

# MECHANISMS FOR TRANSFORMATION

## The transformative agreement strategy

**Kai Geschuhn**, Max Planck Digital Library | ESAC Initiative

14th Berlin Open Access Conference, 3–4 December 2018, Berlin

# Effecting large-scale transition

Transformative agreements are an essential part of a comprehensive open access strategy!

**Direct impact on the subscription system**

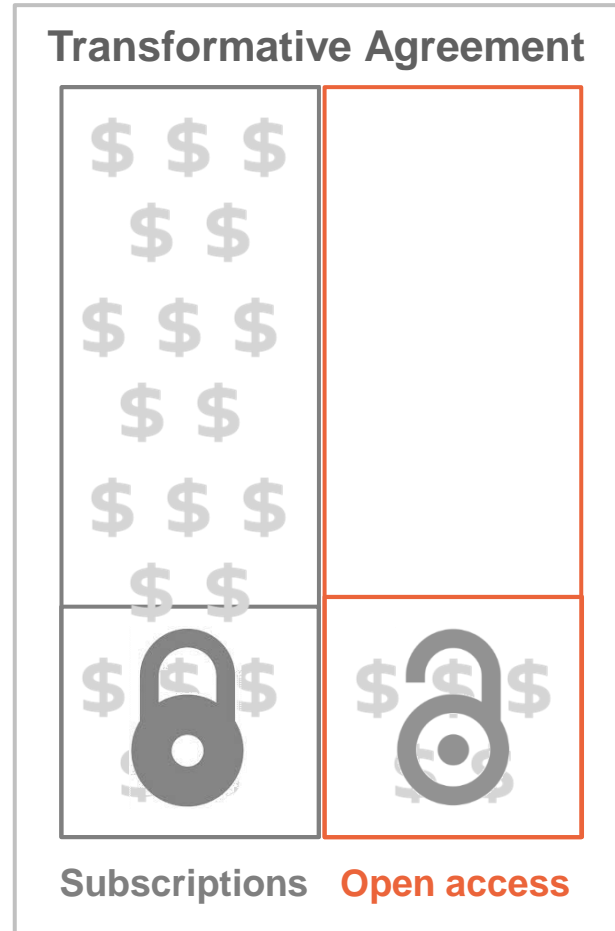
Enable formal **shift of investment** to OA

Rein in unmonitored and **uncontrolled hybrid publishing costs**

Shift transactions **from big-deal packages to article-level** (workflows)

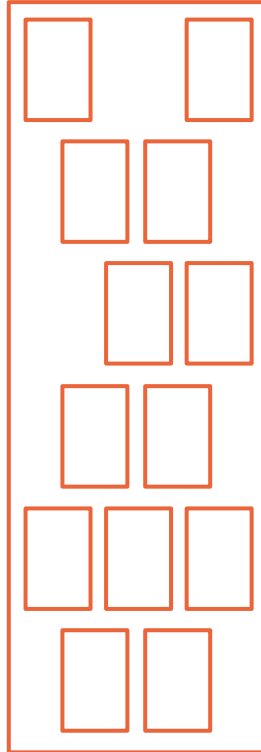
Create conditions for a **transparent and competitive** publishing service market

# Objective: shift budgets to OA



# Objective: unbundle packages

OA Publishing



Access



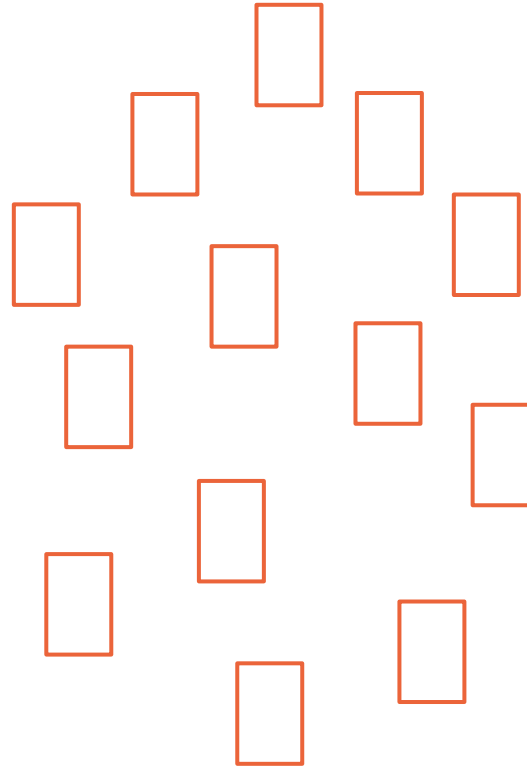
# Objective: Allow money to follow the researchers



