



o p e n   a c c e s s  
2 0 2 0



# Transformative Agreements in Practice

**SANLiC Conference 2019**

Cape Town, South Africa | 25 June 2019

**Colleen Campbell**

Open Access 2020 Initiative | Max Planck Digital Library



**@oa2020ini**

**Technical University of Kenya**  
*Kenya*

**European University Association (EUA)**  
*Europe*

**Australasian Open Access Strategy Group (AOASG)**  
*Australia*

**National Taiwan Normal University Library**  
*Chinese Taipei*

**Jisc**  
*United Kingdom*

**Royal Danish Library**  
*Denmark*

**Hellenic Academic Libraries Link**  
*Greece*

**Covenant University, Ota**  
*Nigeria*

**University of Abomey-Calavi**  
*Benin*

**CAPES** (Coordenação de Aperfeiçoamento de Pessoal de Nível Superior)  
*Brazil*

**Max Planck Society (MPG)**  
*Germany*

**Institute of Health Carlos III**  
*Spain*

**University of Library Studies and Information Technologies (UniBIT)**  
*Bulgaria*

**European Geosciences Union (EGU)**

*Europe*

**University of Witwatersrand, Johannesburg**

*South Africa*

**National Science and Technology Library (NSTL)**

*P. R. China*

**The Association of Swedish Higher Education (SUHF)**

*Sweden*

**KISTI (Korea Institute of Science and Technology Information)**

*South Korea*

**Swiss National Science Foundation SNSF**

*Switzerland*

**Qatar National Library**

*Qatar*

**Researchers Group of Solid State Physics Japan**

*Japan*

**UKB (Consortium of Dutch University Libraries  
and the National Library of the Netherlands)**

*Netherlands*

**Stiftelsen Riksbankens Jubileumsfond**

*Sweden*

**National Library of Sweden**

*Sweden*

**University of California Los Angeles**

*United States of America*

<https://oa2020.org/mission/#eois>

**Istituto Nazionale di Fisica Nucleare (INFN)**

*Italy*

**Seoul National University Library (SNU Library)**

*South Korea*

**University of California San Francisco**

*United States of America*

**Denmark's Electronic Research Library (DEFF)**

*Denmark*

**Spanish National Research Council (CSIC)**

*Spain*

**Deutsche Forschungsgemeinschaft (DFG)**

*Germany*

**University of California Berkeley**

*United States of America*

**Busitema University**

*Uganda*

**National and University Library of Iceland**

*Iceland*

**Fudan University Library**

*P. R. China*

**Wayne State University**

*United States of America*

**National Electronic Information Consortium (NEICON)**

*Russian Federation*

<https://oa2020.org/mission/#eois>

**Iowa State University Library**

*United States of America*

**Helmholtz Association**

*Germany*

**South African National Library and Information Consortium (SANLiC)**

*South Africa*

**ShanghaiTech University Library**

*P. R. China*

**FinELib consortium**

*Finland*

**Foundation for Science and Technology FCT**

*Portugal*

**King Abdullah University of Science and Technology (KAUST) University Library**

*Kingdom of Saudi Arabia*

**JUSTICE: Japan Alliance of University Library Consortia for E-Resources**

*Japan*

**Institute of Science and Technology Austria (IST Austria)**

*Austria*

**ANKOS (Anatolian University Libraries Consortium)**

*Turkey*

**Tsinghua University Library**

*P. R. China*

**Pontifical Academies of Sciences and Social Sciences**

*Vatican City*

**Hungarian Electronic Information Service National Programme**

*Hungary*

**Belgorod State University**

*Russian Federation*

<https://oa2020.org/mission/#eois>

**Université des Montagnes (UdM)**  
*Cameroon*

**The Conference of Italian University Rectors (CRUI)**  
*Italy*

**Association of Universities in the Netherlands (VSNU)**  
*Netherlands*

**swissuniversities**  
*Switzerland*

**Austrian Science Fund (FWF)**  
*Austria*

**German Rectors' Conference (HRK)**  
*Germany*

**The Czech Academy of Sciences**  
*Czech Republic*

**Universidad de Santiago de Chile (USACH)**  
*Chile*

**Current Research Information System In Norway (CRIStin)**  
*Norway*

**Leibniz Association**  
*Germany*

**Peking University Library**  
*P. R. China*

**National Library of Korea**  
*South Korea*

**Open Access India**  
*India*

**World Meteorological Organization (WMO)**  
*International*

# Open Access 2020

## Expression of Interest in the Large-Scale Implementation of Open Access to Scholarly Journals

- Transform a majority of today's scholarly journals from subscription to OA publishing in accordance with community-specific publication preferences.
- Pursue this transformation process by converting resources currently spent on journal subscriptions into funds to support sustainable OA business models.

