open access
2020

Economic leverage and framework of OA2020
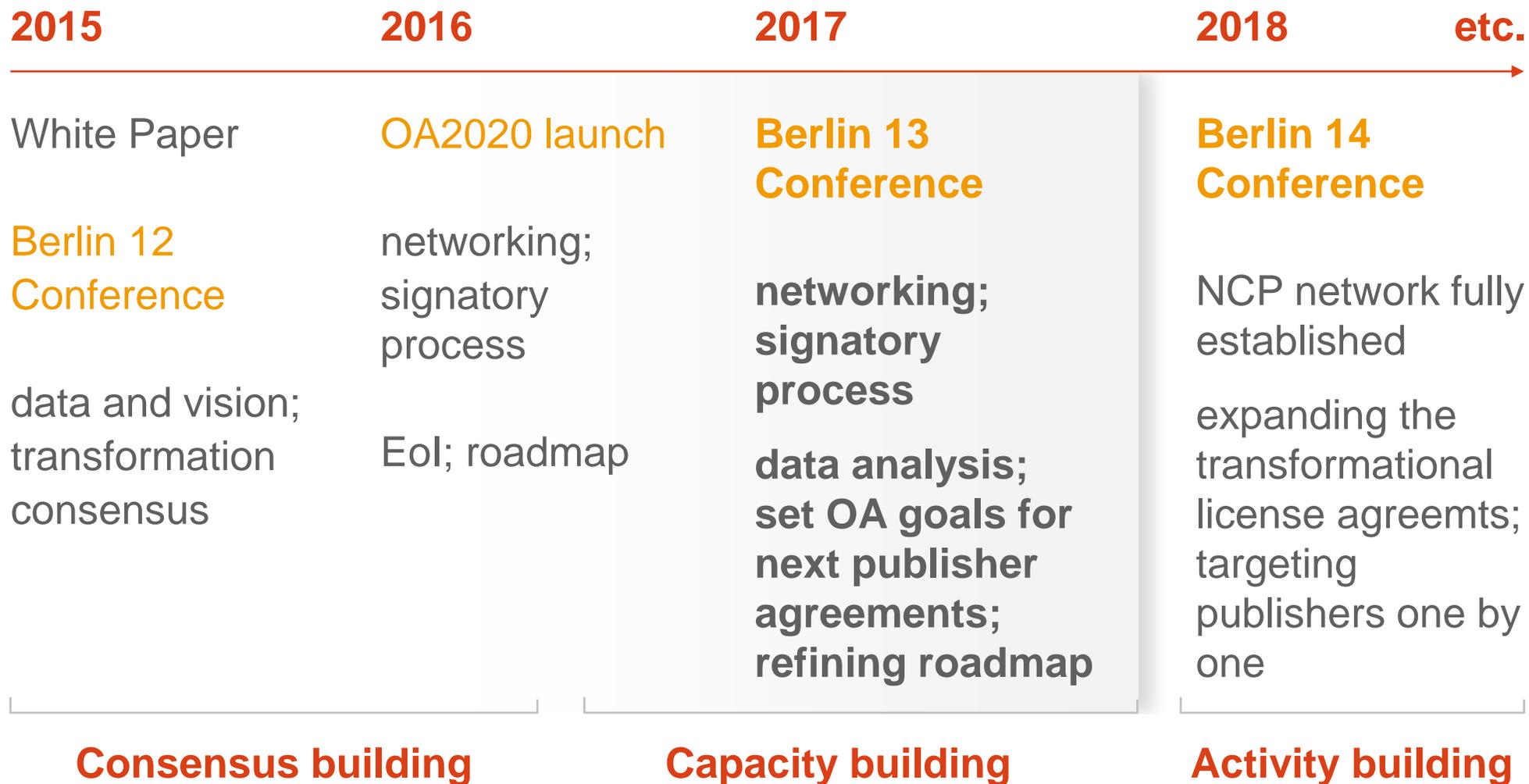
Dr Ralf Schimmer, Max Planck Digital Library

Agenda

13:00   Welcome and opening host remarks

13:15   Data drivers and policy rationale behind OA2020   conceptual framework

14:00   **Economic leverage and framework of OA2020**   organizational framework

14:45   Break

15:15   Taking publisher negotiations to a new level: practical approach

         combining subscription licenses with open access

16:00   Developing OA workflows: workflow considerations

         MPDL experience and ESAC best practices

16.45   Summary & wrap up

1. 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)

