



o p e n   a c c e s s  
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# Power and principles to transform scholarly publishing

**“Publishing differently: new ways to evaluate and disseminate the scientific knowledge in the digital area” Workshop**

20 February 2020 – Neurocampus Michel Jovet, Lyon

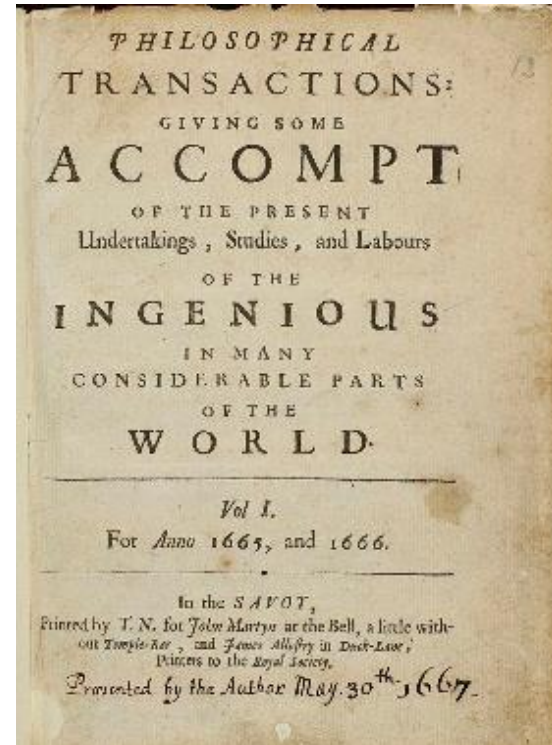
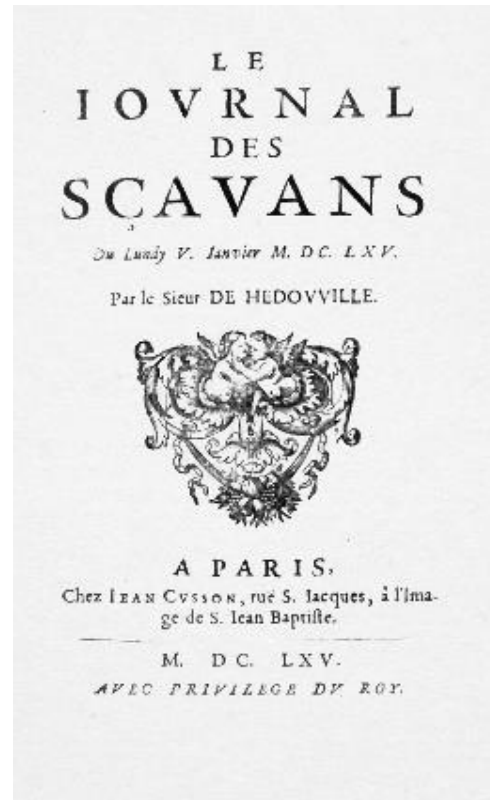
**Colleen Campbell**

Open Access 2020 Initiative | Max Planck Digital Library



**@oa2020ini**

# If we were to invent a new system of scholarly communication today, what would it look like?



The Journals des Savants and the Philosophical Transactions of the Royal Society are thought to be the first scientific publications and their first editions were published just a couple of months apart in 1665)

# Expectations of scholars, scientists and citizens in our digital era.



## It's a Sci-Hub world

Server log data for the website Sci-Hub from September 2015 through February paint a revealing portrait of its users and their diverse interests. Sci-Hub had 28 million download requests, from all regions of the world and covering most scientific disciplines.

Still today, 82% of new research is published behind subscription paywalls. Of that, 72% by just 10 publishers.

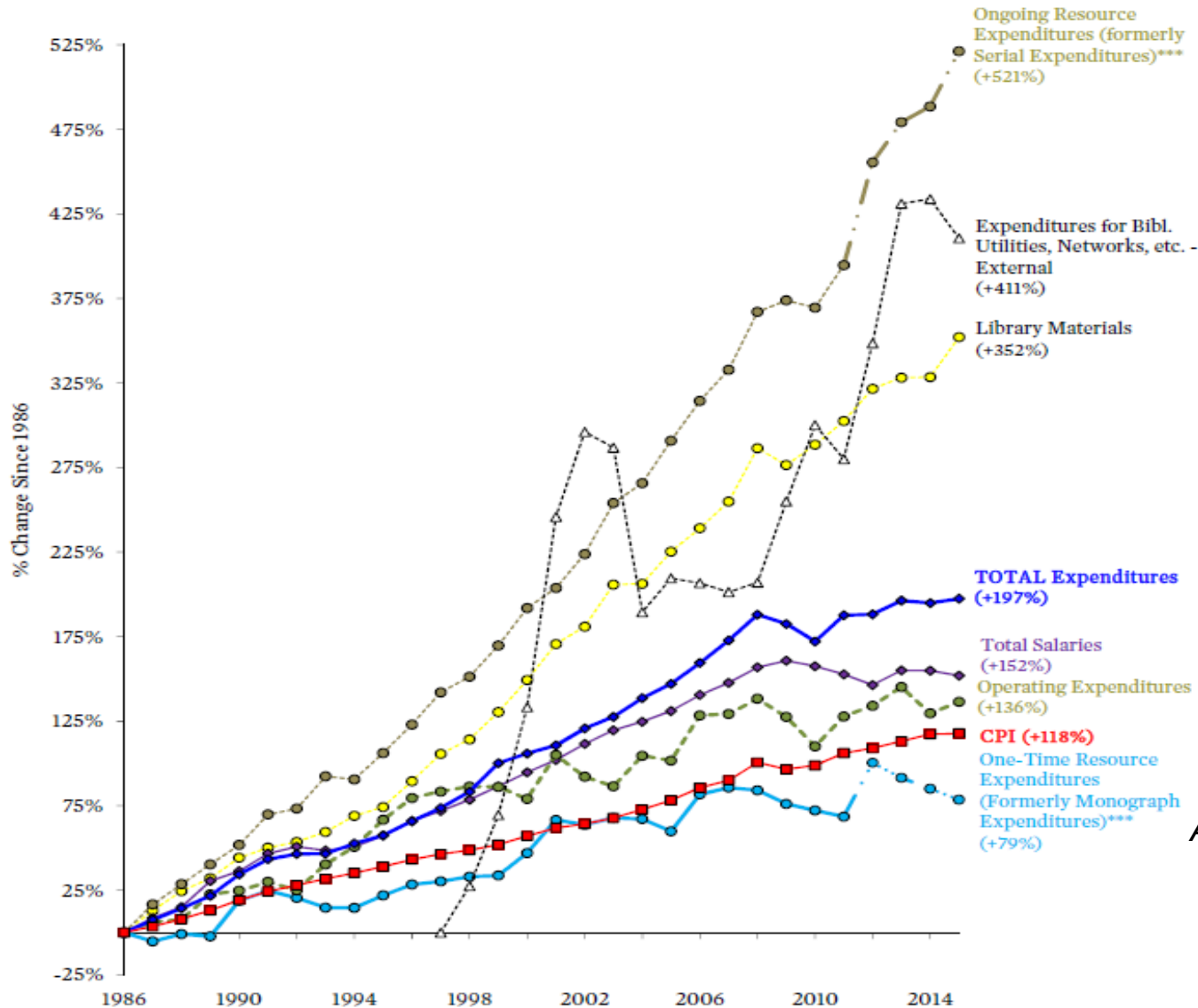
Global Publisher Market Share indexed in the Web of Science between 2014–18





**What stands in the way of an OA future?**

# The subscription system in scholarly publishing is characterized by peculiar features



ARL Statistics 2014-15



## **The subscription system in scholarly publishing is characterized by peculiar features**

### **Publishers hold the copyright to all articles**

Elsevier sued SciHub in 2017 and was awarded \$ 15mn in damages for 100 articles -> copyrights are worth \$ 150.000 / article

