

o p e n a c c e s s
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OA2020: A Global Initiative to Drive Large-Scale Transformation of the Subscription System

1 October 2017


1. The distinctive OA dilemma

Lack of significant progress in the OA movement

*Open Access is (exceptionally) strong as a **principle***

- cf. the many resolutions, policies, guidelines etc.

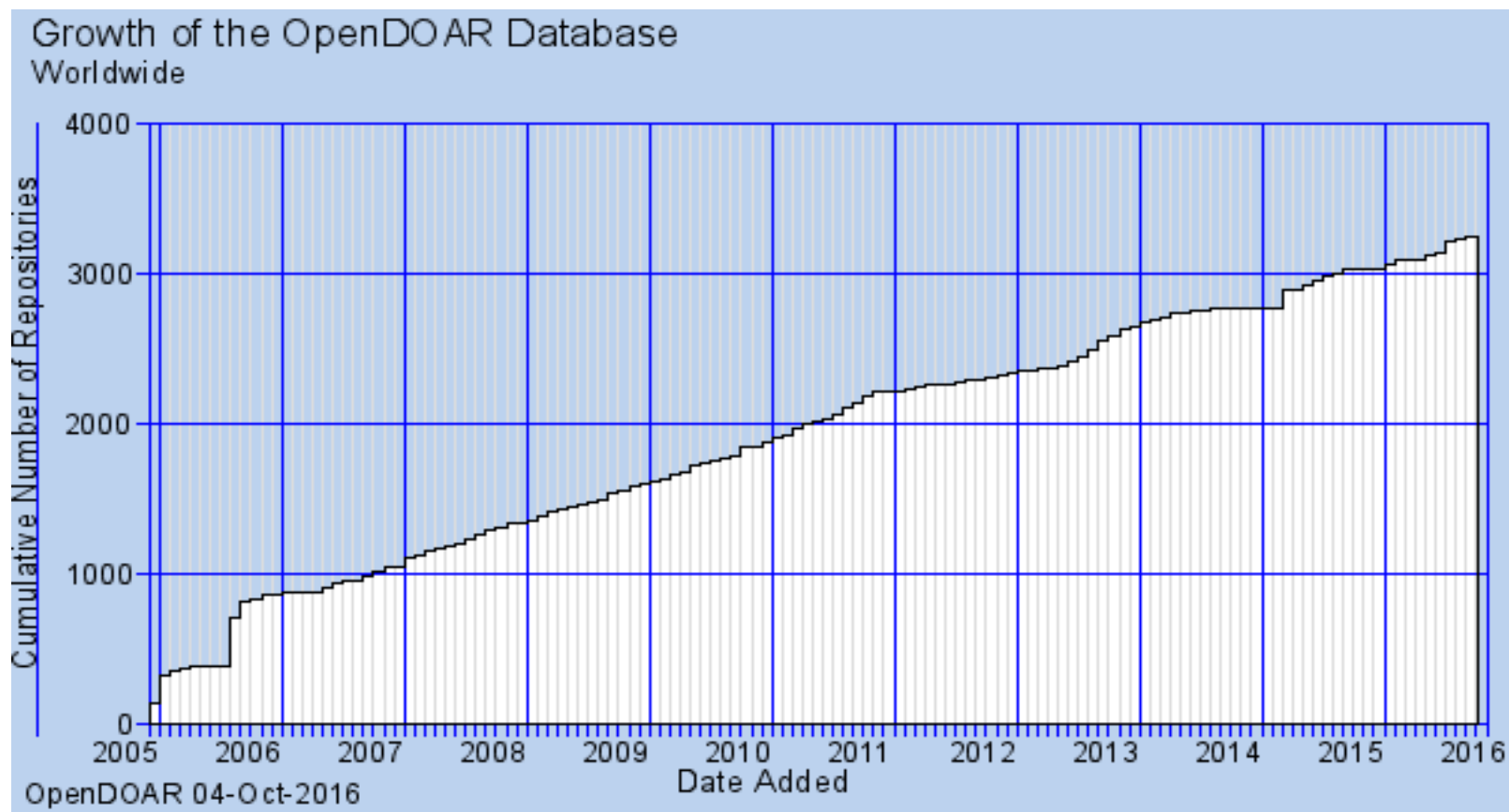
*...but still fairly weak as a **practice***

- only 14-15% of outputs immediately OA
 - growth in pure OA publishing only 1-2% annually
 - subscription system as prosperous as ever for publishers
- 



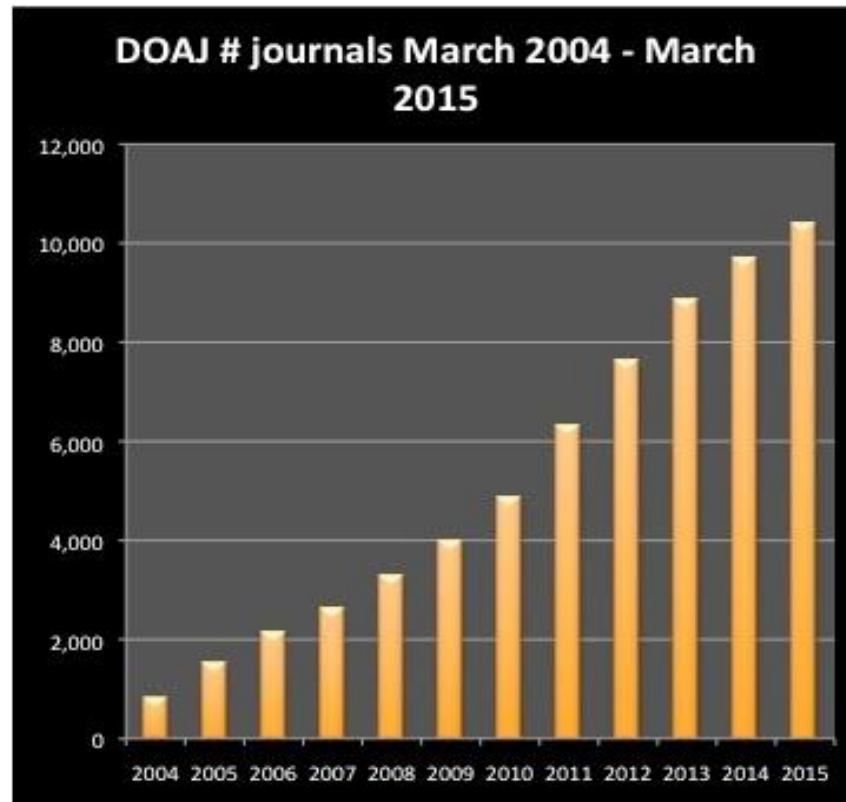
a) Directory of Open Access Repositories

