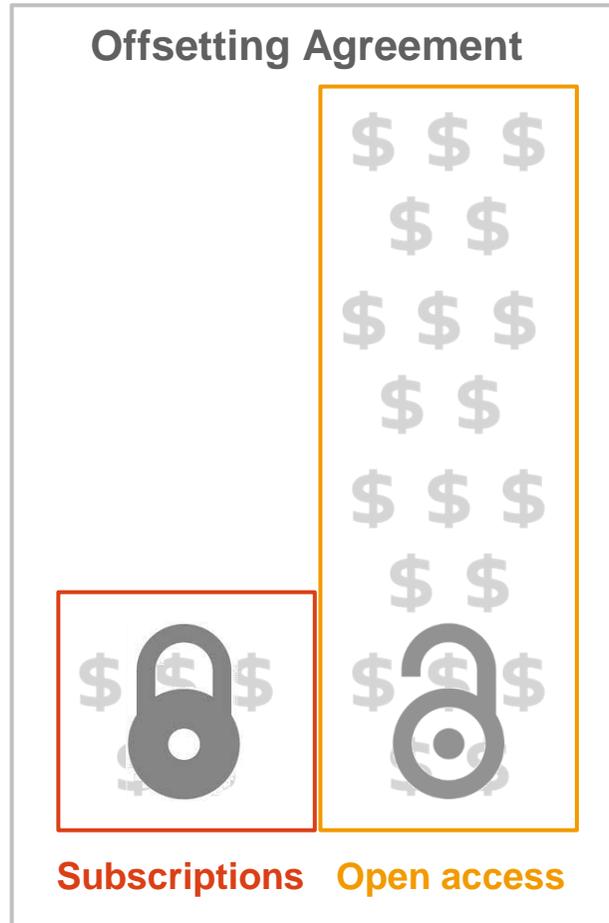**Subscriptions**

+

Open access

Publisher

— Provides reading access
— Publishes individual papers open access

Distinct operating models:
add-on component with extra costs ("double dipping") and little incentive

The two operating models are combined …

Subscriptions   **Open access**

Shifting costs

Offsetting Agreement

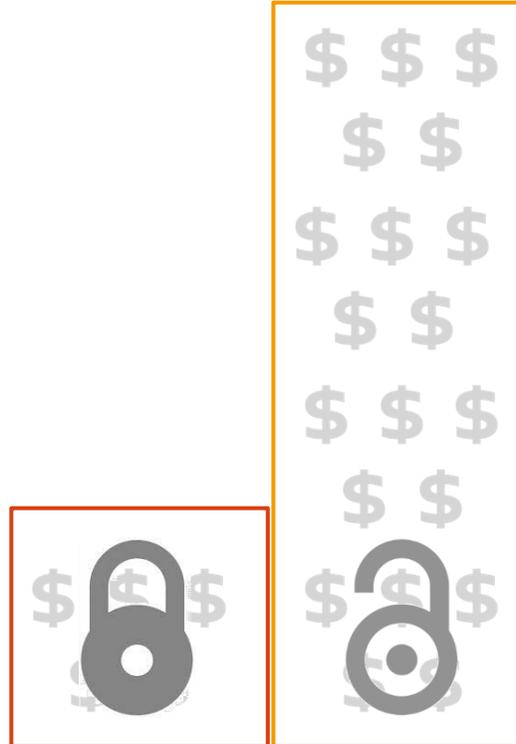**Subscriptions** **Open access**

Offsetting model at work

Institution

— Spending largely for publishing instead of subscriptions
— Shift of expenses
— New workflows with OA relevance

Offsetting Agreement

$ $ $
$ $
$ $ $
$ $
$ $ $
$ $
$ $ $

Subscriptions **Open access**

Publisher

— Revenue stream not disrupted
— Publishes all articles from Institution in OA
— Continues to provide reading access

One comprehensive approach with incentives for institutions and publishers to shift costs and operating modes

Offsetting is a model dedicated to the transformation.

It **cannot** be a new standard routine to be perpetuated.

Offsetting (or other transformational models) can **pave the way** to a large-scale and fully OA market situation.

Practical support on offsetting

ESaC Efficiency and Standards for Article Charges

http://esac-initiative.org/offsetting/
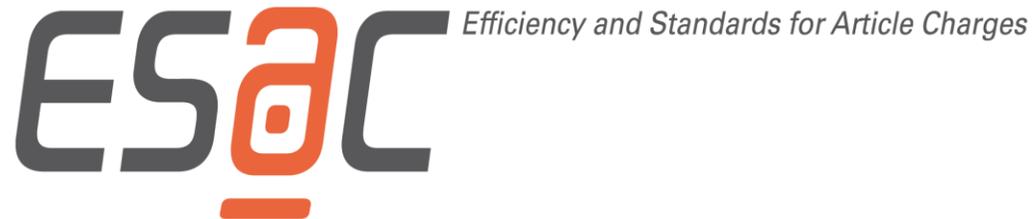
— Agreement matrix
— Joint Understanding of Offsetting (March 2016)
— Customer Recommendations for Article Workflows and Services (March 2017)

5. Summary

Summary: OA2020 is about…

exposing the dysfunctions and outdatedness of the subscription system

proposing to remove our money gradually from the subscription system…

…and at the same time keep it in the system but reinvested for OA services (in a variety of ways)

offering a proposal for a large-scale transformation of the system that can be accomplished in a few years

leveraging momentum and global participation to face publishers at eye level

Clearly, OA is rising…

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