# There is already enough money in the system

45% buffer

Current global  
subscription  
spending

€ 7.6 bn

Estimated global  
spend after  
transition to OA

€ 4.0 bn

# 2m

scholarly articles

7.6 bn/2m

€ 2,000 x 2m

# 2m

scholarly articles

Global subscription  
journal market

Current cost per  
article via  
subscription

€ 3,800

High estimate  
per-article cost  
to publish OA

< € 2000



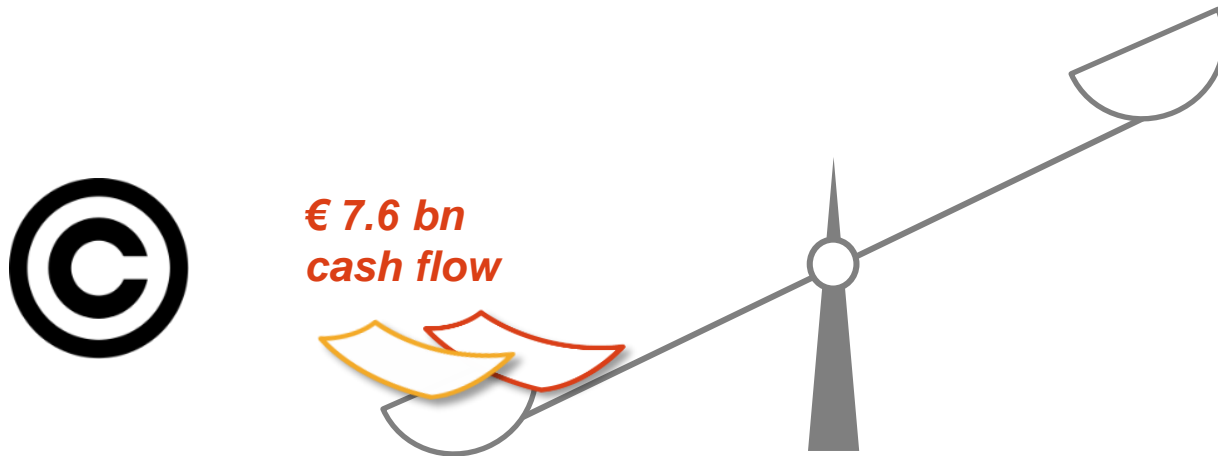
# Repurpose subscription funds to support open access publishing services

Subscription system

---

Open Access

---



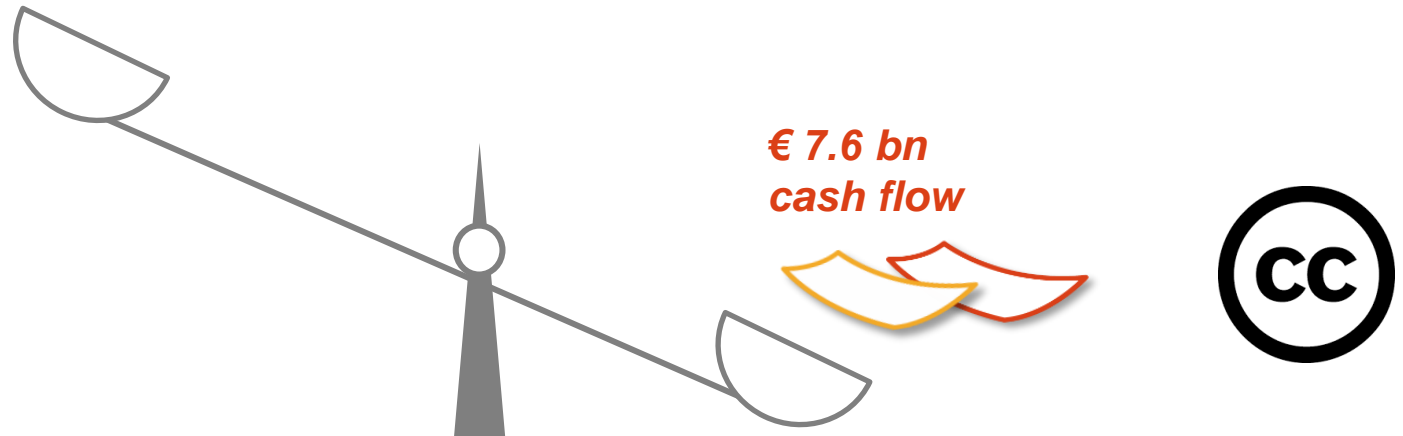
# Repurpose subscription funds to support open access publishing services