<http://www.openoar.org>



b) Directory of Open Access Journals

<http://www.doaj.org>

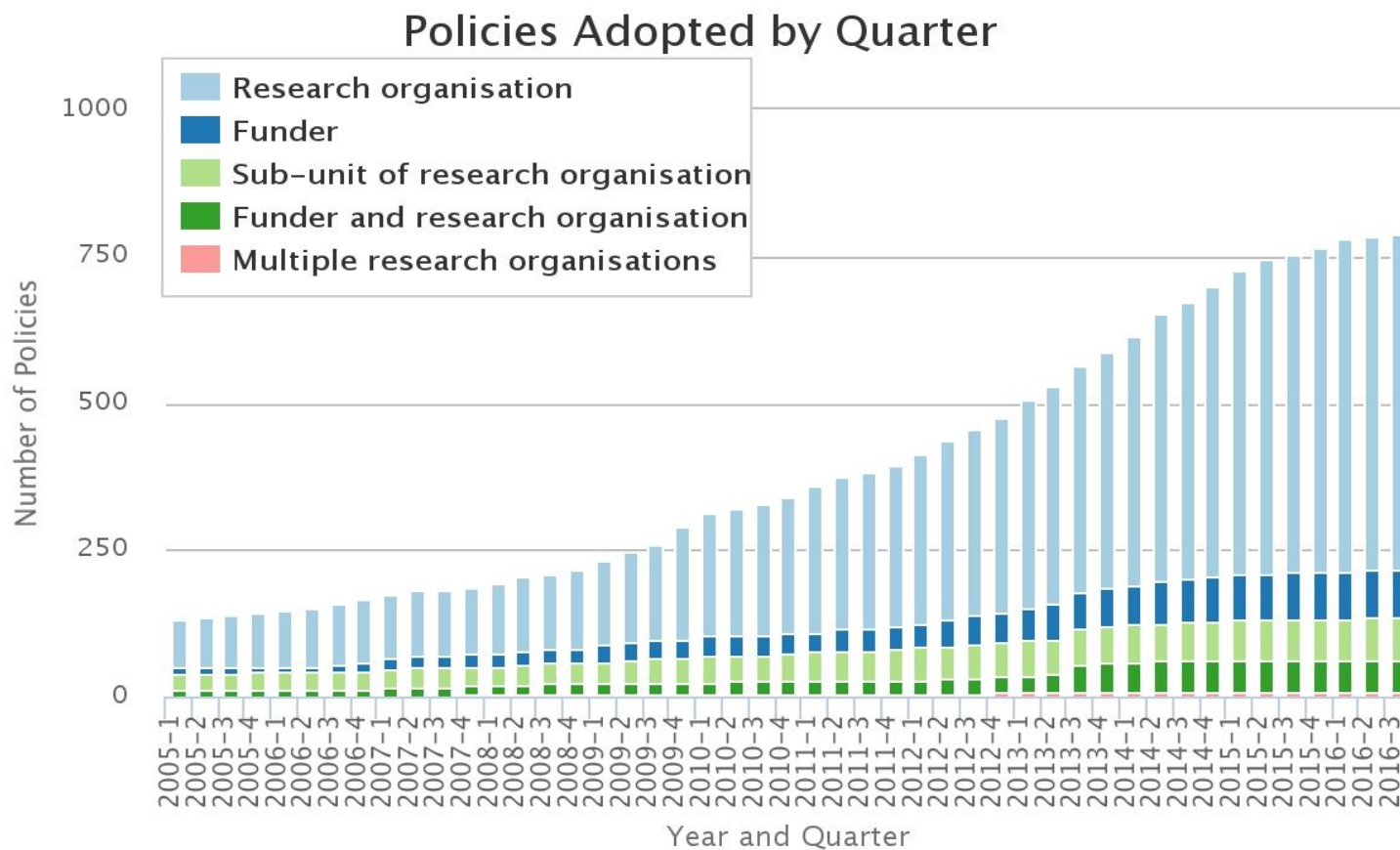


cf. "Dramatic Growth of Open Access 2015 first quarter" by Heather Morrison,
<http://poeticeconomics.blogspot.de/2015/04/dramatic-growth-of-open-access-2015.html>



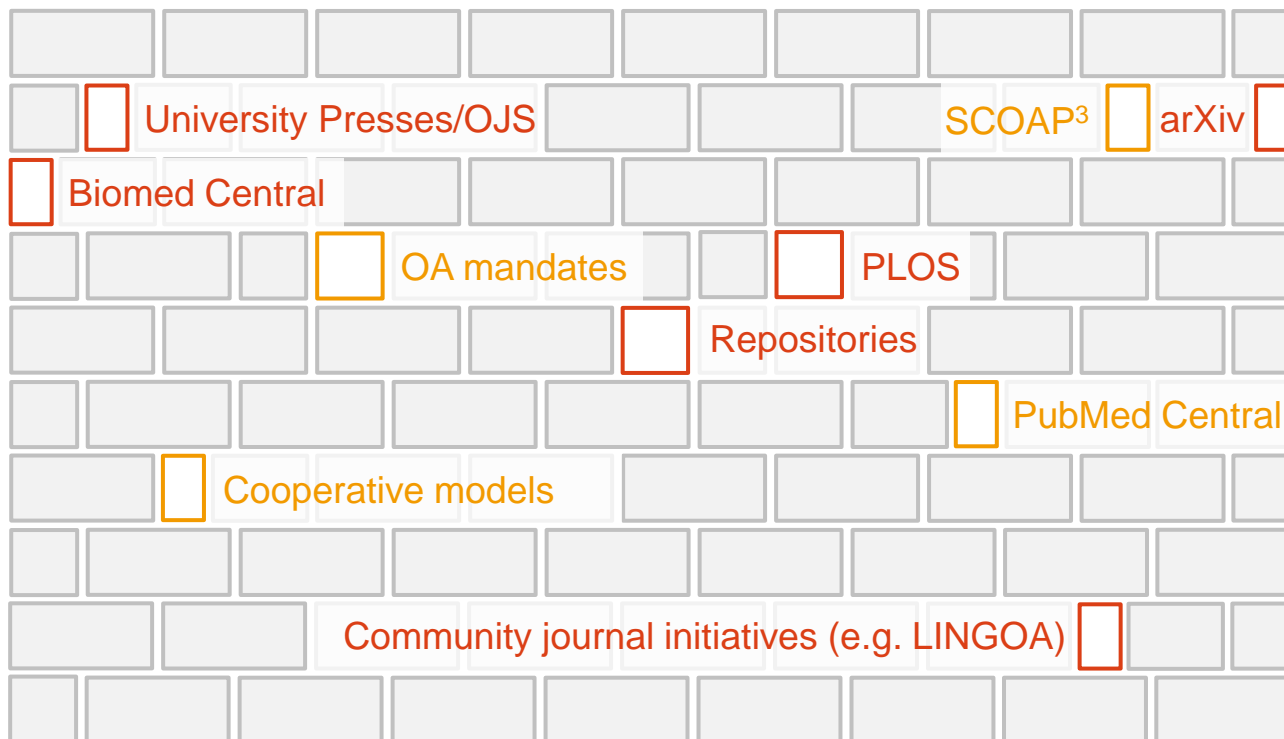
c) Registry of Open Access Repository Mandates and Policies

<http://roarmap.eprints.org/>



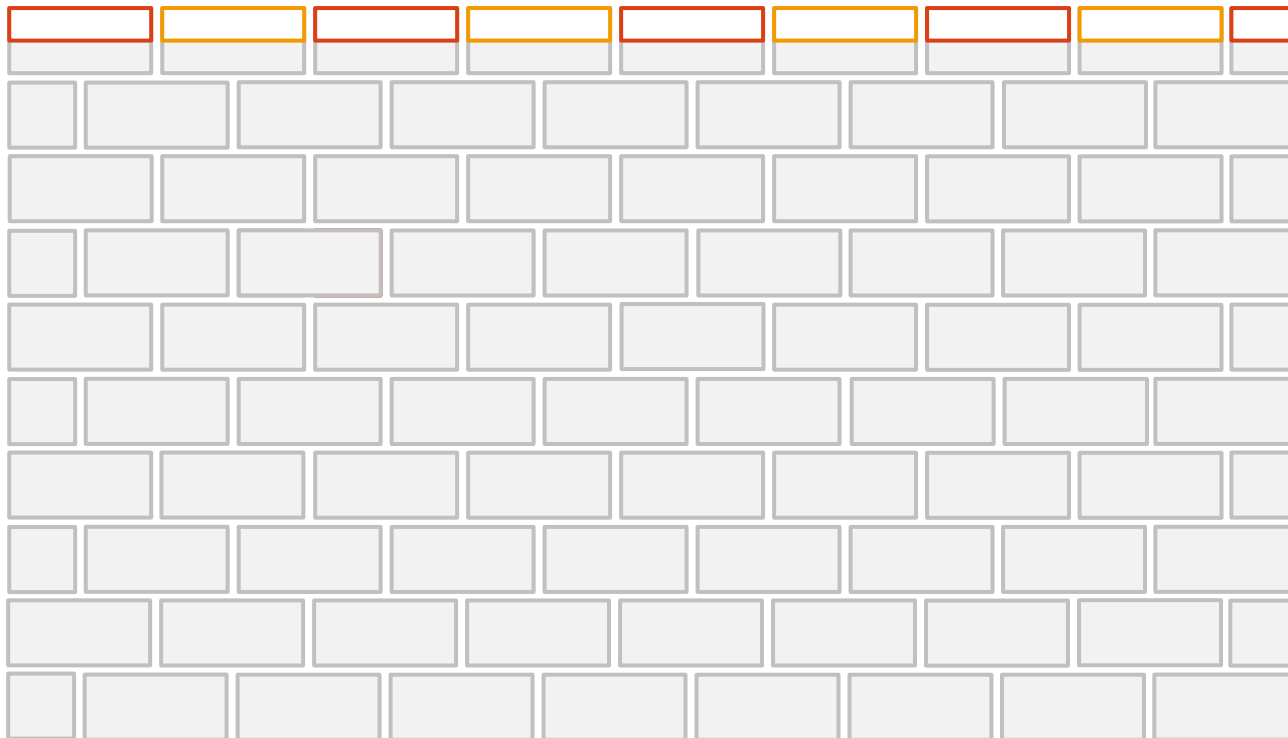
Effects of OA on the paywall system

Over the past 20 years, many laudable efforts have been made to advance the open access movement.