2. The activities of the Max Planck Society

Development and share of OA gold publications
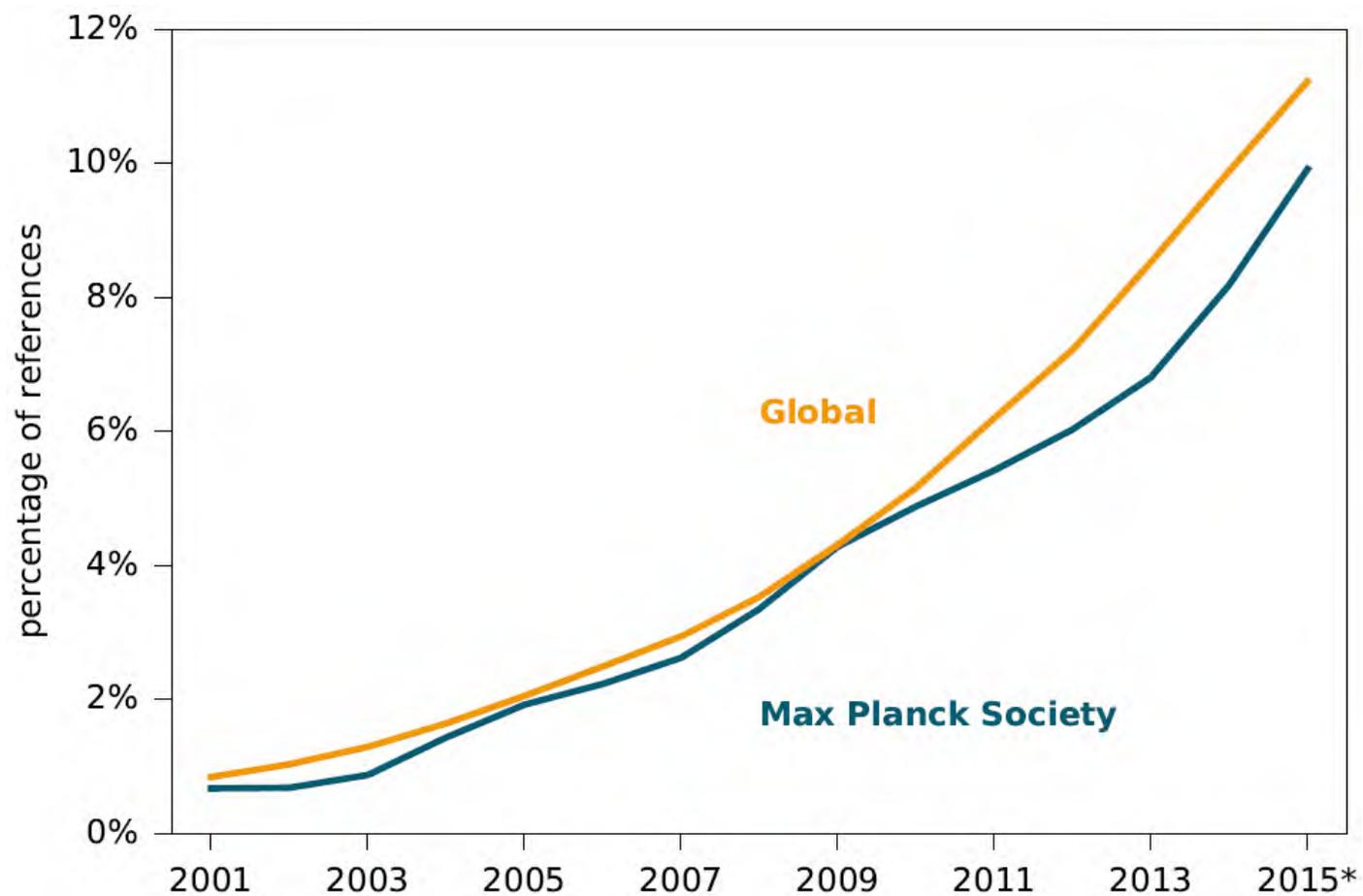