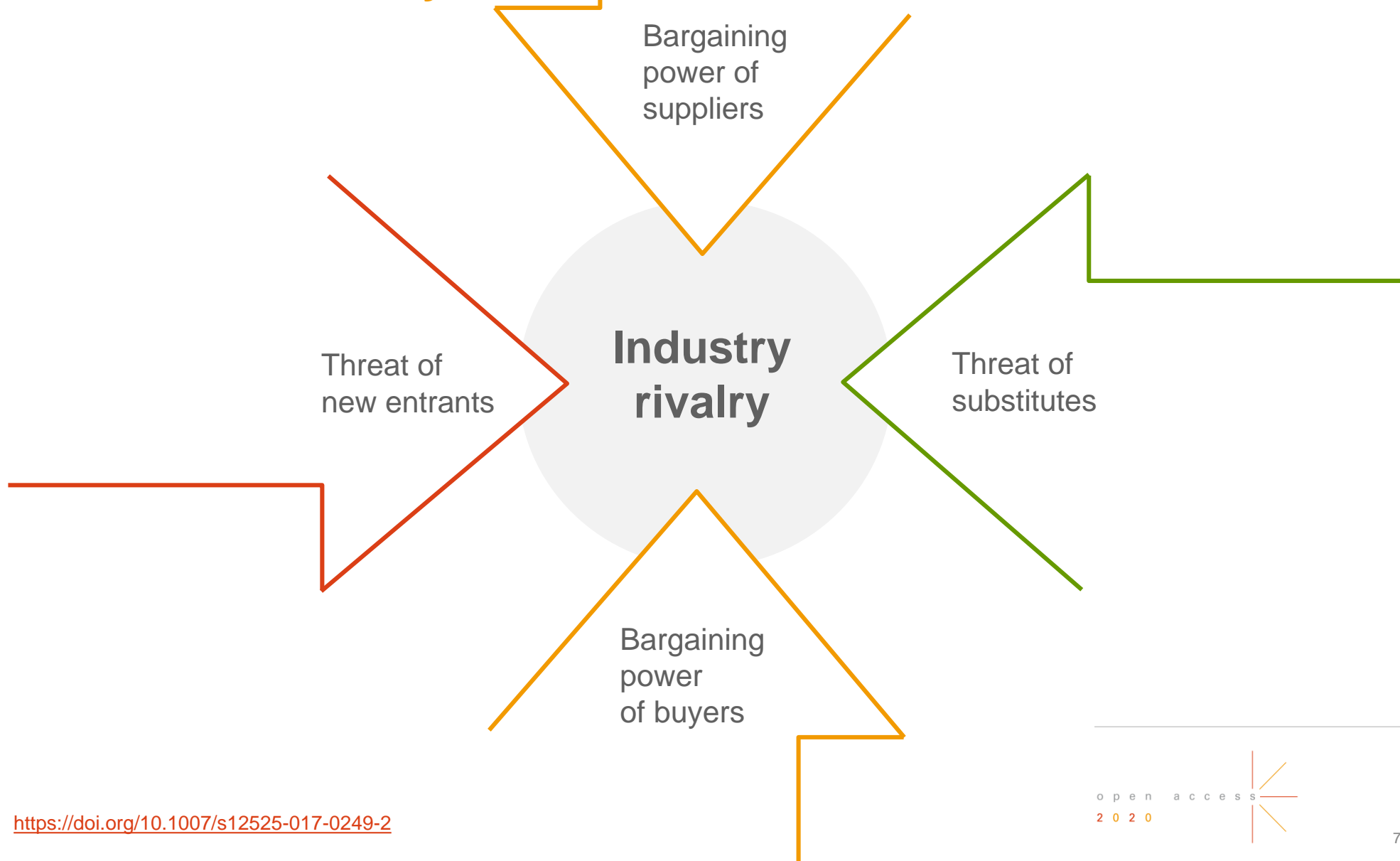
### **Divide et impera**

The same publishers negotiate with many different customers and demand that non-disclosure agreements are signed; individual pricing is kept secret.

### **Freedom of information**

Prices paid for the same “Big Deals” are largely different and solely based on historical print costs (the only commonality is the ~5% annual price increase)

# Publishers have no incentive to change this highly lucrative system.

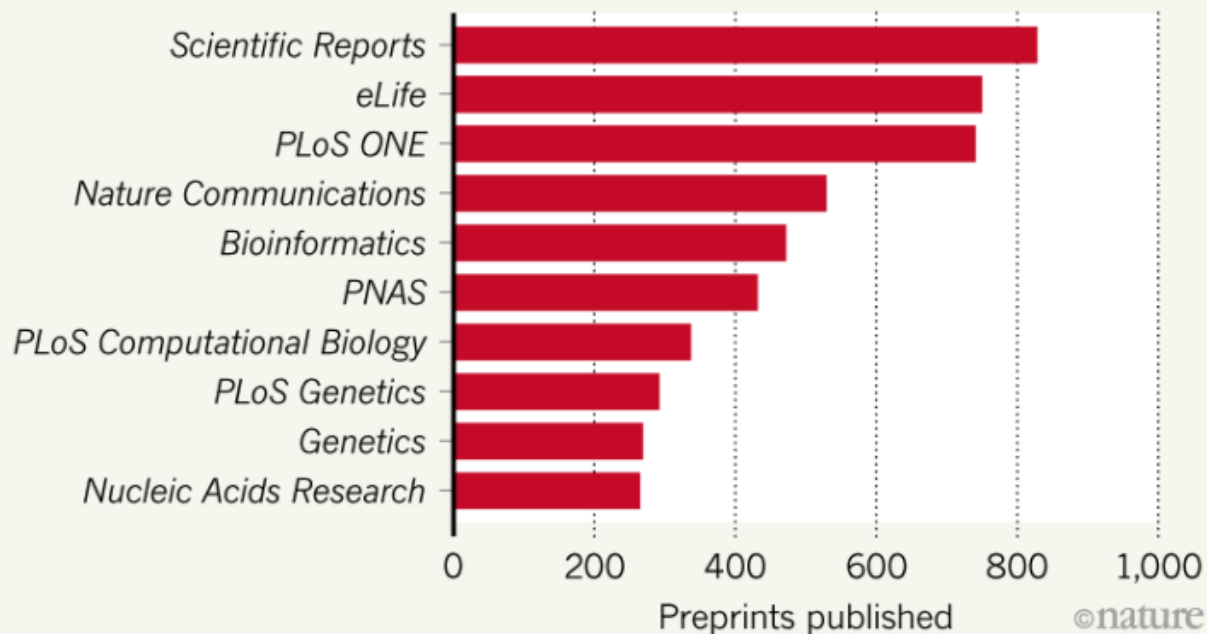




# Researchers still want their journals. At least for now....

## PREPRINTS' FINAL DESTINATIONS

Some 42% of all preprints on bioRxiv have also been published in a peer-reviewed journal. Here are the top ten journals that publish those preprints.