Effects of OA on the paywall system

**But despite these efforts, paywall access
and the subscription system are as prosperous as ever**



**Only 15% of content is immediately OA
4% of the revenues go to OA (96% sustain subscriptions)**



What will it take to make OA the default?

*“If gold Open Access is to take place in the next few years it can only come about via the **major publishers massively converting their portfolios of established journals**, not via authors choosing outlets among newly started OA journals.”*

Björk, Bo-Christer. “The Open Access Movement at a Crossroad: Are the Big Publishers and Academic Social Media Taking over?: Open Access”. *Learned Publishing* 29, Nr. 2 (April 2016): 131–34.
<https://dx.doi.org/10.1002/leap.1021>

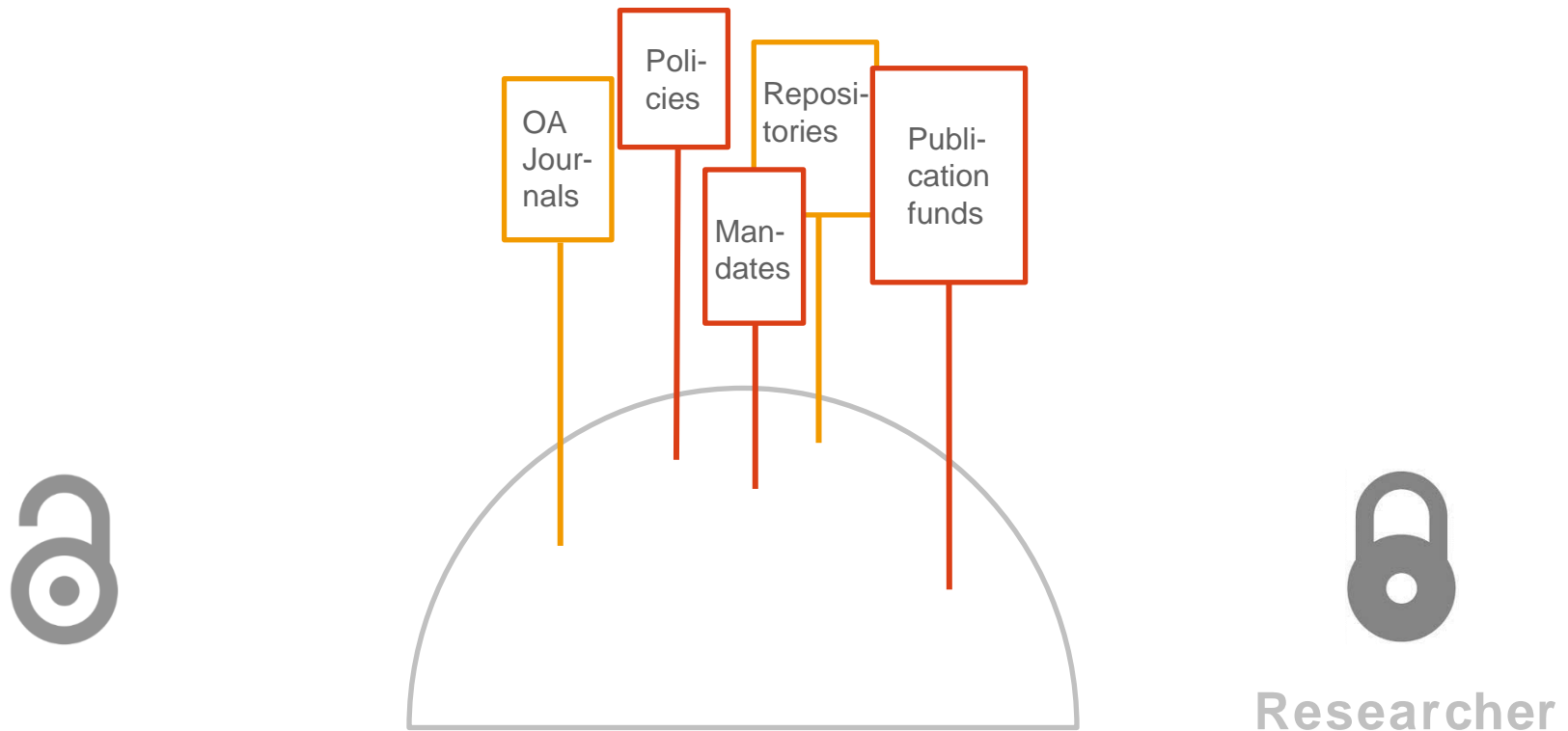
2. Stronger leverage in a new approach

OA has been trying to change researcher behavior



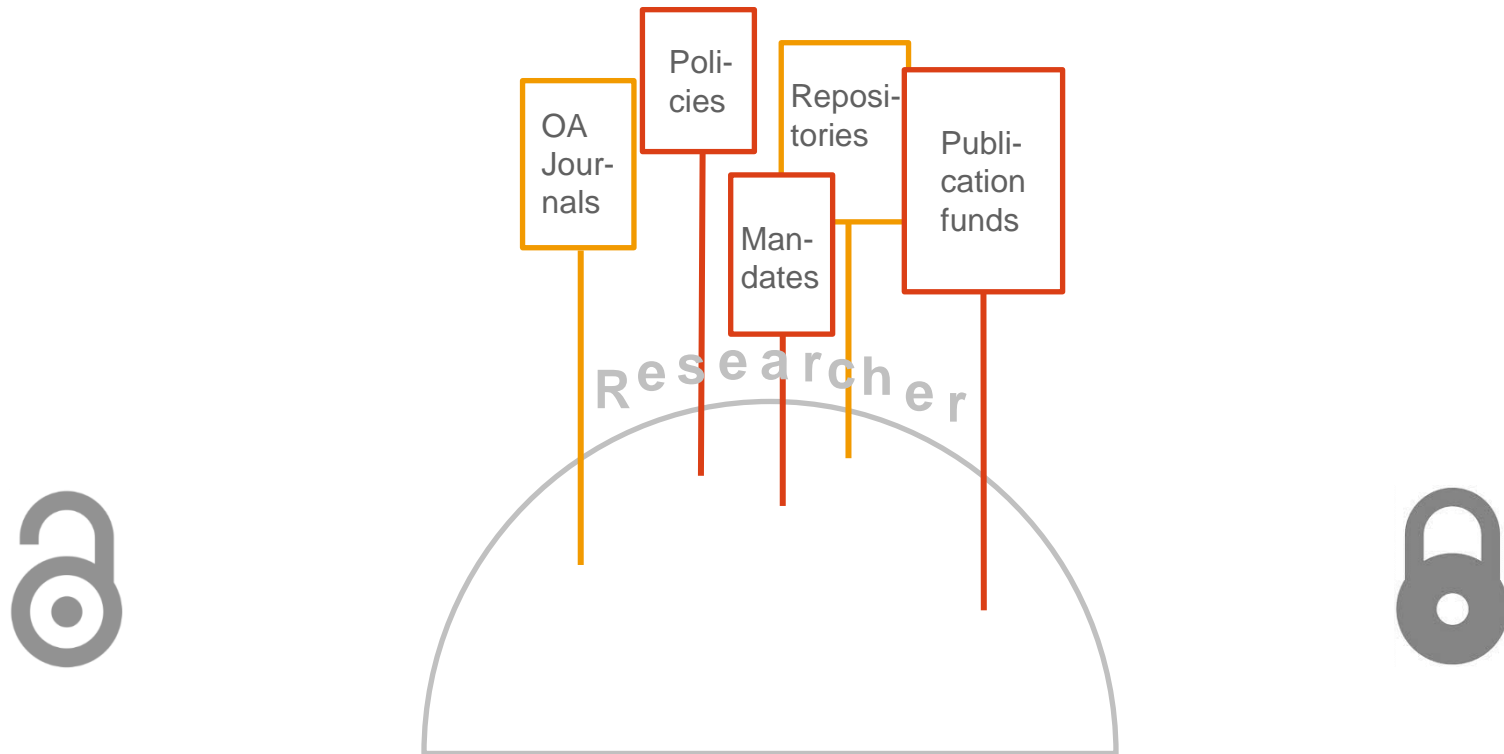
Researcher

OA has been trying to change researcher behavior



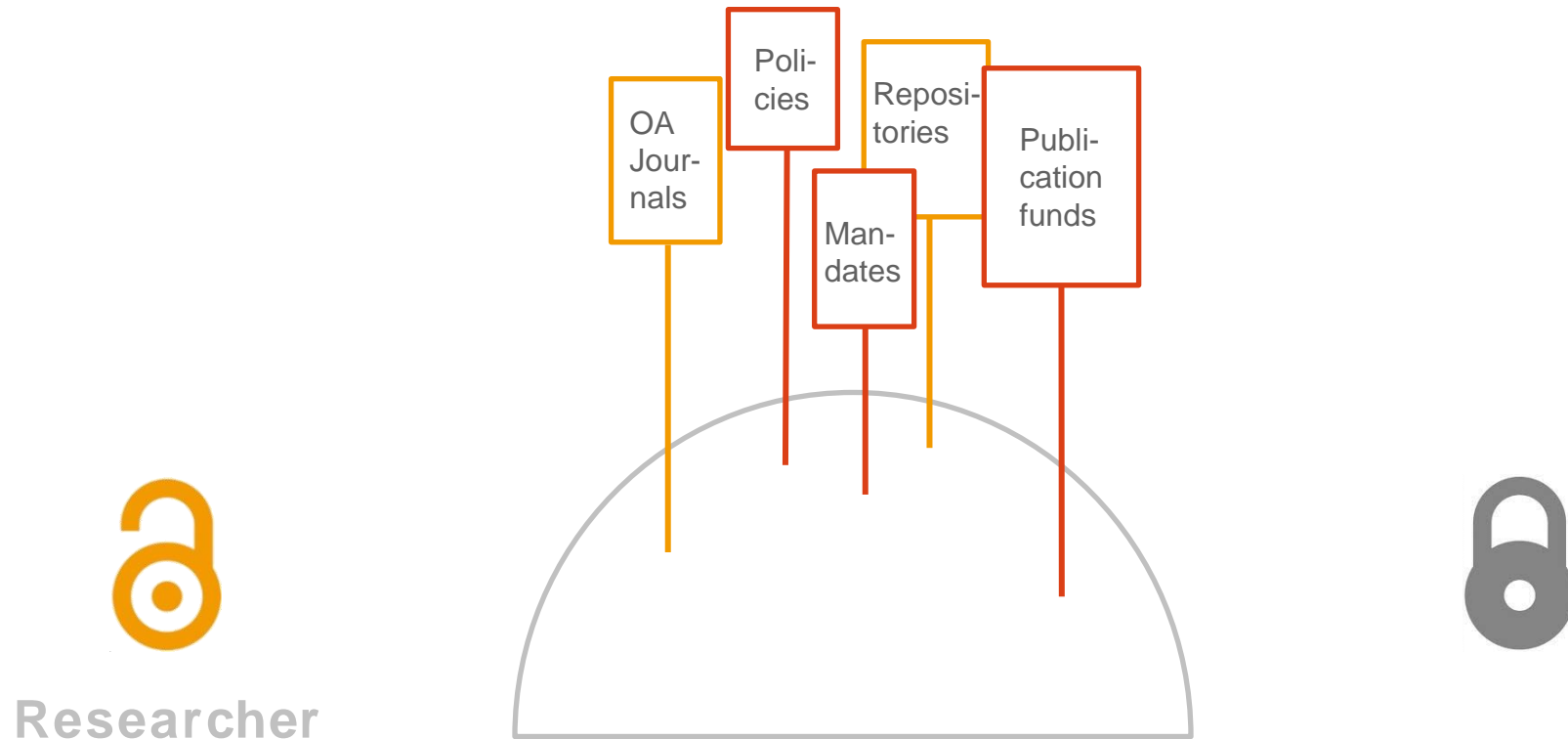
Current advocacy, mandates and support efforts force researchers to adopt practices outside their natural workflow

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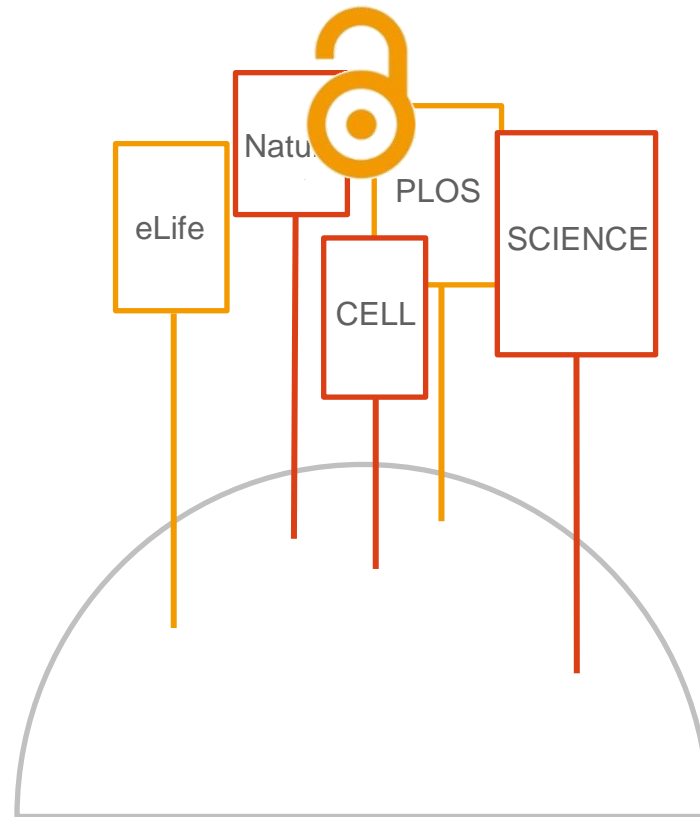
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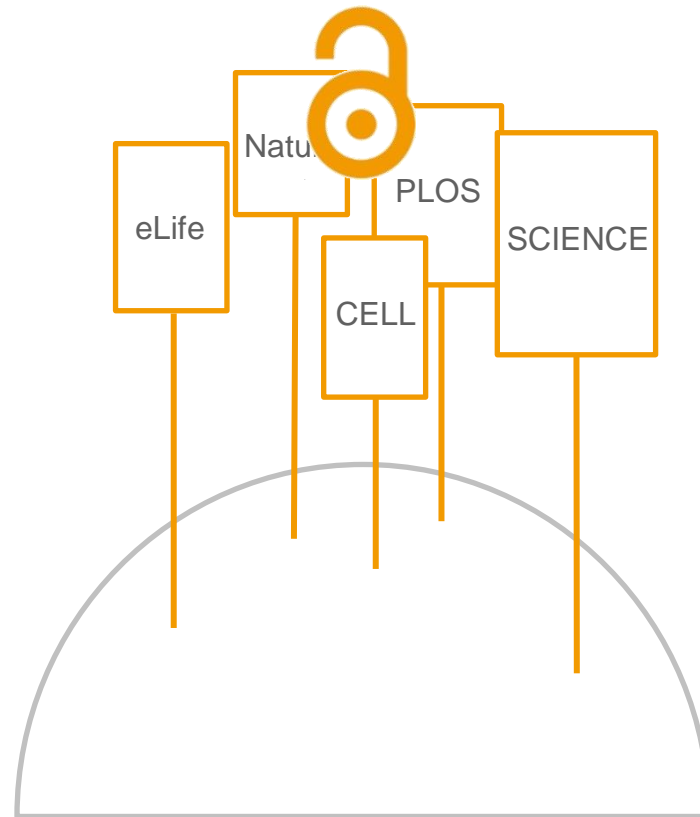
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How about bringing OA to researchers?