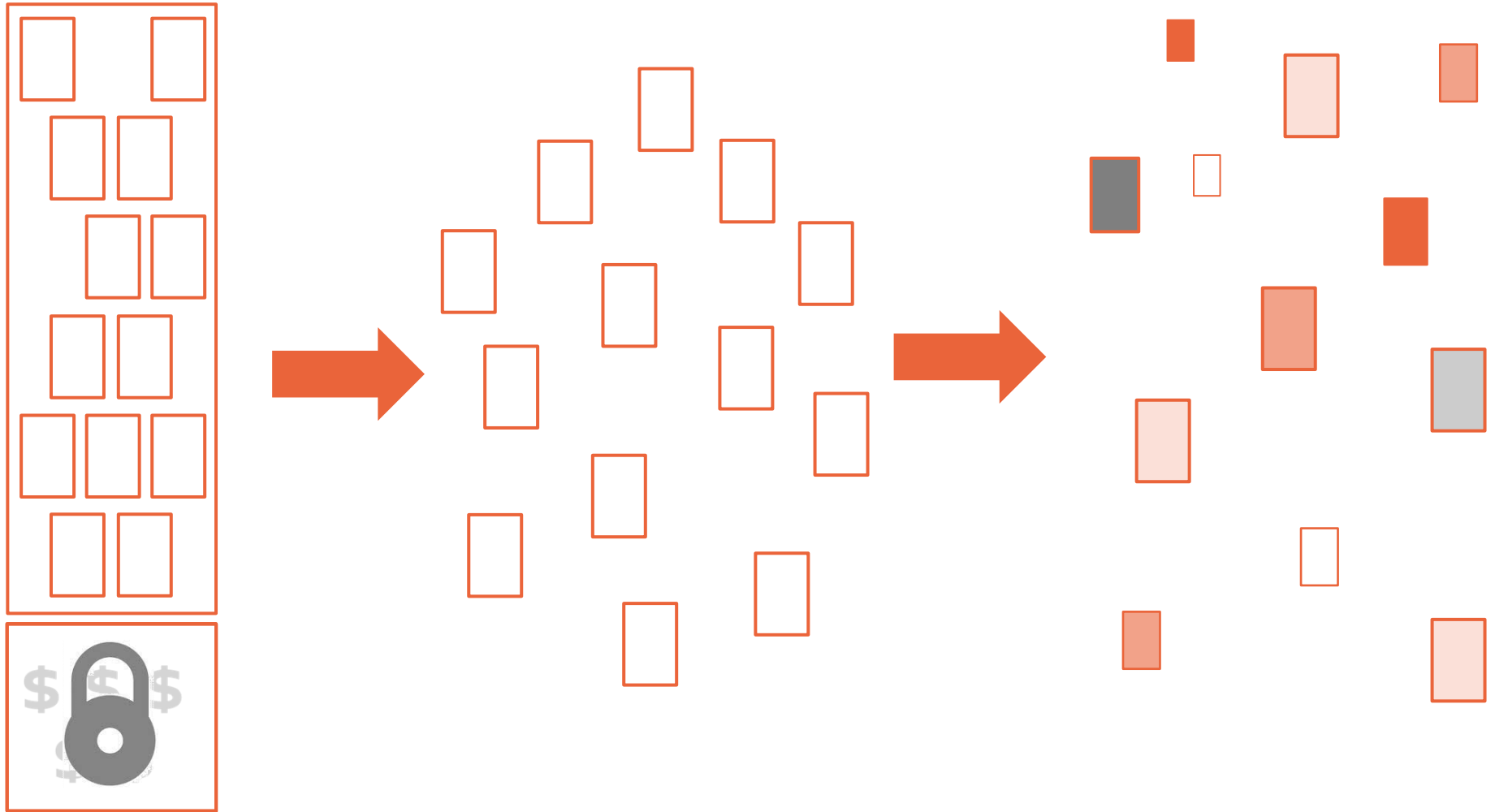
# Objective: transparency and a competitive market



OA Publishing



# A model for transformation



# Temporary and transitional



**MIT and Royal Society of Chemistry**  
signed first North American “Read and Publish” agreement

*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.*

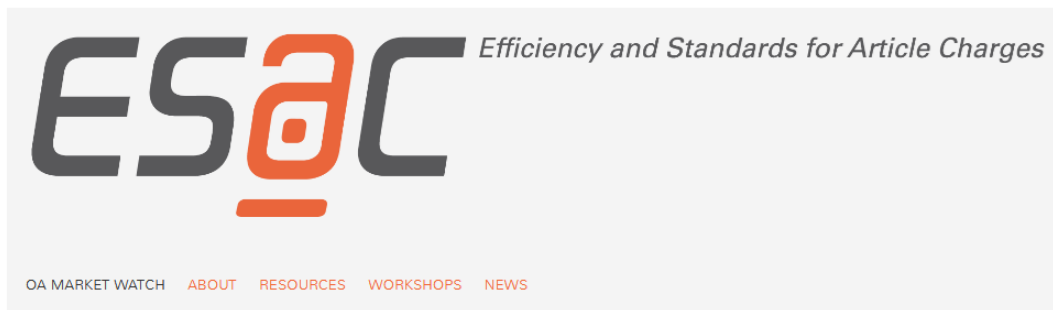




cOAlition S recognises models that avoid non-transparent and non-fair pricing, such as ‘offsetting’ and ‘read & publish’ models as a way of achieving compliance with Plan S during a transition period.