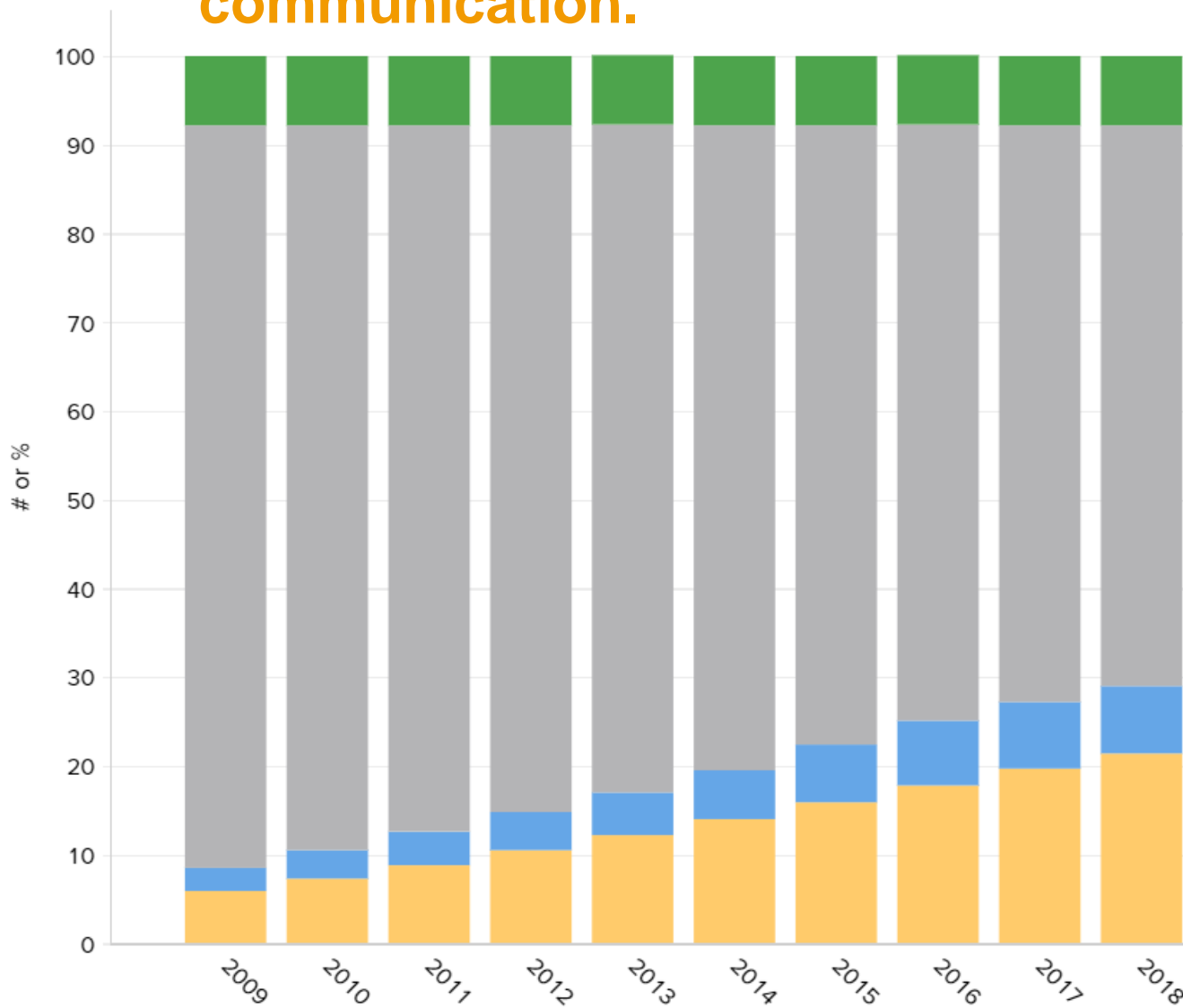
Source: R. J. Abdill & R. Blehman Preprint at bioRxiv <https://doi.org/10.1101/515643> (2019).

## Researchers still want their journals. At least for now....

“...enabling the broadest possible readership is an important way to maximize the impact of their research findings. 64% of respondents indicated they would be **happy to see the traditional subscription-based publication model replaced entirely by an open access system....**

Some 70% of faculty stated “If the traditional subscription-based publication model is replaced entirely by an open access model, I would be happy to see the same publishers stay involved in the open access model”

# It will take decades at the current growth rates for Open Access to become the default in scholarly communication.



“Open Access still represents a minority of the annual scholarly output, and it will take decades at the current growth rates for OA to take over (to reach, say 80%+ of share).”

<https://open-access.deltathink.com/Market-Sizing.html>



**What can we do about it?**

## Use our leverage as funders.

“**cOAlition S** strongly encourages institutions and consortia to develop new transformative agreements and will only financially support agreements after 1 of January 2021 where they adhere to the ESAC Guidelines.”

There are three routes for being compliant with Plan S:

	Open Access publishing venues (journals or platforms)	Subscription venues (repository route)	Transition of subscription venues (transformative arrangements)
Route	Authors publish in an Open Access journal or on an Open Access platform.	Authors publish in a subscription journal and make either the final published version (Version of Record (VoR)) or the Author's Accepted Manuscript (AAM) openly available in a repository.	Authors publish Open Access in a subscription journal under a transformative arrangement.
Funding	cOAlition S funders will financially support publication fees.	cOAlition S funders will not financially support 'hybrid' Open Access publication fees in subscription venues.	cOAlition S funders can contribute financially to Open Access publishing under transformative arrangements.

## Use our leverage as researchers.

📅 January 14th, 2019

# Resignation of the editorial board of the Journal of Informetrics



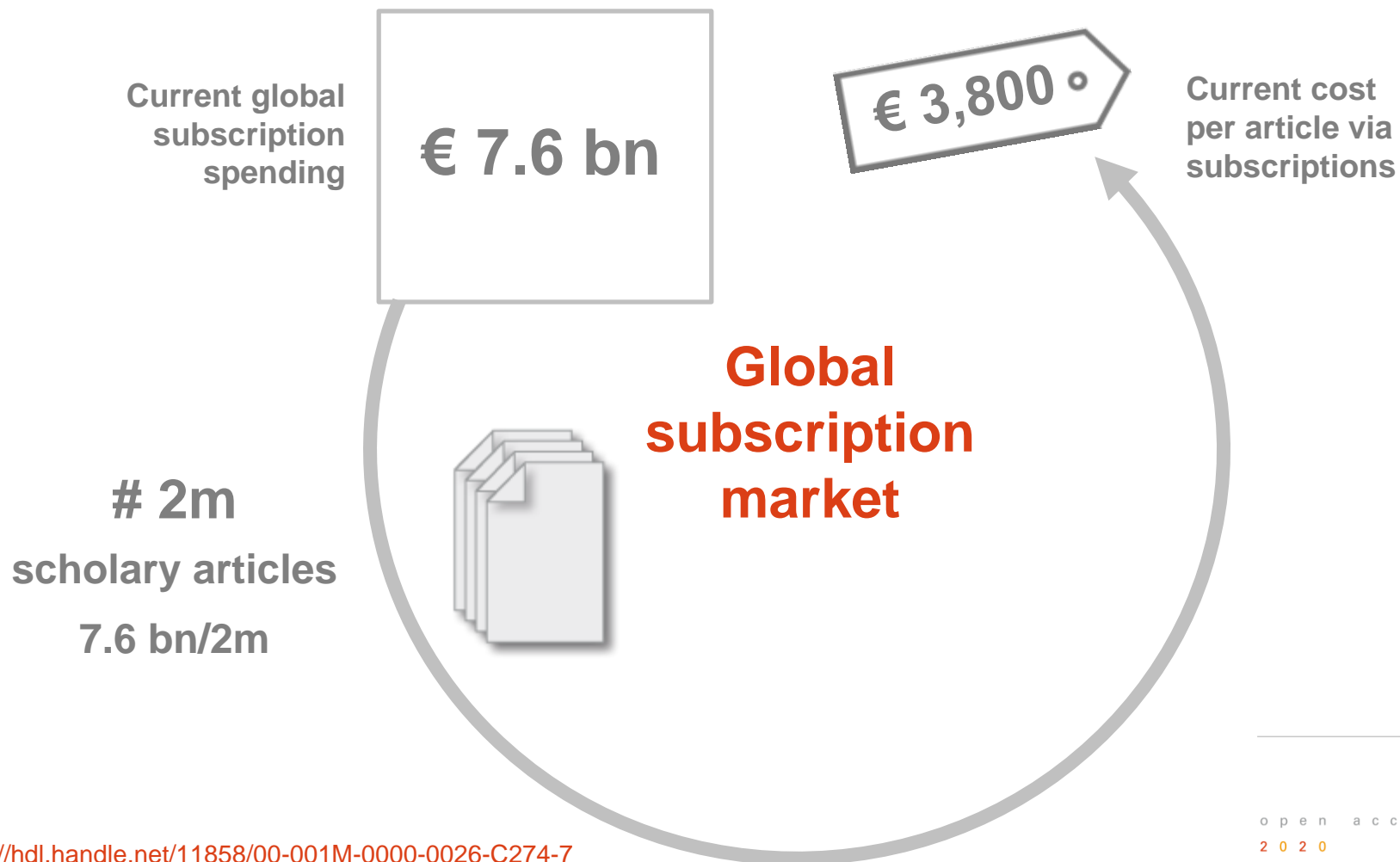
Over the last few years, the editorial board of the Journal of Informetrics (JOI) has grown increasingly dissatisfied with Elsevier's actions and policies. While some of those have specific effects on our field—such as Elsevier's refusal to participate in the Initiative for Open Citation (I4OC)—others are affecting all fields of science—such as its restrictive open access policies and prohibitive subscription costs. The editorial board of JOI expressed these concerns to Elsevier on numerous occasions, with no success. Given the inability of Elsevier to address these issues, the editorial board unanimous resigned on January 10th 2019. As of January 12th 2019, names of associate editors and editorial board members have been removed from the website of the Journal of Informetrics.