**By switching the business model of the existing corpus of journals
OA can be brought to the researchers**

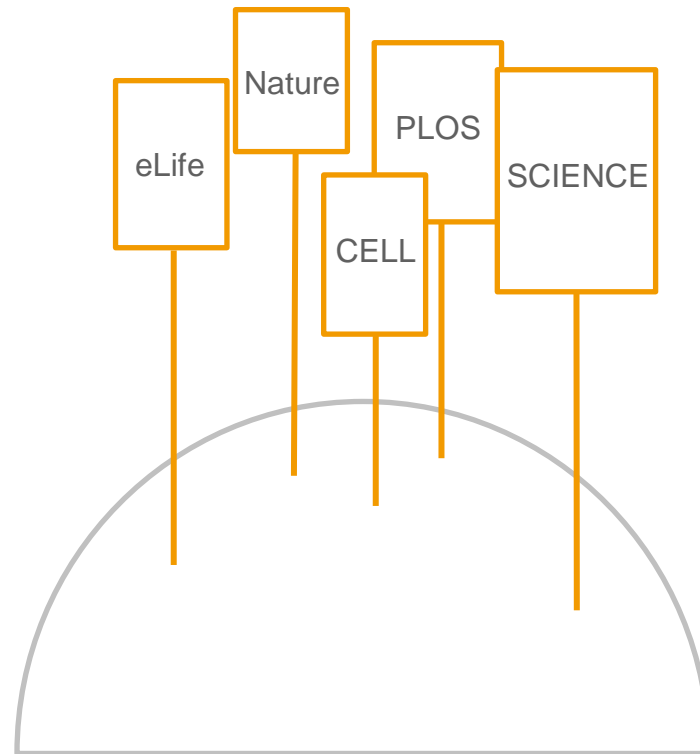
How about bringing OA to researchers?



Researcher

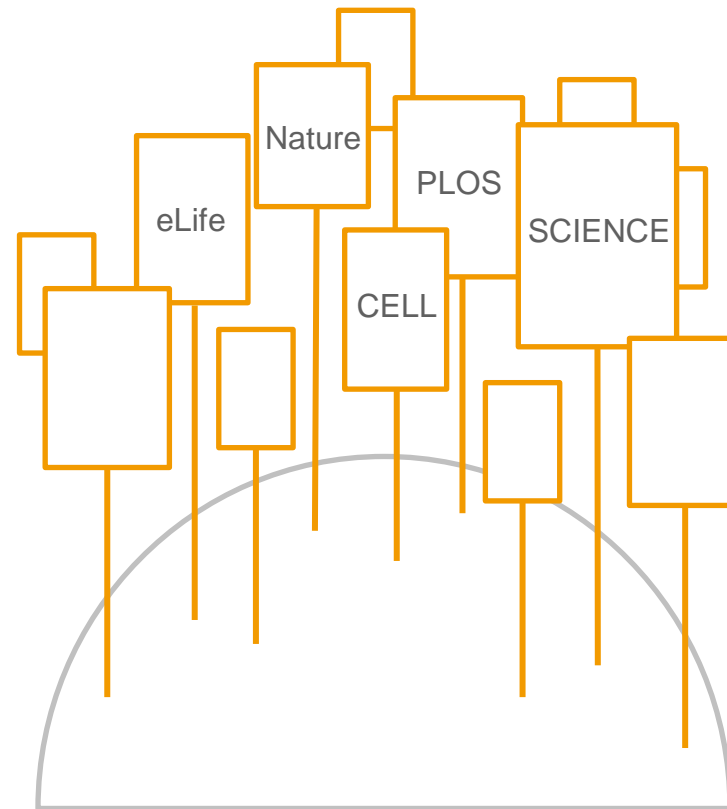
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How about bringing OA to researchers?



**By switching the business model of the existing corpus of journals
OA can be brought to the researchers**

Let's bring OA to the natural habitat of researchers



Instead of forcing researcher to change, we need to change the publishing system, specifically the underlying subscription business model

3. Leverage to bring down the paywall

Proposing a rapid and straightforward transition

Open Access on a **large scale** can only be accomplished if and as soon as we **change the business model** of the existing scholarly journals and **leave the subscription system** behind.

The pursued disruptions would **affect only the underlying cash flows**, rather than the publishing process itself or the roles of journals and publishers.



The power of our spending decisions

Financial demographics* of the scholarly publishing system show

- **there *is more than* enough money in the system**
- through the subscription system we are putting in the range of **\$5,000 per research paper** on the table

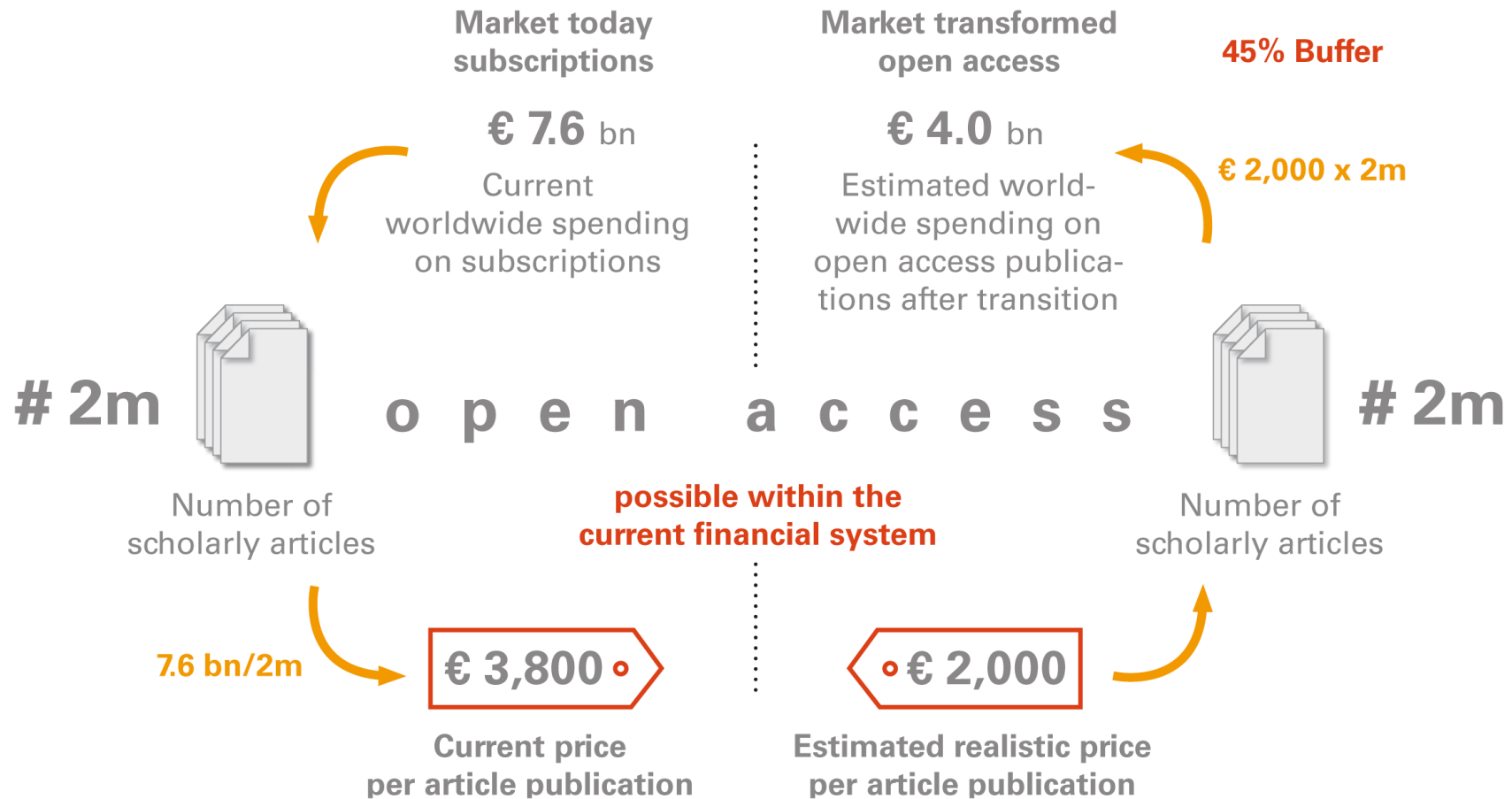
**2015 MPDL White Paper*

Using our power as authors and subscribers, we can drive **large-scale transformation** of the subscription system to ensure