Open Access Gold
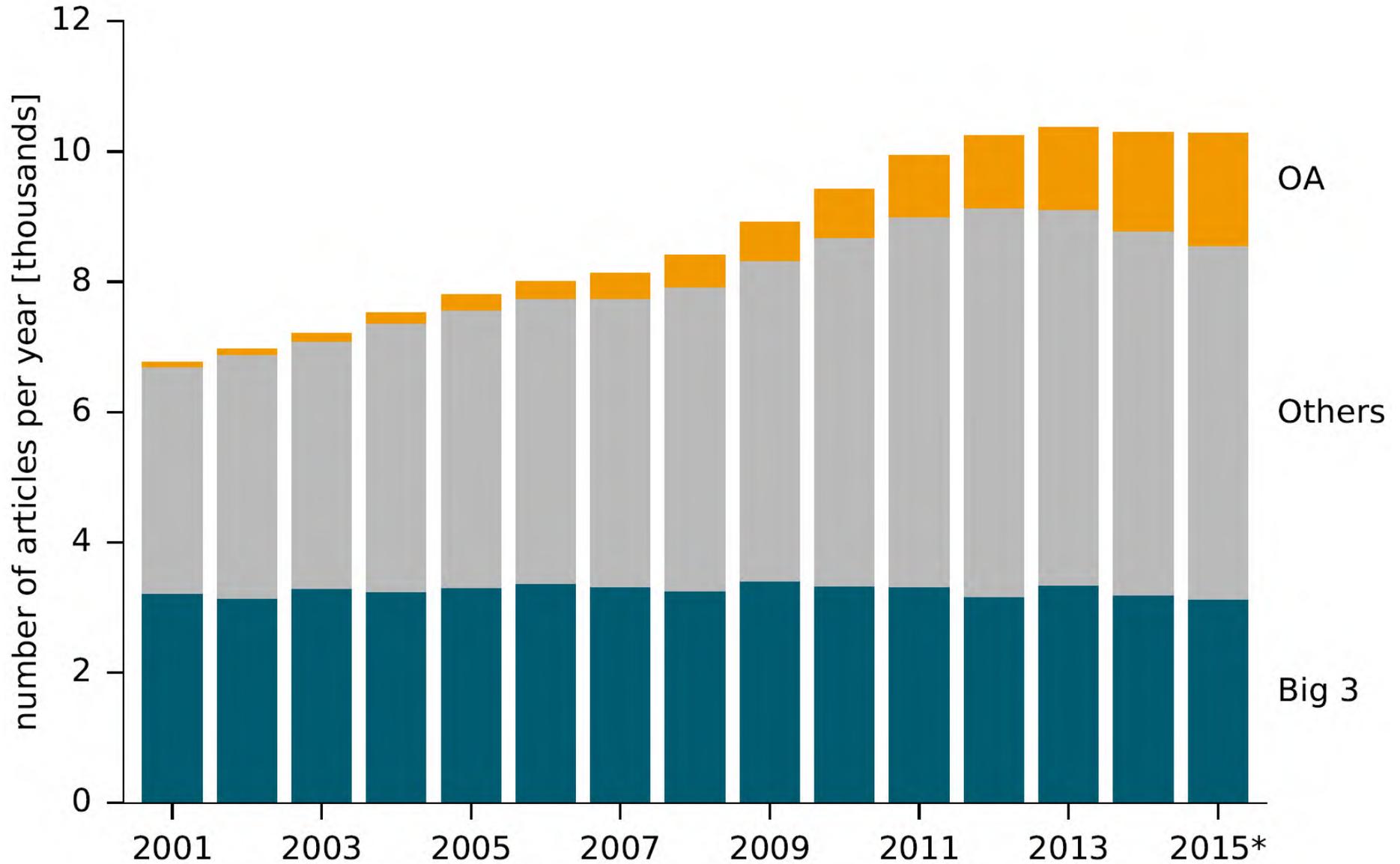
share in Web of Science *articles and reviews*