The resignation letter can be found [here](#).

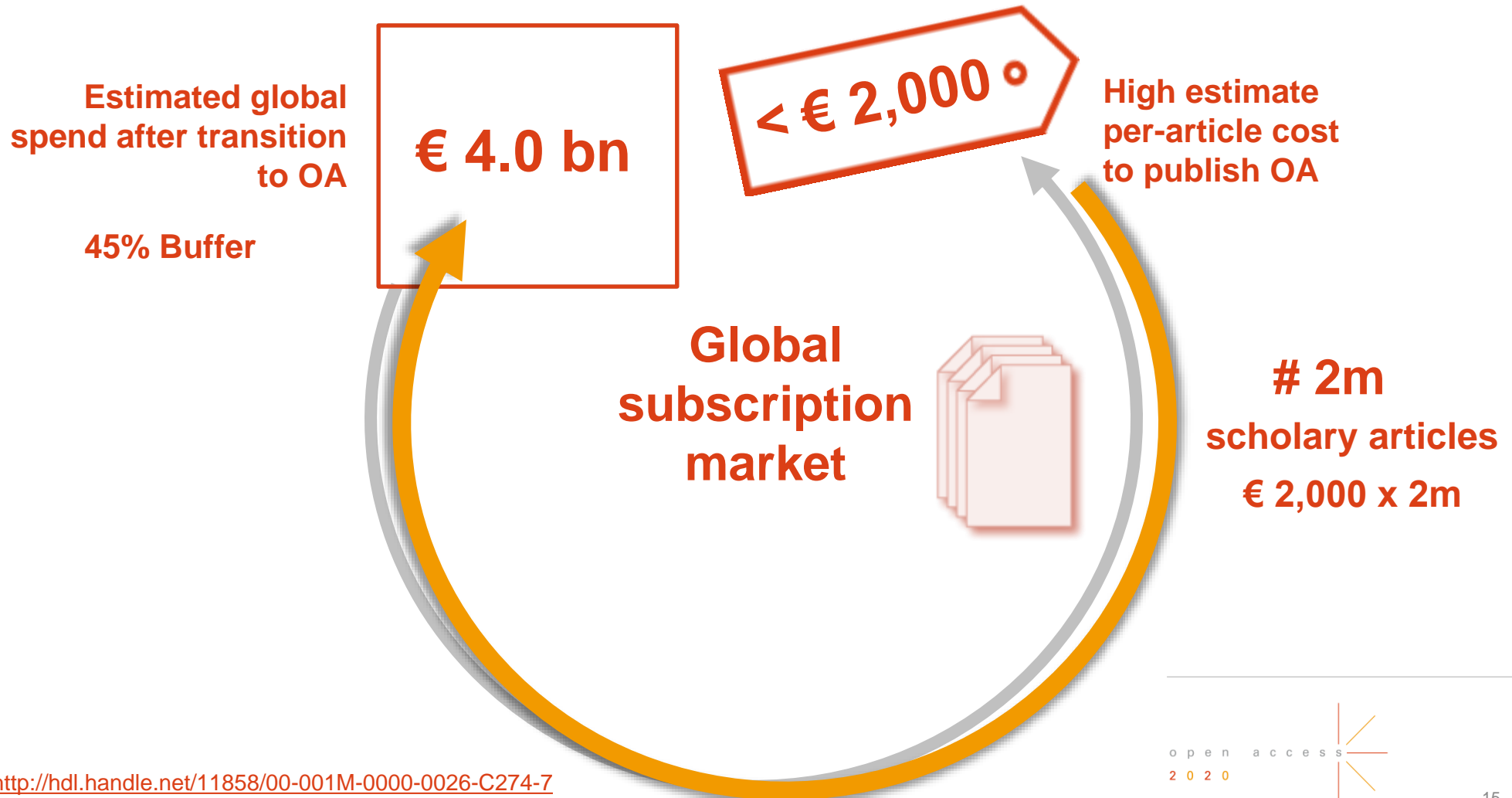
Journals should serve the research community—not the other way around. They provide an exchange forum which can only prosper through the work of authors, reviewers, and editors. Therefore, the former editorial board of the Journal of Informetrics unanimously decided to redirect its labor to a newly created journal, Quantitative Science Studies (QSS), published by MIT Press and owned by the International Society for Scientometrics and Informetrics. I invite all of you to join us in this new endeavor and help us demonstrate how the research community can take control back of its means for disseminating knowledge, in a fair, open, and transparent way. We must all work together in making QSS a success, not only for the field of scientometrics and informetrics, but for science as a whole.

Vincent Larivière  
Former Associate Editor, Journal of Informetrics  
Interim Editor-in-Chief, Quantitative Science Studies