cOAlition S will require that the details of such agreements are listed on a website to ensure transparency, and encourages consortia to develop shared requirements for this. **cOAlition S intends to collaborate with the Efficiency and Standards for Article Charges (ESAC) initiative to ensure registration and dissemination of agreements.**

# Market transparency



## OA MARKET WATCH

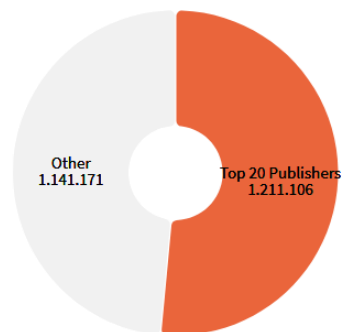
While 80% of the academic publishing market is still based on the paywall subscription business model, open access publishing is growing. As the primary open access business model adopted by these publishers is based on payment of Article Processing Charges (APCs), efforts to monitor, assess and exert critical market pressure on their APC price points are vital.

While the [Open APC Initiative](#) constitutes an essential tool for monitoring APCs, ESAC aggregates data and relevant facts for a number of major publishers in order to illustrate their market position and better assess the development of the scholarly publishing market as it transitions to open access.

There is significant market concentration in academic publishing, with just 20 publishers accounting for half of the articles published annually and indexed in Web of Science:

### Global article output

Articles distributed over the number of publishers



Source: Web of Science data 2018

• A Flourish data visualisation

## Publisher Fact Sheets (upcoming)

[Elsevier](#)

[Wiley](#)

[Springer Nature](#)

[Taylor & Francis](#)

[ACS](#)

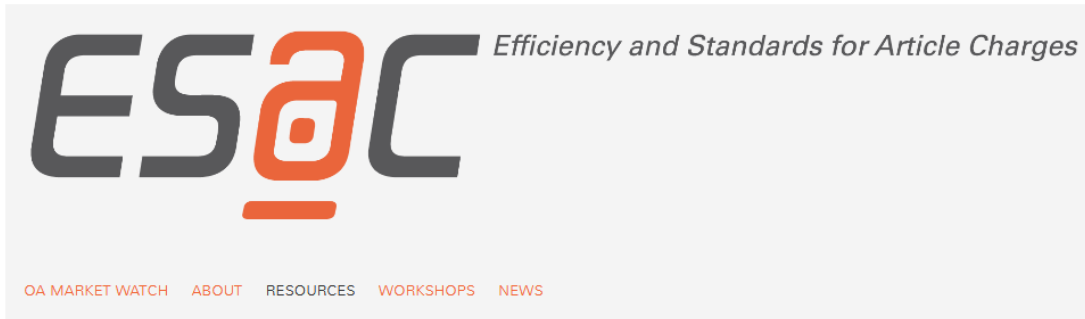
[RSC](#)

## News

- [Democratising Knowledge: a report on the scholarly publisher, Elsevier, by Dr. Jonathan Tennant](#) November 16, 2018
- [EUA asks European Commission to investigate lack of competition in the scholarly publishing business sector](#) November 6, 2018
- [Researchers submit a formal complaint regarding RELX and the wider scholarly publishing market to the EU competition authority](#) October 26, 2018
- [Happy Open Access Week! Let's develop a culture of sharing! ESAC Initiative becomes an information-sharing hub for OA negotiators](#) October 25, 2018
- [2018's Workshop report published](#) July 31, 2018

## Collaborate

With its collaborative approach, ESAC relies on



## Share agreement facts

The open access transformation comes with a cultural change regarding the way how consortia and negotiators exchange information and share their lessons learned. This portal offers an opportunity to share facts and assessments of the transformative open access agreements globally in place ("offsetting", "read and publish"). Our aim is to create transparency with respect to availability, mechanisms, and key parameters of transformative agreements. By this we will set the necessary basis for our collaborative work on their advancement towards an efficient and sustainable APC market.

You are kindly invited to share key parameters and personal assessments with the community through the following form. Every submission will be carefully reviewed in advance of its final release. You will help us to soon come up with a current agreement overview that will enable libraries and consortia around the world to engage with others in order to align strategies and make informed decisions in the negotiations.

Publisher \*

Agreement specification (eg "Springer Compact", "Read and Publish", etc)

Agreement period

Negotiating

## Collaborate

With its collaborative approach, ESAC relies on contributions from its partners, library consortia and research organizations from around the world. Send us an email and learn more about how to get involved.

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