Subscription system

---

Open Access

---



# Accelerate the transition to open access



<https://oa2020.org/b14-conference/final-statement/>

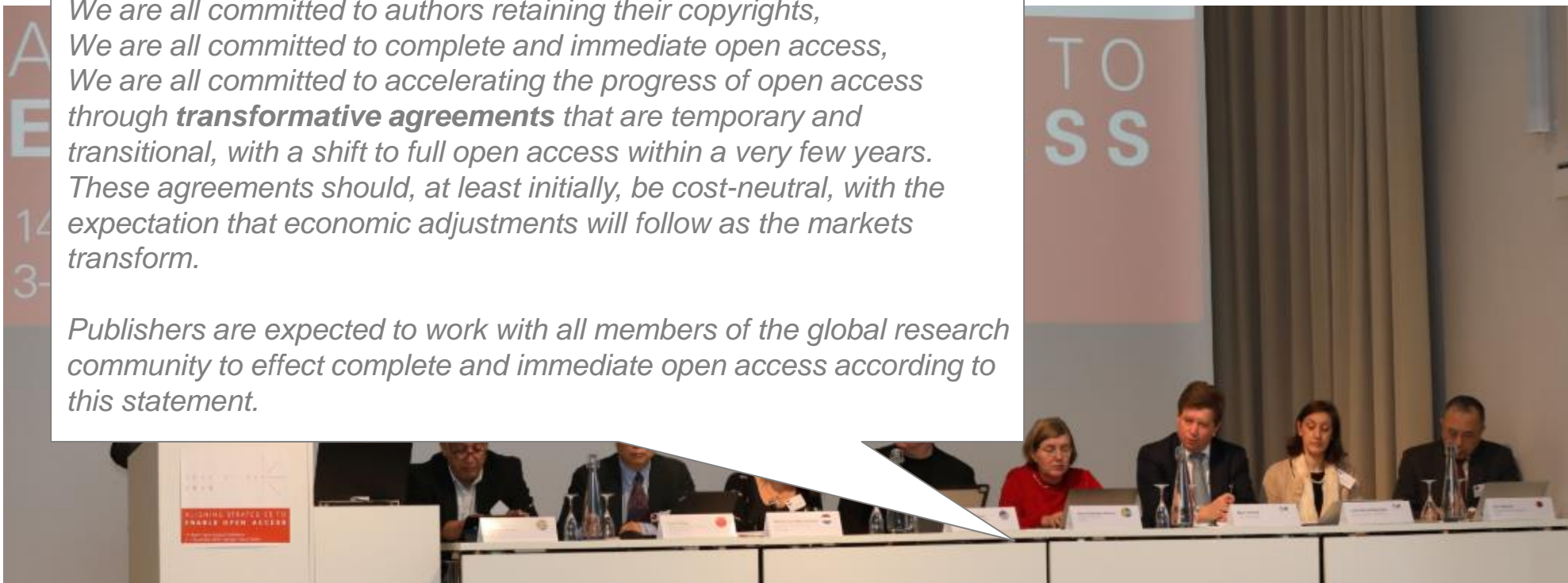
# Accelerate the transition to open access

## FINAL STATEMENT

### 14th Berlin Open Access Conference

*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.*

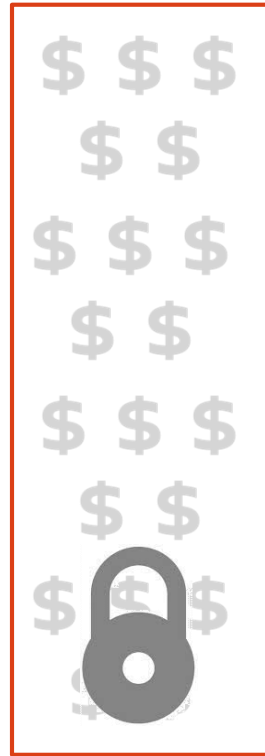


# Transformative agreements

Transformative agreements are those contracts negotiated between institutions (libraries, national and regional consortia) and publishers that **transform the business model underlying scholarly journals from subscription to open access.**