# Use our leverage as institutions.

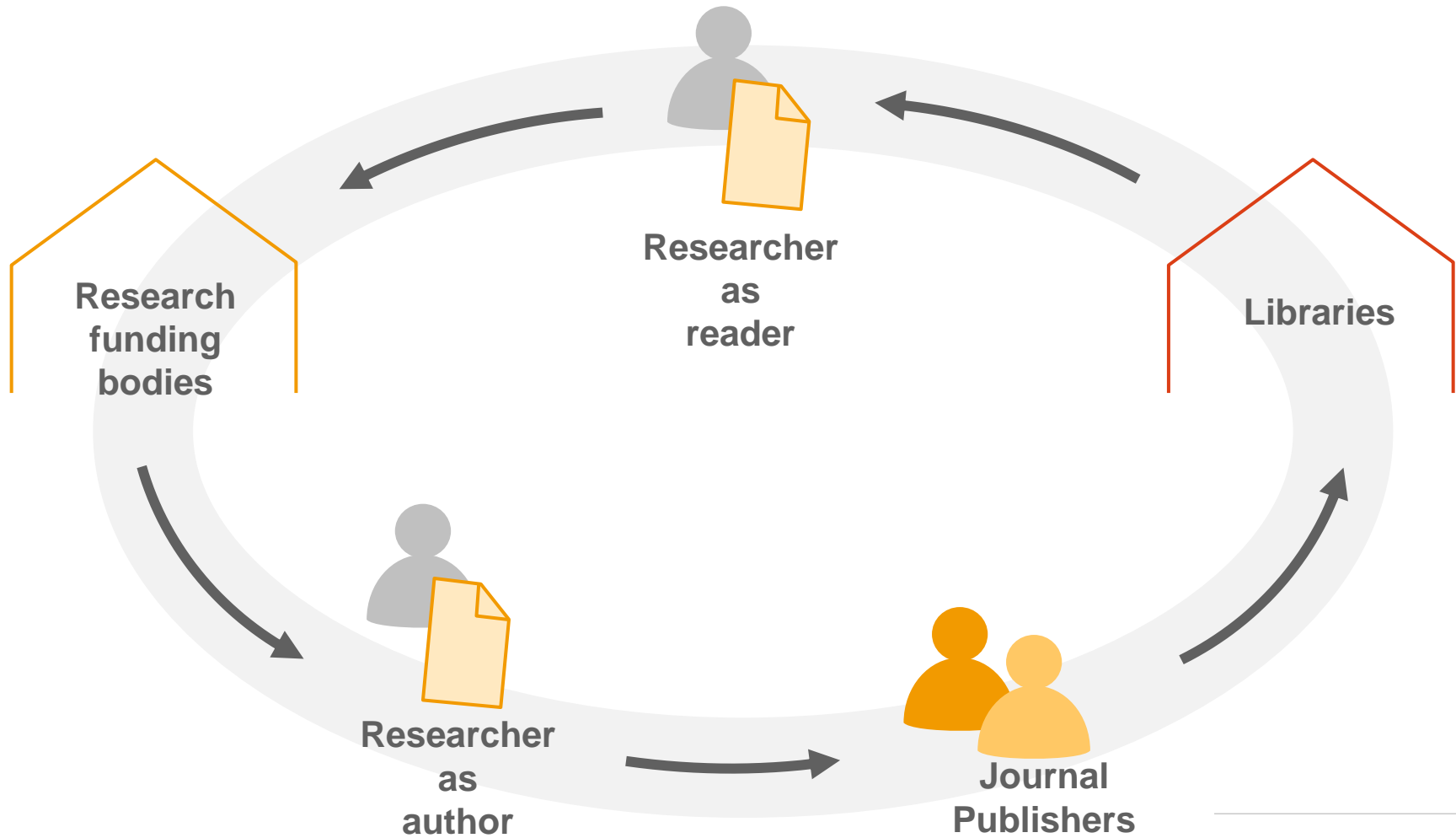


# OA publishing is possible within the current spend.

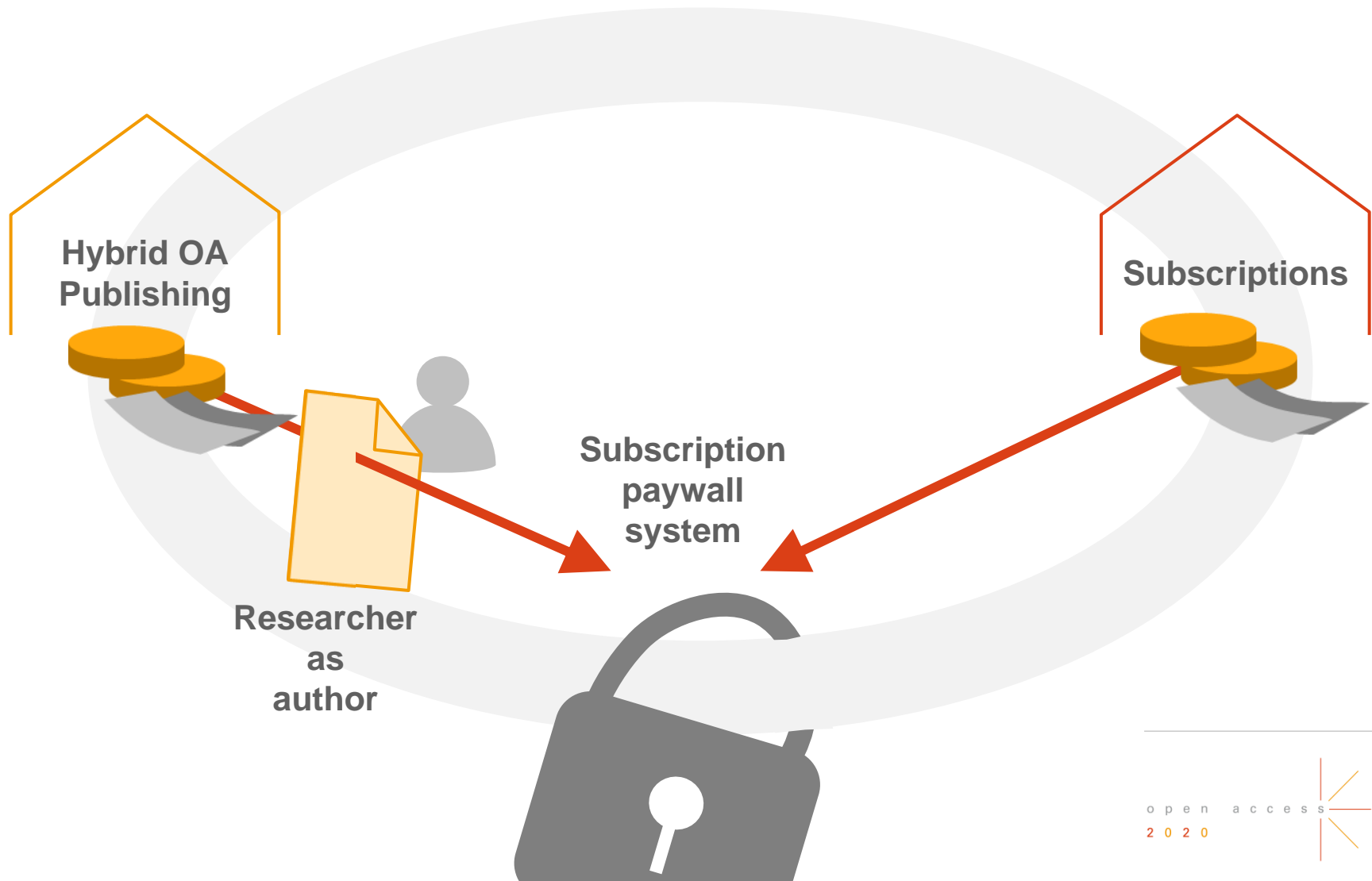




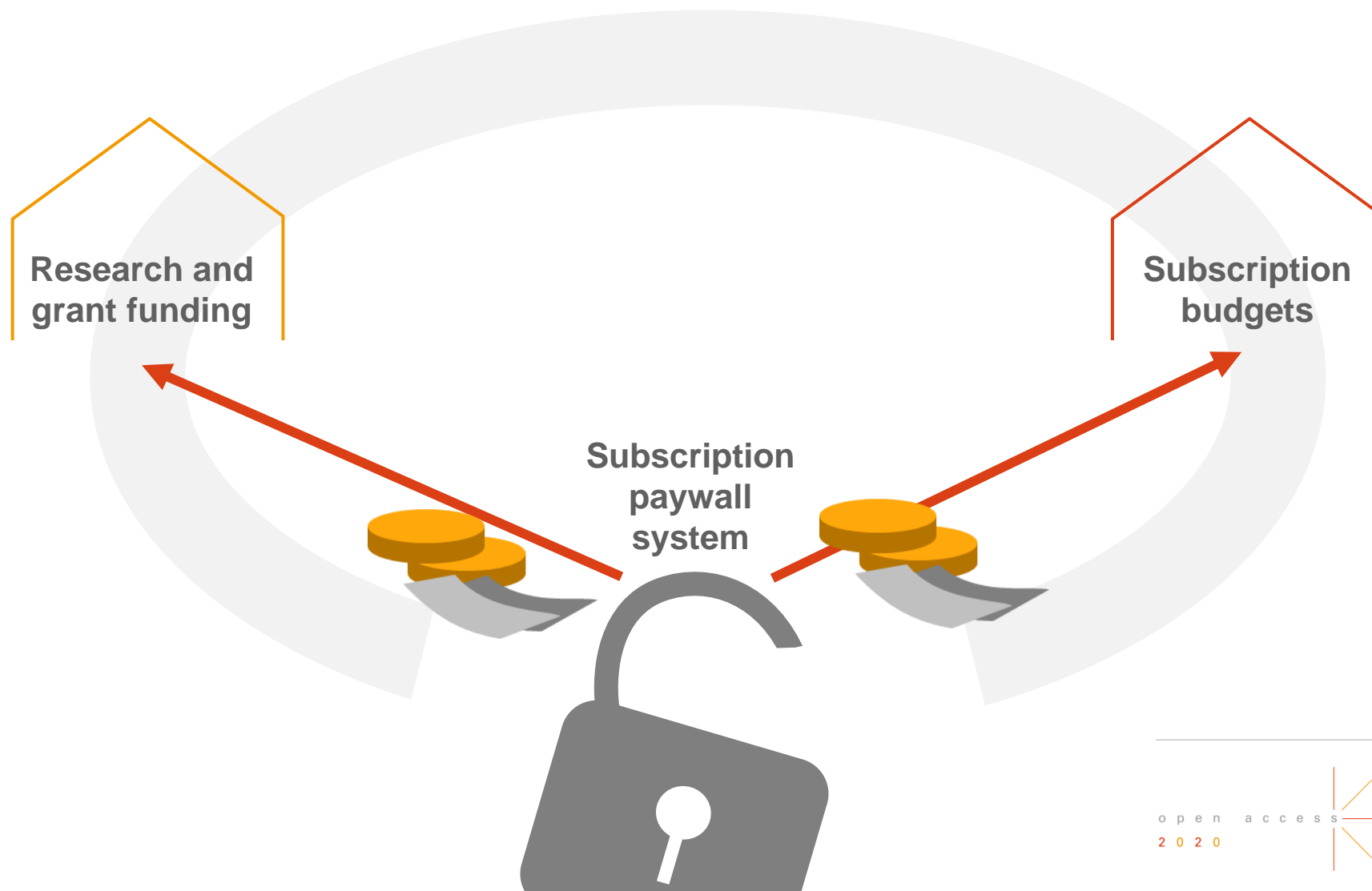
# But that is not all...



But that is not all. Hybrid open access publishing has created a duplicate revenue stream for subscription publishers...



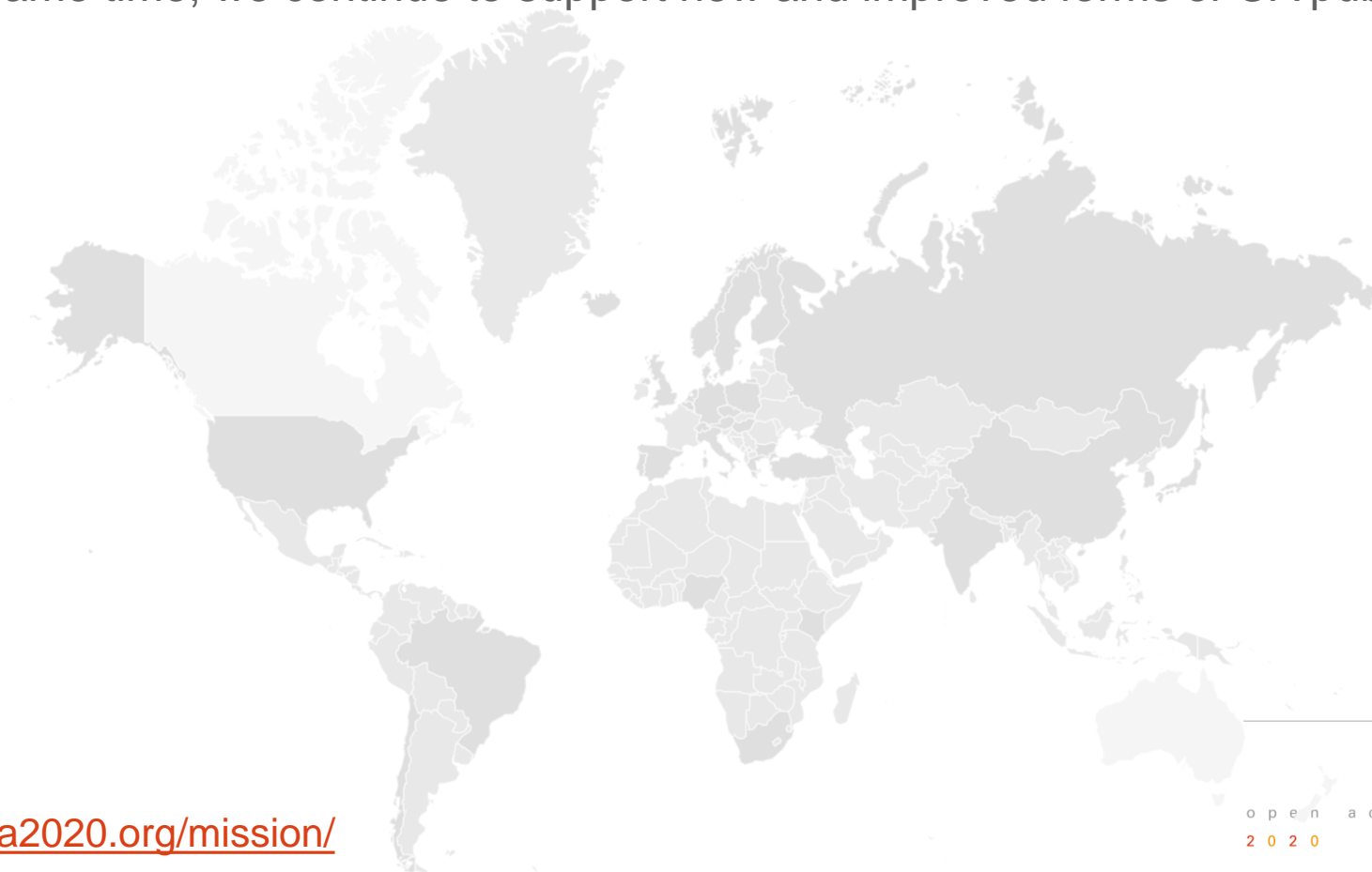
**To open the subscription paywall, we need strategies that remove our money from the system.**



## Open Access 2020: a global alliance to face publishers at eye level

We aim to transform a majority of today's scholarly journals from subscription to OA publishing in accordance with community-specific publication preferences.

At the same time, we continue to support new and improved forms of OA publishing.