- outputs are open and reusable
- costs are transparent and economically sustainable

Enough money in the system

Worldwide Publishing Market





Let's change tactics to propel Open Access forward

We don't need further mandates for researchers

we need a

mandate for our money



Transformation means converting subscription expenditures to funds that support open access



Global
subscription journal
budget
7.6 bn EUR p.a.
(≥3,800 EUR/article)

Open Access volume:
~15% of articles;
~4% of budget

Today's global subscription market >> today's open access market

Transformation means converting subscription expenditures to funds that support open access



7.6 bn EUR

Remaining subscription budget 10% (~0.8 bn EUR)

2.8 bn EUR buffer for new & improved services etc. (without remaining subscriptions)

Global open access journal base budget 4 bn EUR p.a. (2,000 €/article)

Assuming 90% conversion

4. The added leverage of a deteriorating system

A painful lesson for publishers

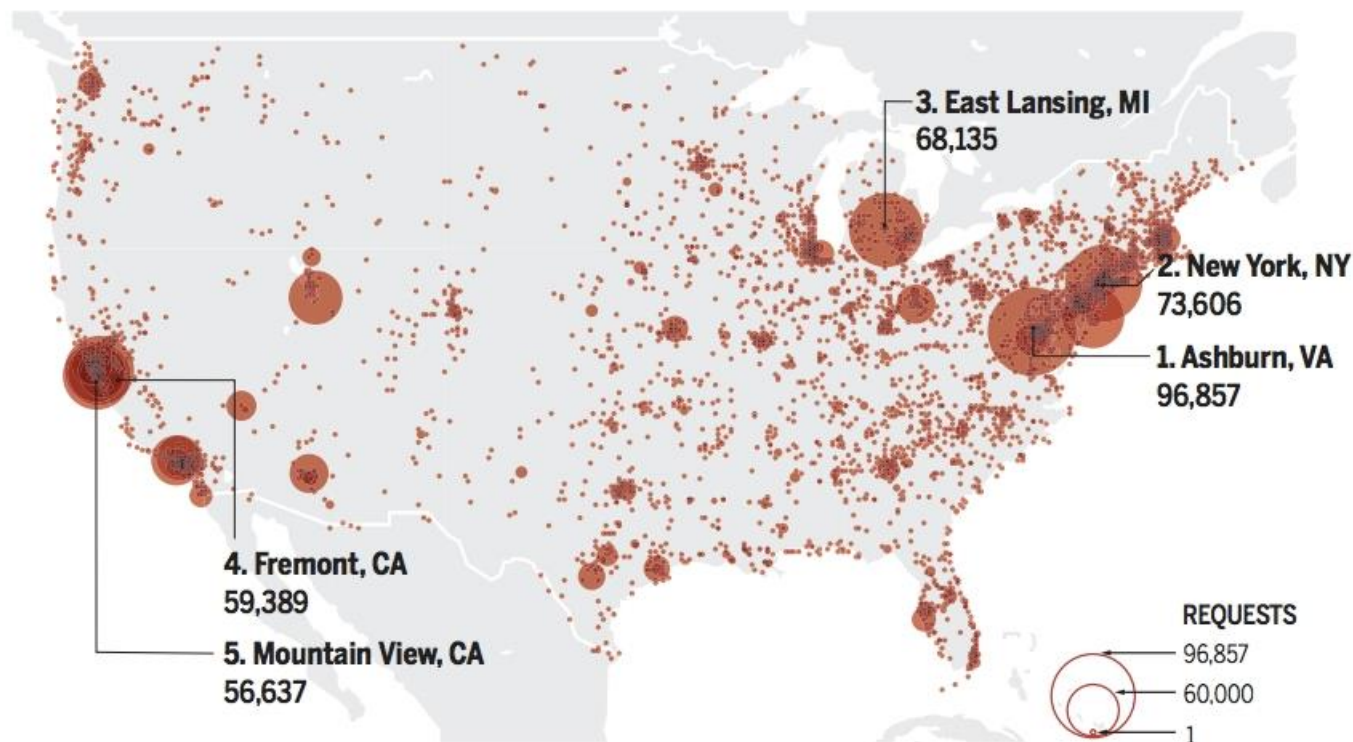


<http://31.184.194.81/>

And a painful lesson for libraries

Going to SciHub is not only an act of necessity! It is an expression of convenience!

Sci-Hub users in the United States seem to congregate near universities and likely have institutional access to the articles they request. This map excludes 27,000 download requests from anonymous U.S. IP addresses.



1 John Bohannon: Who's downloading pirated papers? Everyone, in: Science Mag, Apr. 28, 2016.
<http://www.sciencemag.org/news/2016/04/whos-downloading-pirated-papers-everyone>

By continuing to support the subscription model, we are effectively propping a deteriorating system.

open access
2020



The publishing system
The publishing system

as we know it
as we know it

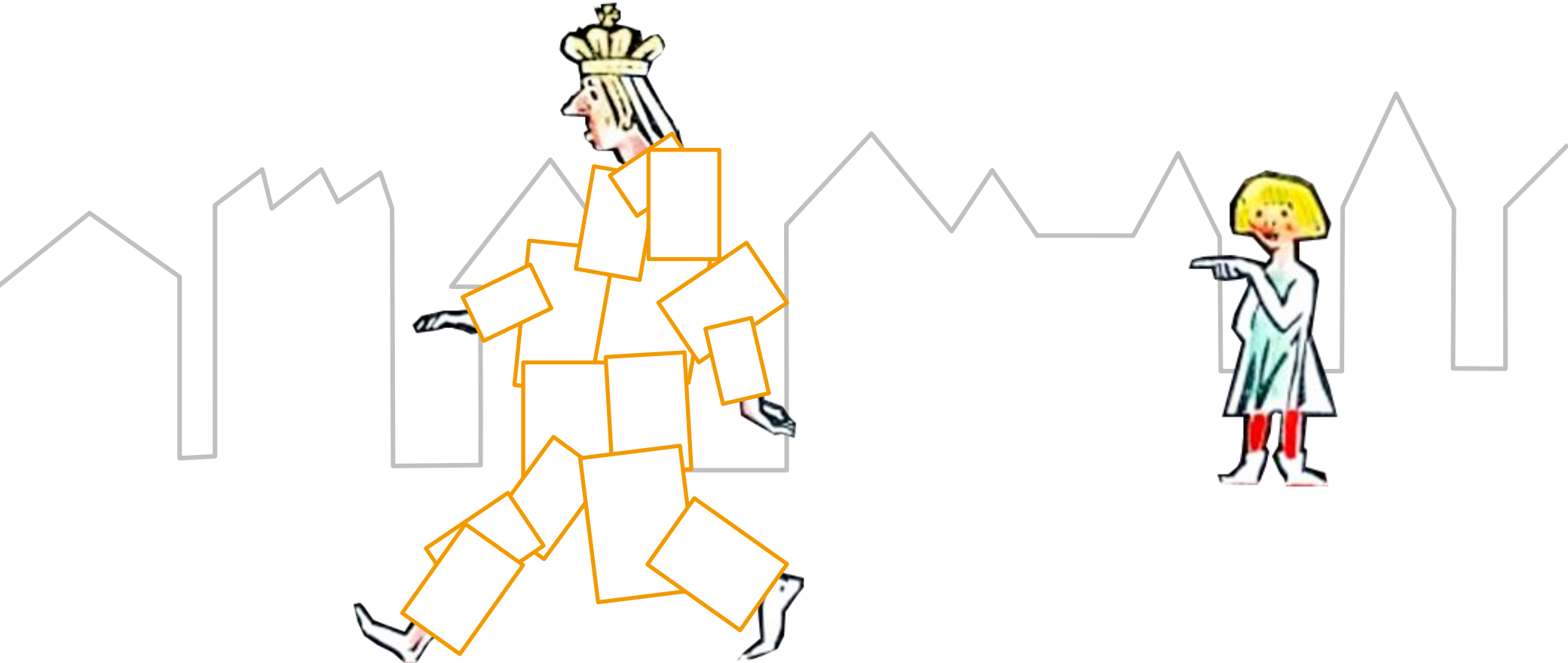
LIBRARIES

PUBLISHERS

The current paywall system is undeniably outdated, dysfunctional and does not meet 21st century researcher needs and expectations