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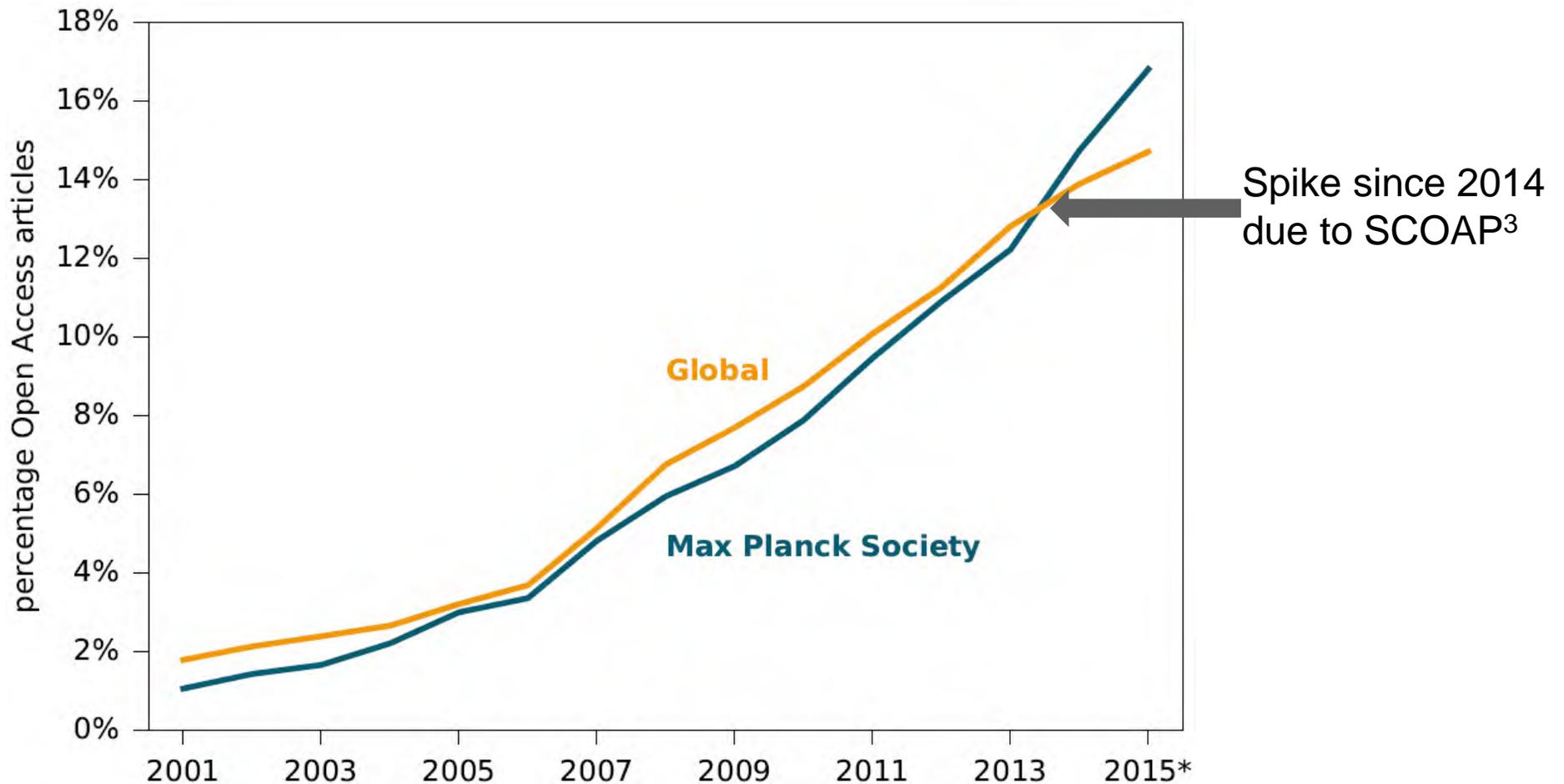
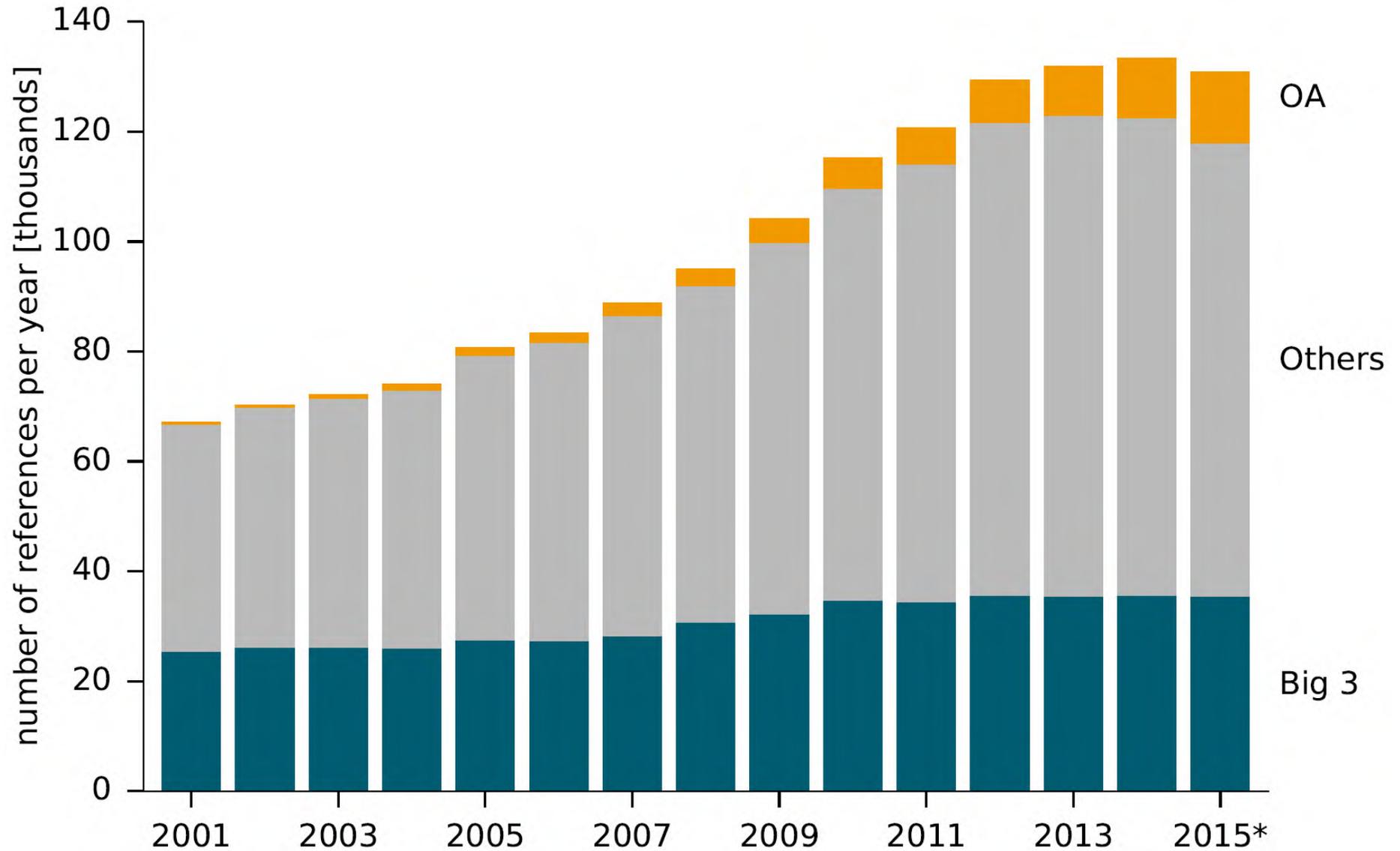# How OA content is being cited