They aim to **constrain costs** of scholarly communication and **foster sustainability and equity** in scholarly publishing

# Transformative agreements constrain costs, bringing hybrid under control

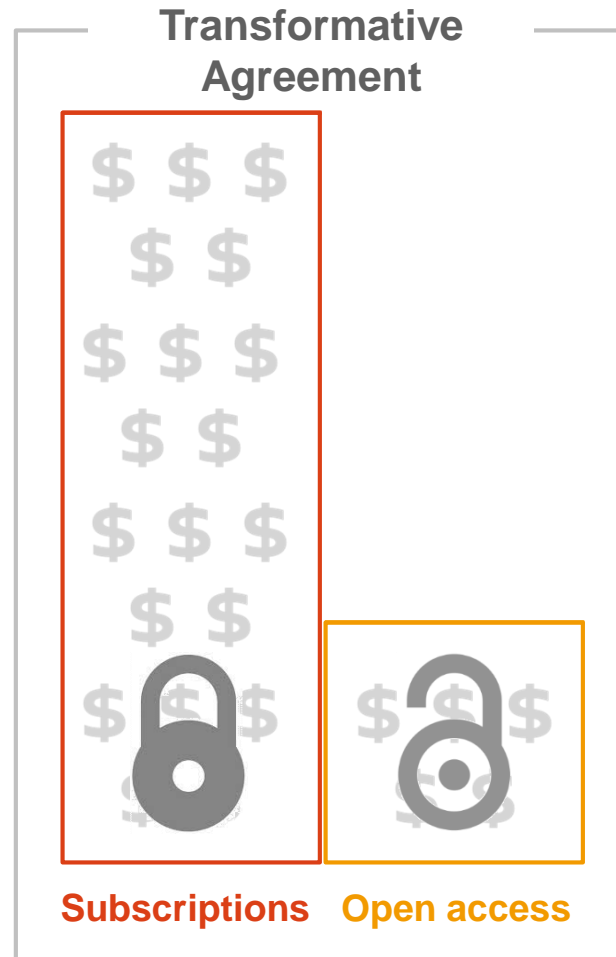


Subscriptions

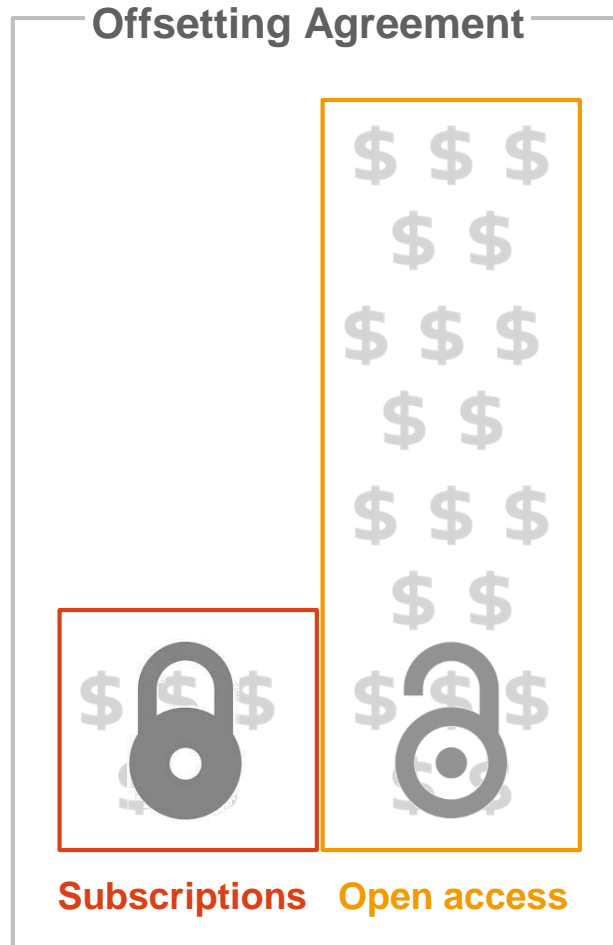


Open access

# Transformative agreements constrain costs, bringing hybrid under control



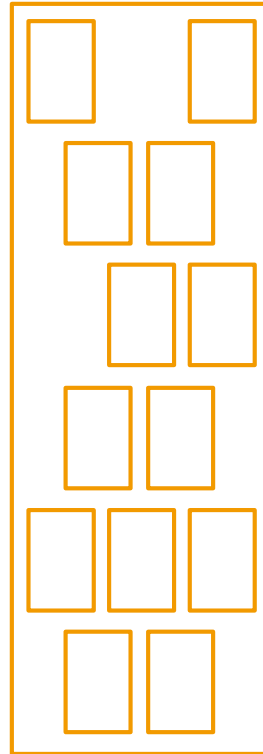
# Subscription funds are converted to open access publishing funds