Exposing the vulnerability of the subscription system

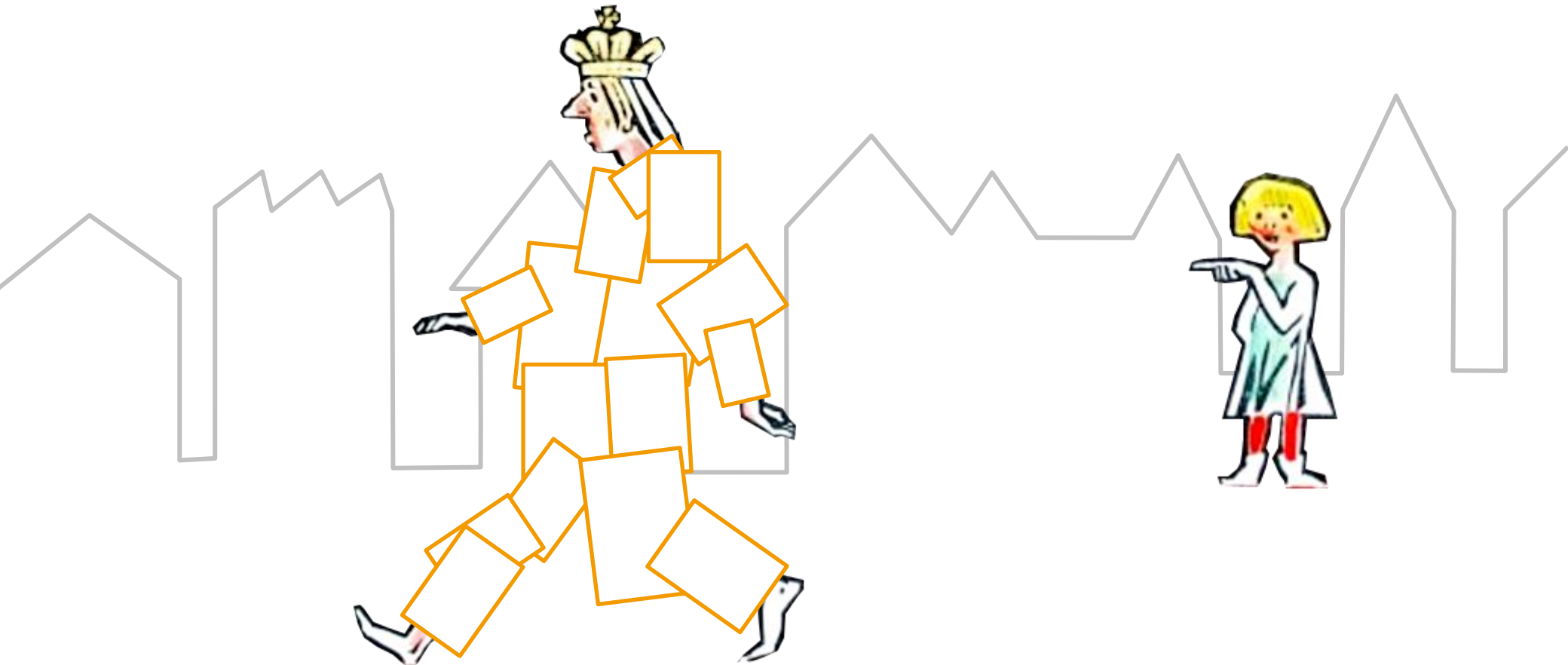
The Emperor's New Clothes, a fairy tale by Hans Christian Andersen, Denmark (1837)



Just as the little girl exposed the nakedness of the ruler in Andersen's tale, SciHub has exposed the vulnerability and dysfunctionality of the subscription system



Exposing the vulnerability of the subscription system



Knowing what our researchers want and need, can we really continue to conduct business as usual under the deteriorating subscription system?

5. The unfolding of OA2020

About OA2020

OA2020 is a **global alliance** committed to **accelerating the transition** of today's scholarly journals **to open access**.

We collaborate to transform the current publishing system, **replacing the subscription business model** with **new models** that ensure that outputs are **open** and **re-usable** and that the costs behind their dissemination are **transparent** and **economically sustainable**.

A global alliance to meet global publishers at eye level

To date the OA2020 Initiative has been endorsed by 90 organizations from 30 nations across 5 continents.

Among the many national entities and library consortia supporting the OA2020 Initiative are:

Austria, FWF

Brazil, CAPES

Denmark, DEFF

Finland, FinELib

Germany, DfG

Hungary, EIS

Italy, CRUI

Japan, JUSTICE

Netherlands, VSNU

Norway, CERES/CRISTin

Portugal, FCT

Qatar National Library

South Africa, SANLiC

South Korea, KISTI

Spain, CSIC

Sweden, SUHF

Switzerland, swissuniversities

Turkey, ANKOS

United Kingdom, Jisc Collections

Support of OA2020 from the research community

UNIVERSITY OF CALIFORNIA, ACADEMIC SENATE

BERKELEY • DAVIS • IRVINE • LOS ANGELES • MERCED • RIVERSIDE • SAN DIEGO • SAN FRANCISCO



SANTA BARBARA • SANTA CRUZ

JANET NAPOLITANO, PRESIDENT
UNIVERSITY OF CALIFORNIA

Chair of the Assembly of the Academic Senate
Faculty Representative to the Regents