Open Access Gold

share in Web of Science *references*

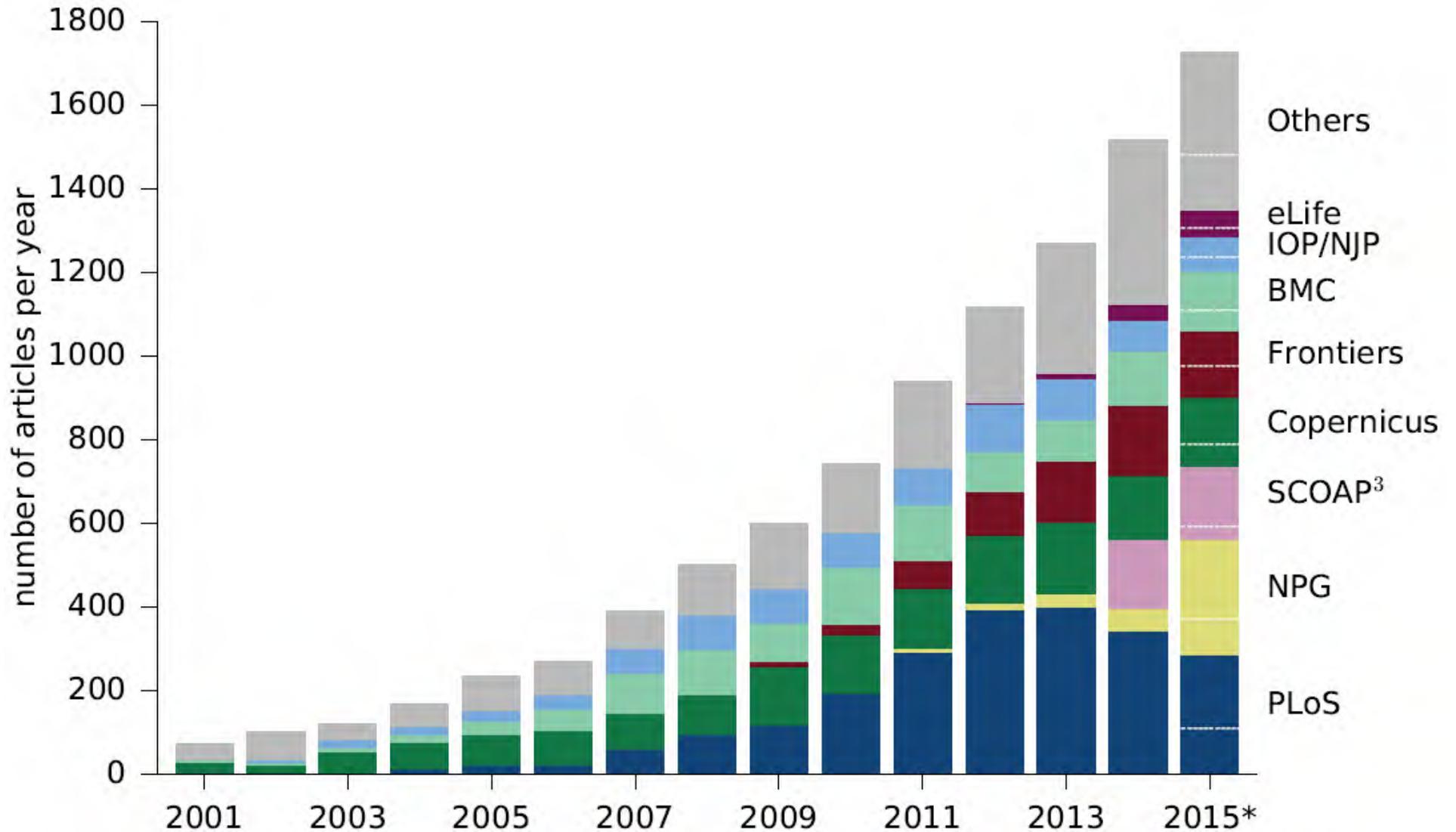# Development and distribution of MPG **publications**