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

# Open Access 2020: a global alliance to face publishers at eye level

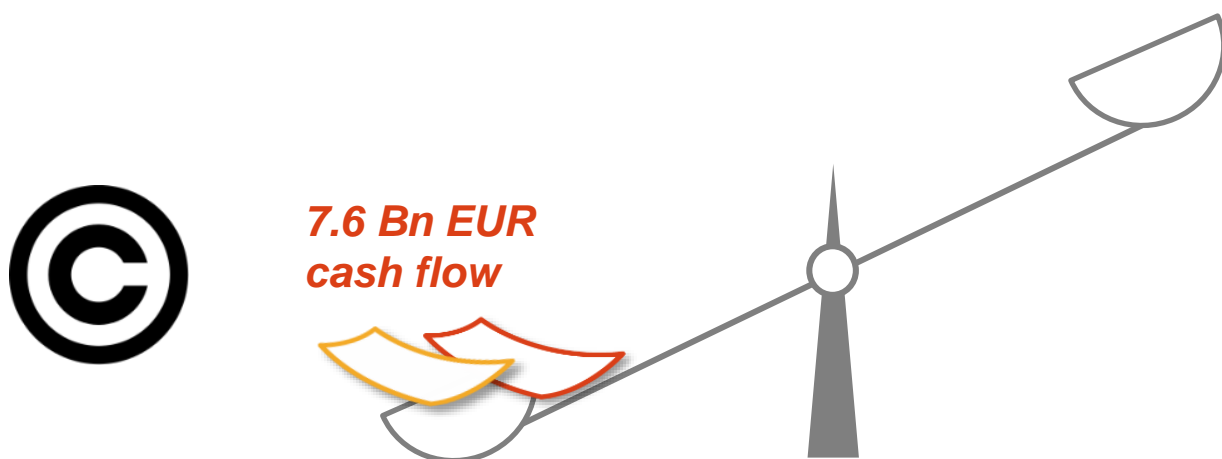
We will pursue this transformation process by **converting resources currently spent on journal subscriptions into funds to support sustainable OA business models.**

**Subscription system**

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**Open Access**

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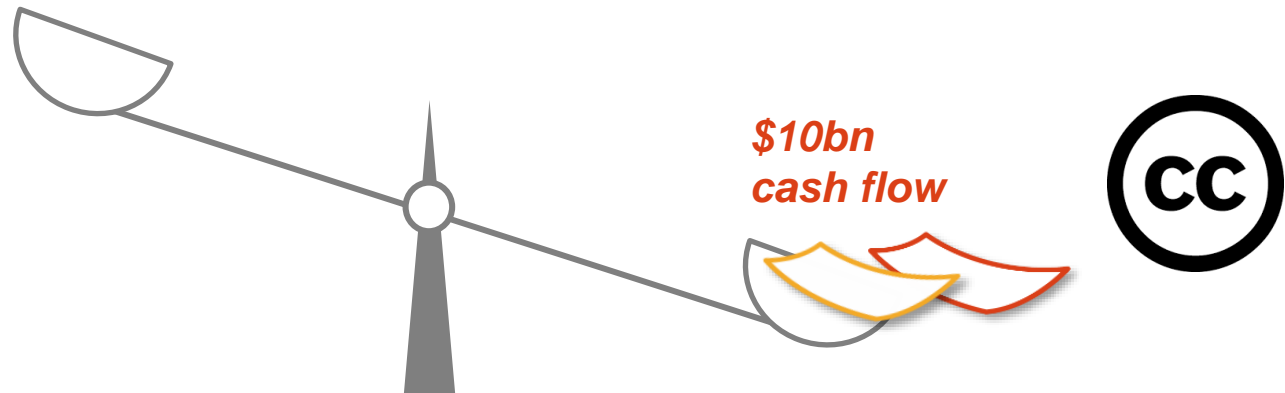
<https://oa2020.org/mission/>

# Open Access 2020: a global alliance to face publishers at eye level

We will pursue this transformation process by **converting resources currently spent on journal subscriptions into funds to support sustainable OA business models**. Accordingly, we intend to re-organize the underlying cash flows, to establish transparency with regard to costs and potential savings, and to adopt mechanisms to avoid undue publication barriers.

## Subscription system

## Open Access



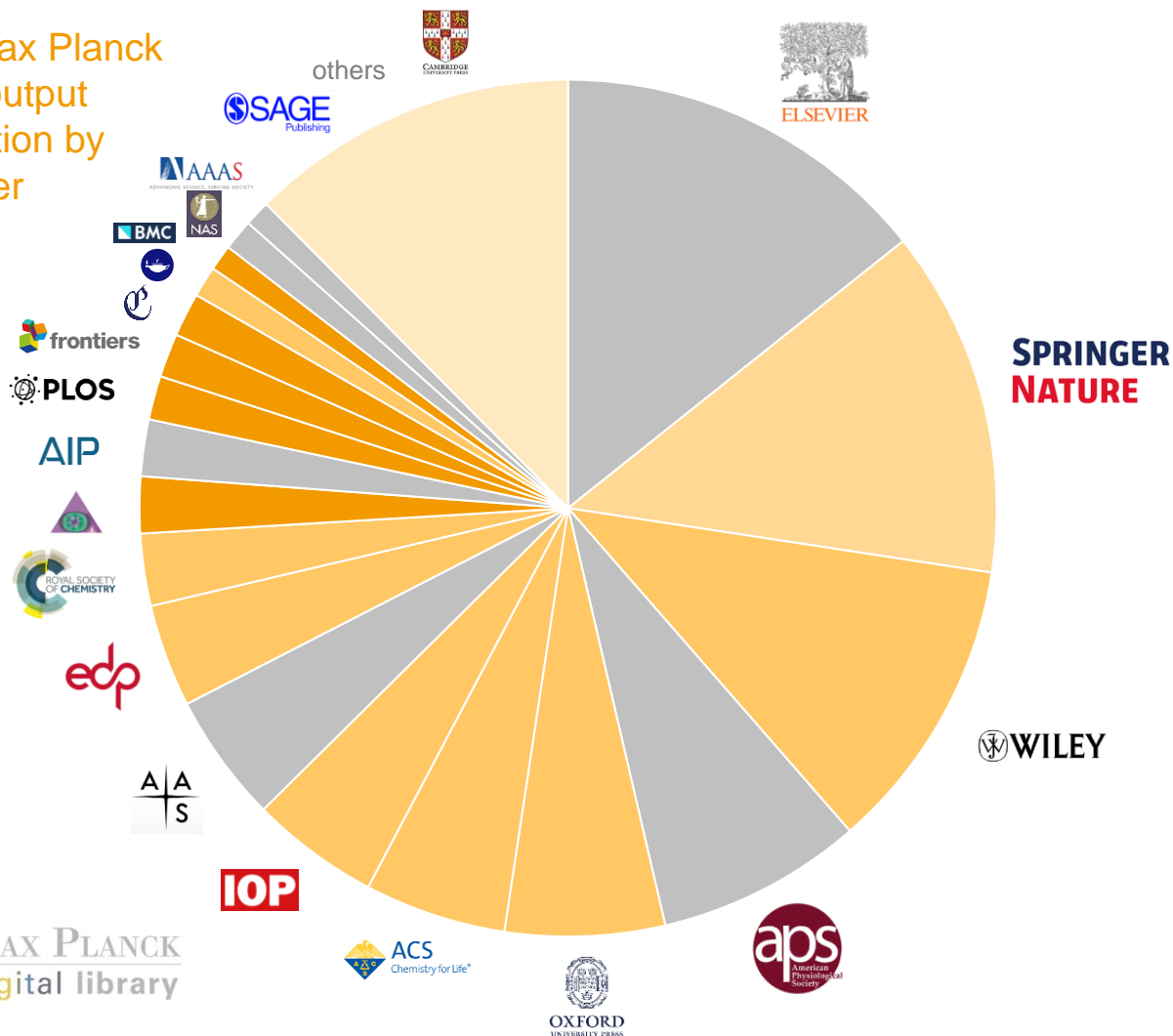
———— One of several pathways pursued by OA2020 participants is to **negotiate transformative agreements** under which the funds previously spent for subscriptions are repurposed to cover the costs associated with open access publishing.

———— This approach enables a **swift and efficient transition** of subscription journal portfolios to open access, in which ‘hybrid’ publishing massively **increases the proportion of articles published open access—***without paying twice* for services relating to the same piece of content.