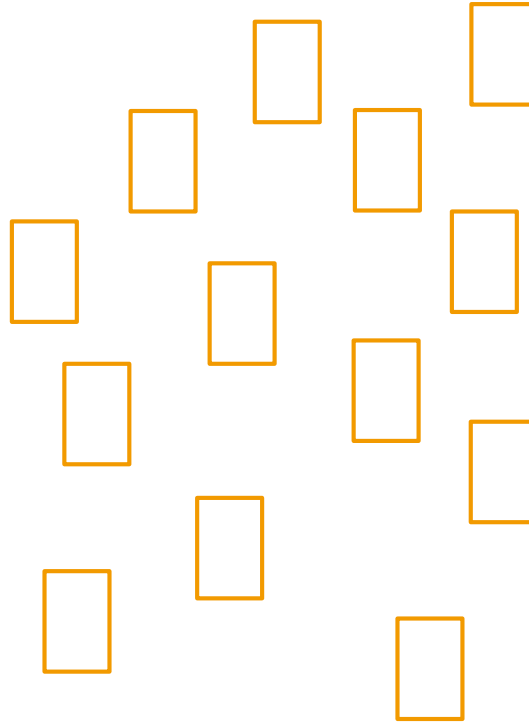


# Generating cost transparency and prompting new focus on publishing services

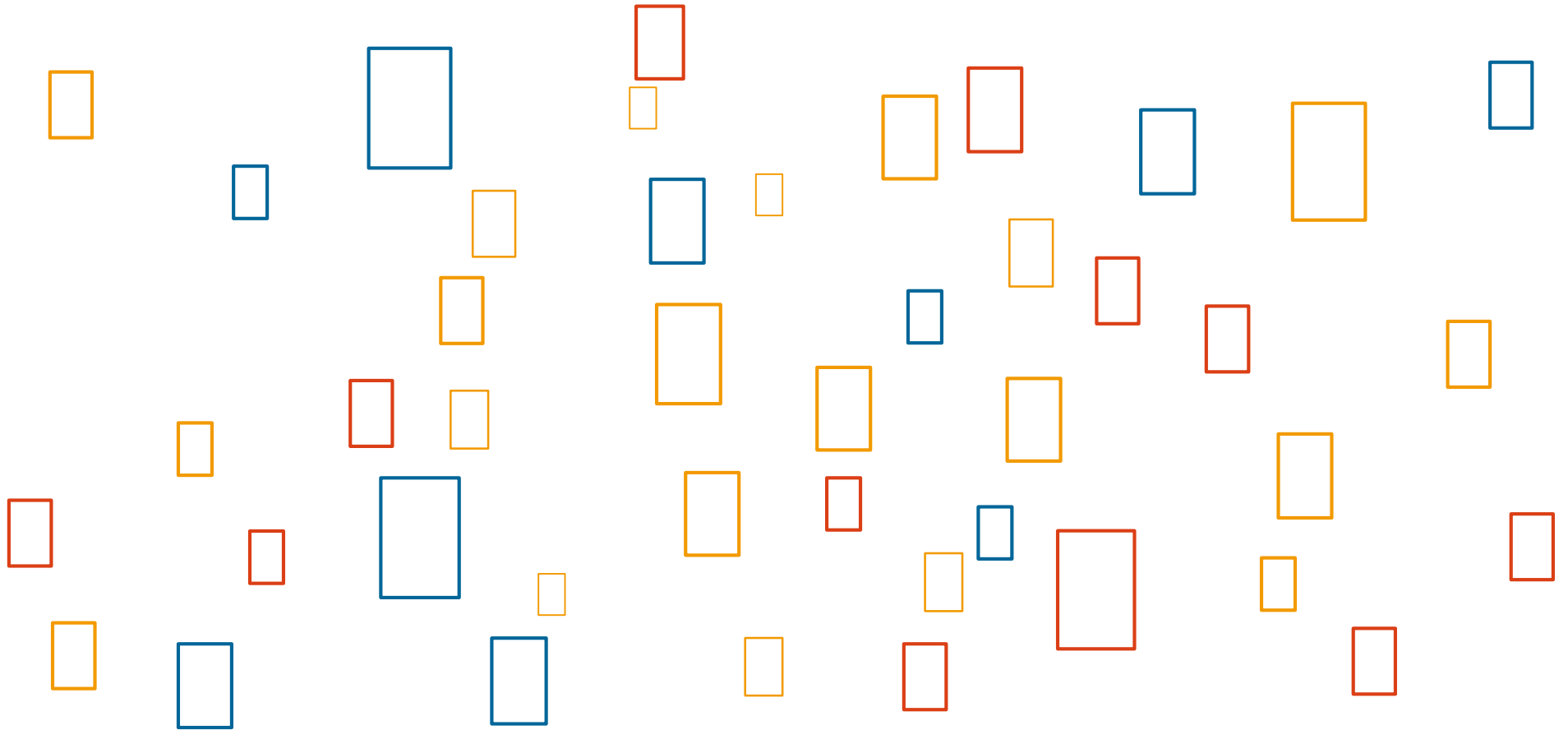
**Publication Fee  
Fees associated  
at article level**