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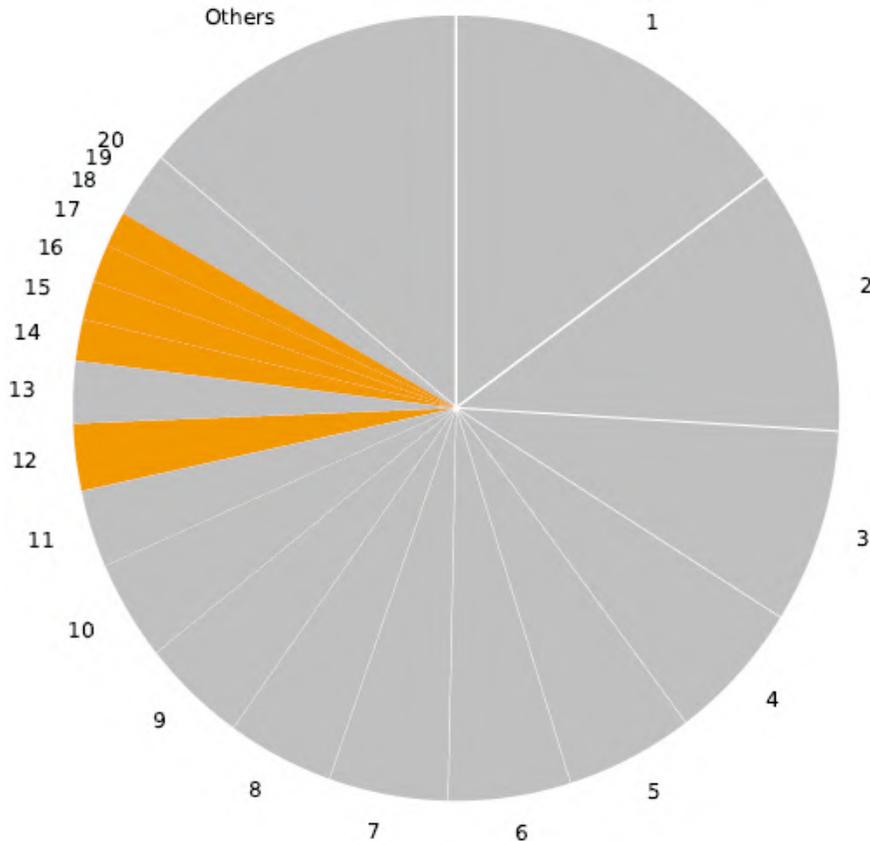
OA articles with Max Planck authors