Re: Support for the University's Open Access Mission

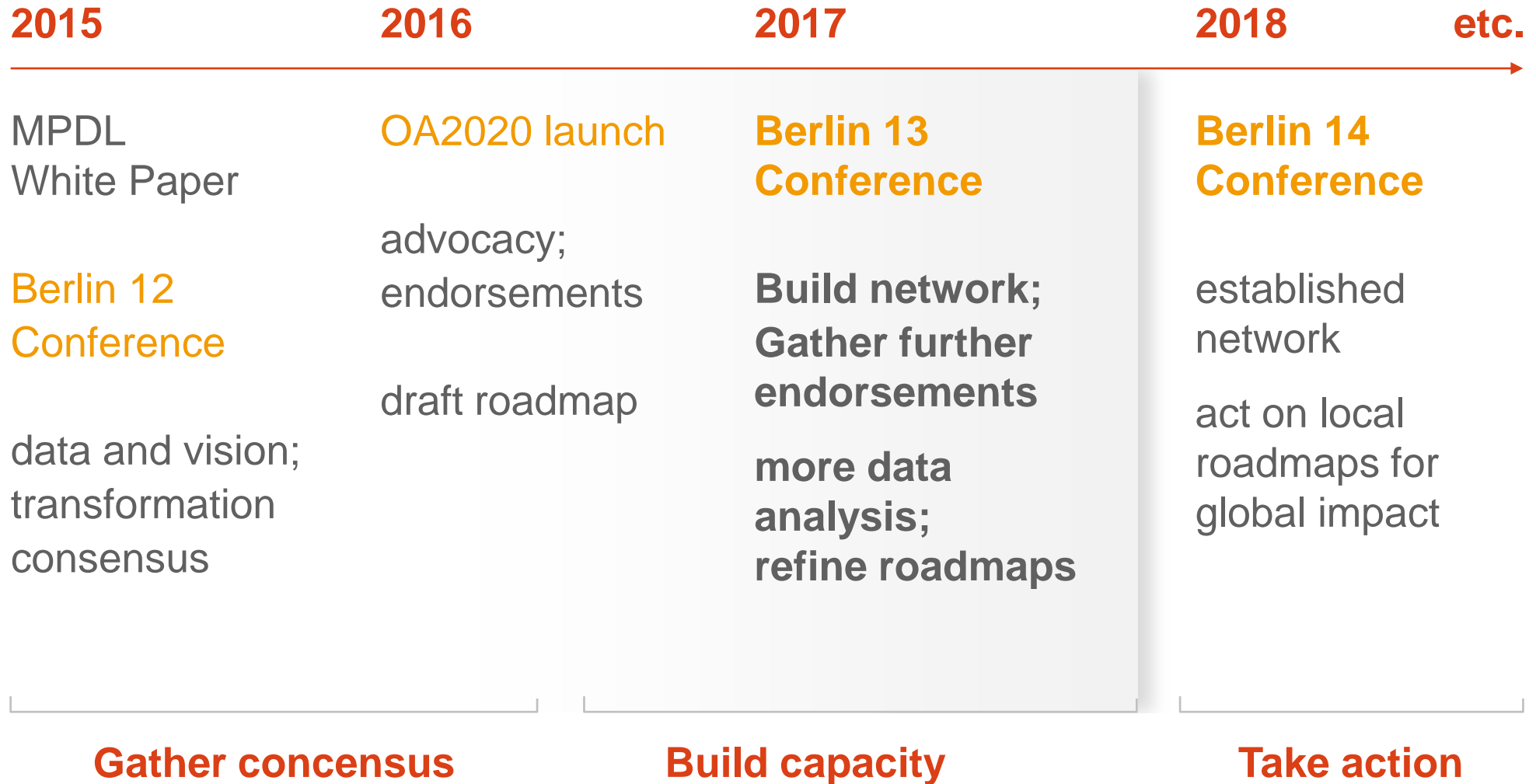
July 18, 2017

As the nation's largest public research institution and a source of two percent of the world's research literature, the University of California is uniquely positioned to further this goal for the benefit of people all over the world who currently do not have access to the vast majority of scholarly research articles.

OA2020 is consistent with the Senate's Open Access Policy and also aligns with UC's larger mission to conduct research in the public interest and to serve society by "transmitting advanced knowledge, discovering new knowledge, and functioning as an active working repository of organized knowledge."

UCOLASC and Academic Council support all efforts by UC campuses to promote Open Access to scholarly research, both in the service of the University's Open Access mission and **in the service of similarly-oriented global missions such as OA2020.**

Upscaling the OA2020 Initiative



6. Be part of the transformation

Endorse the Open Access 2020 Initiative

OA2020 Expression of Interest

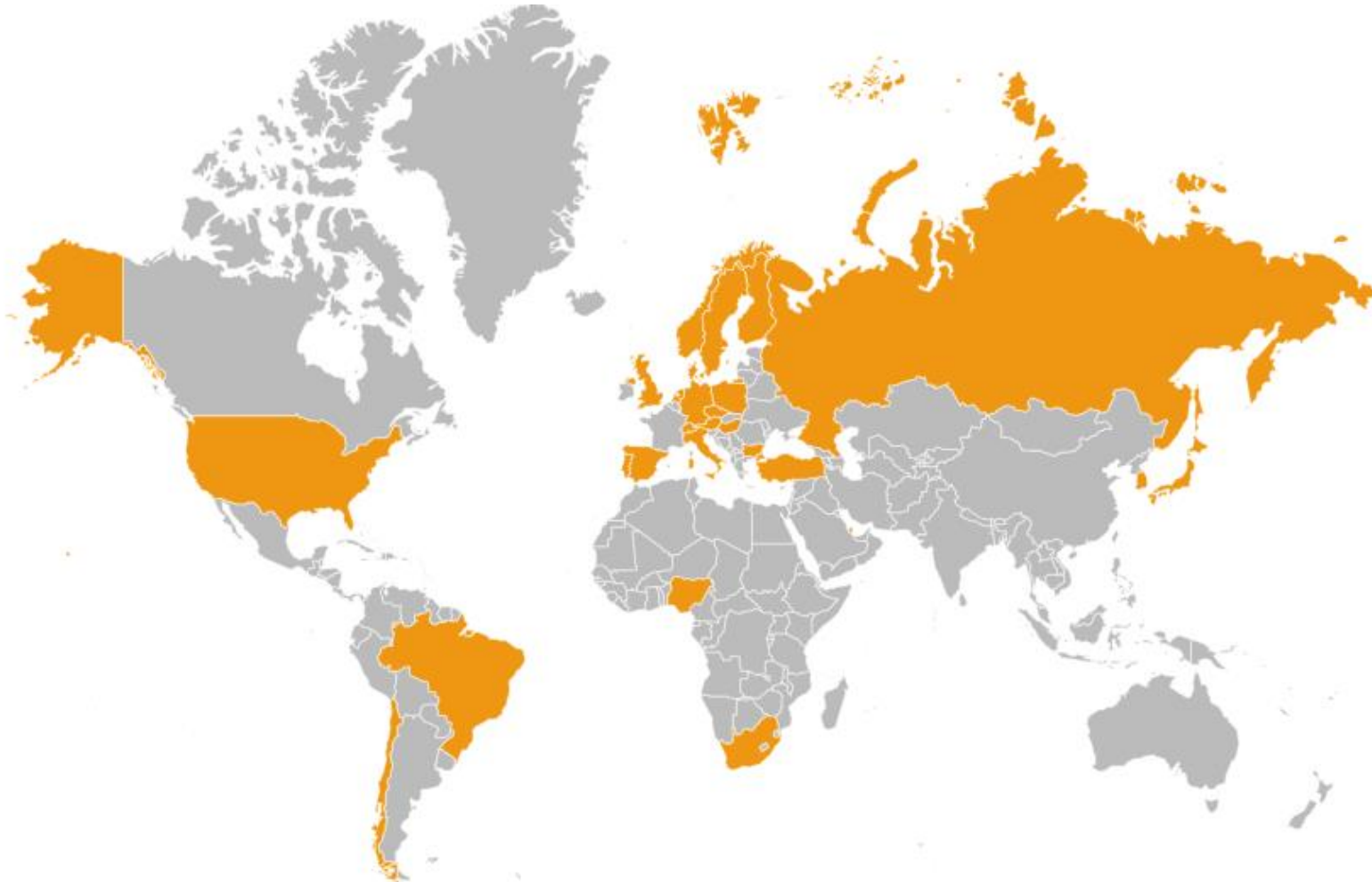
- Transform a majority of today’s scholarly journals from subscription to OA publishing in accordance with community-specific publication preferences.
- Pursue this transformation process by converting resources currently spent on journal subscriptions into funds to support sustainable OA business models.
- Engage all parties involved in scholarly publishing, in particular universities, research institutions, funders, libraries, and publishers to collaborate on a swift and efficient transition for the benefit of scholarship and society at large

Create and implement a local OA2020 Roadmap

Institutions pledge to make best efforts to repurpose subscription funds to support Open Access business models, according to local preferences.

Divest of subscriptions, invest in open access.

Collaborate, Advocate, Participate in OA2020



<https://oa2020.org>

Summary: OA2020 is about...

_____ exposing the dysfunctions and outdatedness of the subscription system

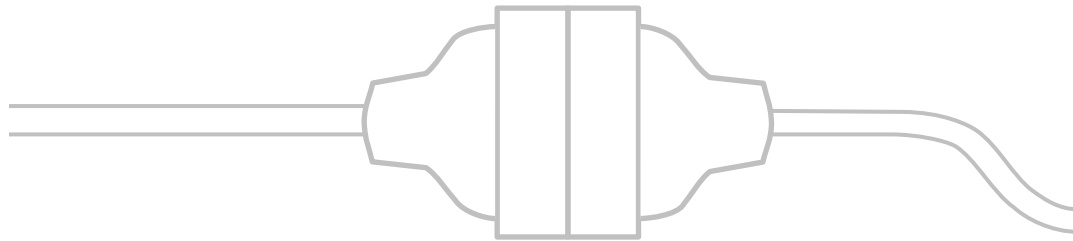
_____ proposing to remove our money gradually from the subscription system...

_____ ...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

It's time to unplug the system





It's time to unplug the system



We need to discontinue the subscription system and to **find new ways to finance the publishing services** that are wanted and needed in the 21st century

It's time to unplug the system

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o p e n a c c e s s



We need to discontinue the subscription system and to **find new ways to finance the publishing services** that are wanted and needed in the 21st century