# Funds are free to follow authors, based on disciplinary needs



# Creating the preconditions for innovation and diversity in scholarly communication



# Synergy with the objectives of Plan S

## OA2020 and cOAlition S Launch Joint Statement

09/05/2019

### Joint Statement of OA2020 and cOAlition S: Research Performing and Research Funding Organizations Working Together to Accelerate the Transition to Open Access

Over the past 20 years, many thoughtful strategies have been devised to promote open access to scholarly research publications, including the development of repositories and new publishing venues. Yet, the vast majority of scholarly articles continue to be locked behind subscription paywalls of traditional scholarly journals.

# Publishers embracing transformation



<https://esac-initiative.org/about/transformational-agreements/agreement-registry/>



# Momentum of Transformative Agreements spreading globally

After Austria, the Netherlands, the UK, Sweden, Norway, Germany, Switzerland...

Now Spain, Greece, Hungary, Slovenia...and the United States

## Cambridge University Press and the University of California Agree to Open Access Publishing Deal

By admin / April 10, 2019



Agreement is UC's first with a major publisher and Cambridge's first in the Americas

Unique agreement with Elsevier ensures open access publishing

As the first country, Norway has signed an agreement with Elsevier that ensures that Norwegian researchers can publish open access at no extra cost in most of Elsevier's journals.

# Additional Resources

Transformative agreements (ESAC Initiative)

<http://esac-initiative.org/>

Data on Article Processing Charges (OpenAPC Initiative)

<https://treemaps.intact-project.org/>

Open Access 2020 Executive Summary

<https://oa2020.org/Executive-Summary.pdf>

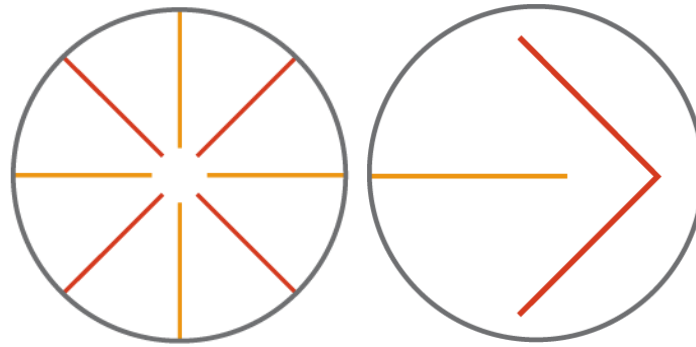
Open Access 2020 Resources

[https://oa2020.org/learn\\_more/#gain](https://oa2020.org/learn_more/#gain)

Participate in the Open Access 2020 Community

[contact@oa2020.org](mailto:contact@oa2020.org)

# Thank you!



Participate  
in **OA2020**

**Accelerate**  
the transition

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

[campbell@mpdl.mpg.de](mailto:campbell@mpdl.mpg.de)  
[@ColleenCampbe11](https://www.instagram.com/ColleenCampbe11)

<https://oa2020.org>