Publisher distribution of Max Planck Society papers

MPG publications by provider / OA Gold

articles and reviews in Web of Science 2015
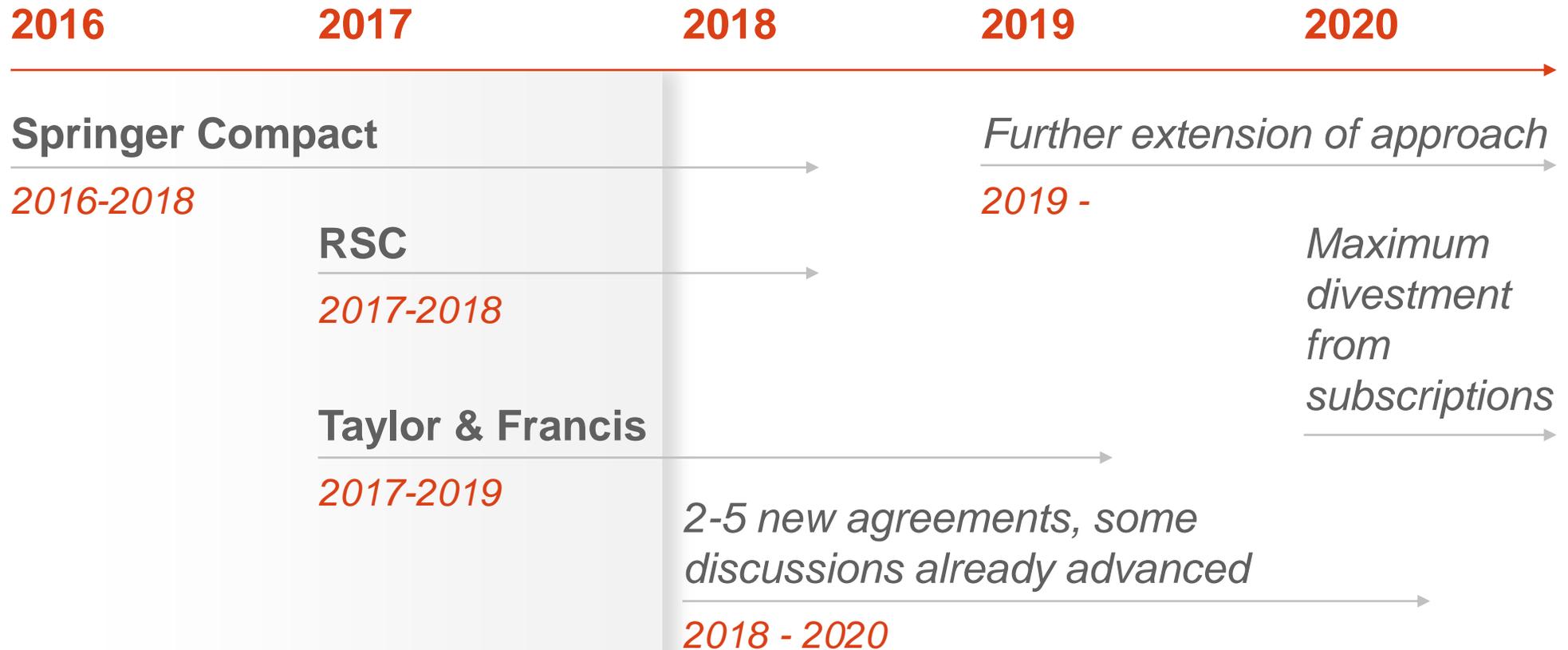
Subscription publisher
OA publisher

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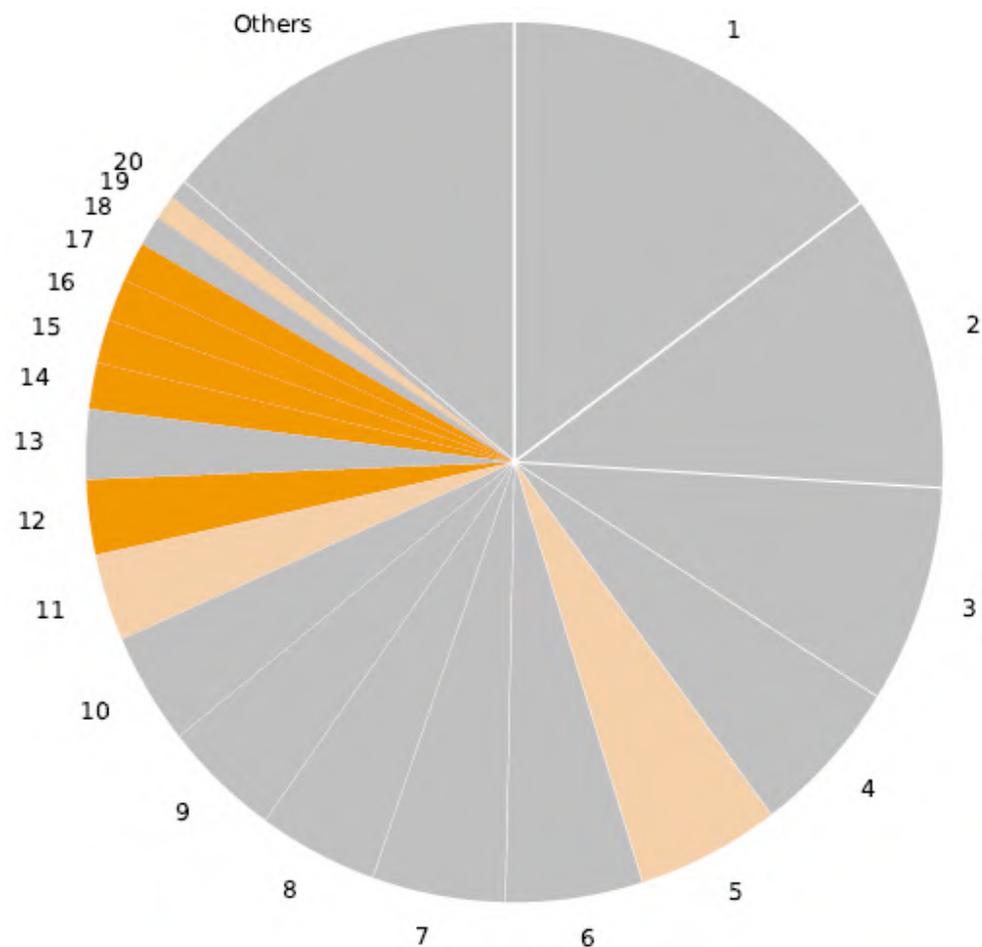
5 out of the 20 publishers are already
pure OA publishers.

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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
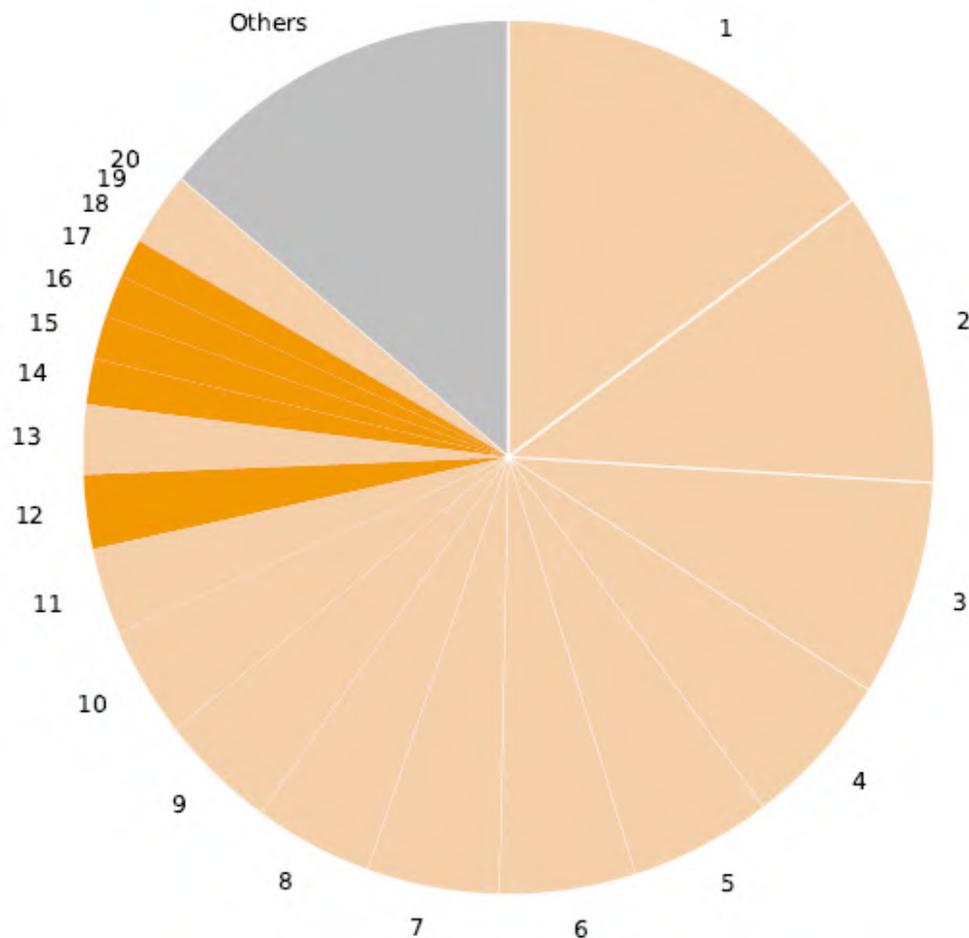**OA publisher**
transformation agreement

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)

Data analytics

Offsetting

Economic considerations

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)

3. The signs of the times are pointing towards OA

The landscape is in the process of being restructured

Symptoms of a deteriorating system

Rationale and plan for the large-scale transformation

Evidence that enough money is already in the system

Data analyses available for cost modelling

APC evidence collected and documented

Political initiatives, e.g. oa2020.org (EoI), EU, LERU…

Roadmap with practical steps (mainly offsetting)

Emerging standards in handling APCs (e.g. ESAC)

Some frequently asked questions

*OA2020 is not devoted to **APC**s*
— APCs are seen as one potential business model among a variety of others

OA2020 is not perpetuating the big deals nor pampering the big commercial publishers
— Money should not be locked in big predefined packages but be able to flow where it is needed to pay for OA services
— We know the publishers where we will cash in savings

Complementarity of the various approaches
— No need to see them in opposition

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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