# A negotiation strategy based on data

Our goal: 100% of Max Planck Society authored papers published open access

2017 Max Planck article output distribution by publisher

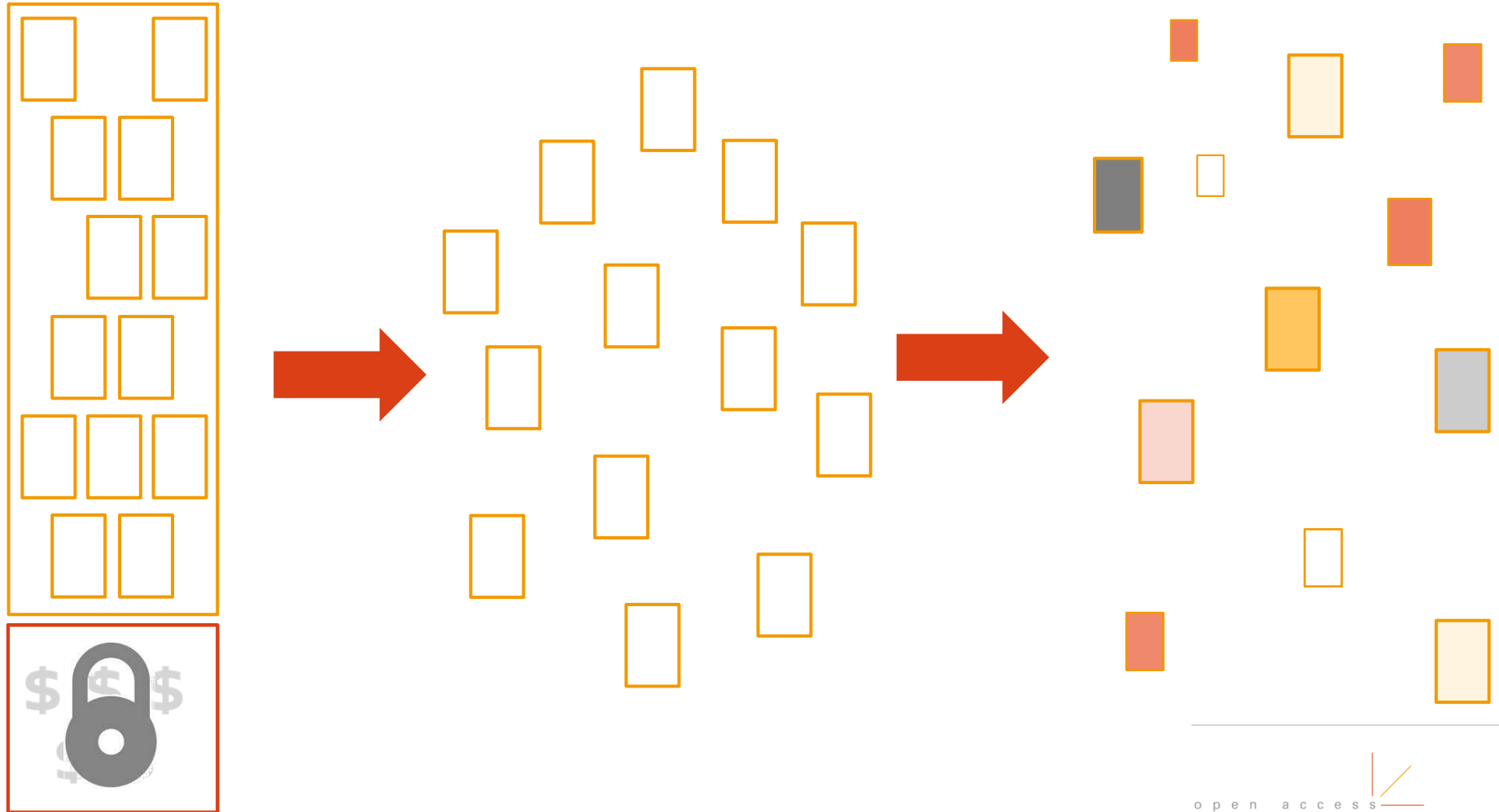


Subscription publisher  
OA publisher  
Transformative agreement negotiated

By negotiating transformative agreements with even just the top 20 publishers with whom our authors publish we can already secure open access for over 80% of our outputs.



————— **A scholarly communication landscape in which funds are free to follow the unique and diverse needs of scholars and science.**



# Global Transformative agreements

## 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.*



# Global adoption of Transformative Agreements



**Austria**



**Finland**



**France**



**Germany**



**Greece**



**Hungary**



**Netherlands**



**Norway**



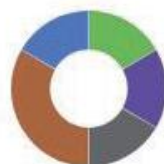
**Slovenia**



**Spain**



**Sweden**



**Switzerland**



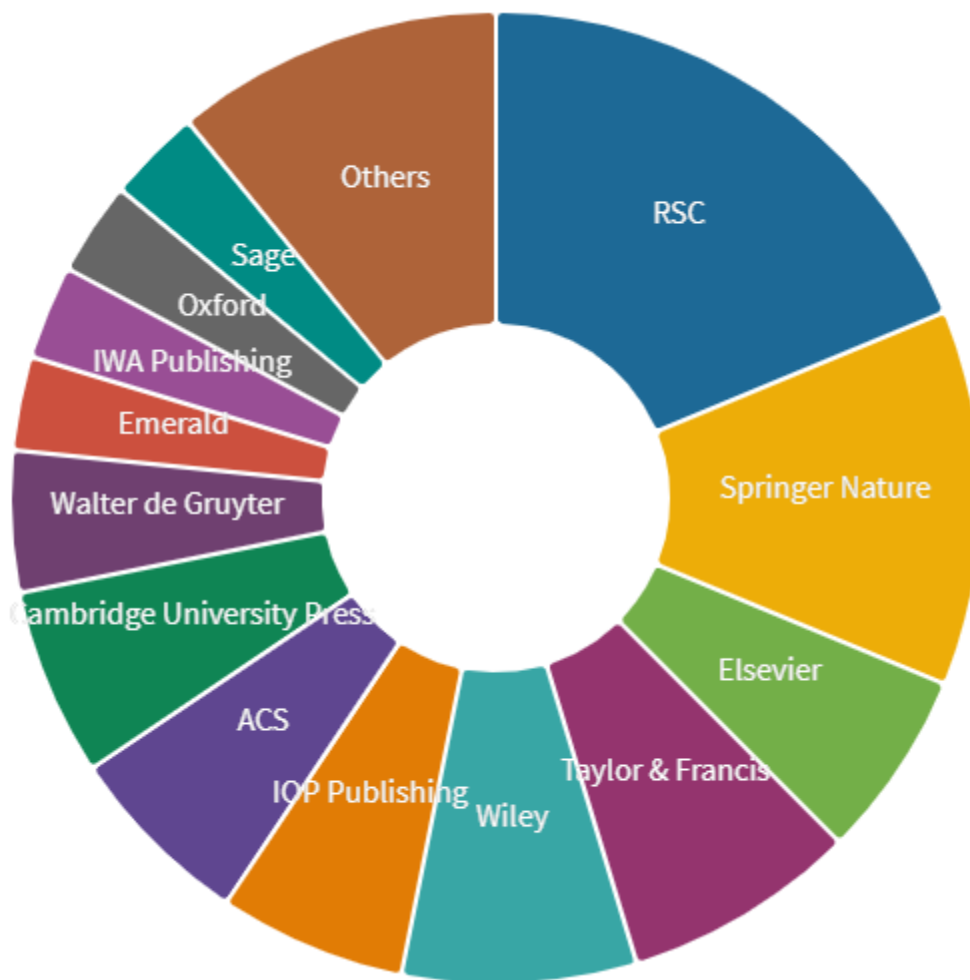
**United Kingdom**



**United States**



# Publishers embracing the transition



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

RSC Springer Nature Elsevier Taylor & Francis Wiley IOP Publishing ACS Cambridge University Press  
Walter de Gruyter Emerald IWA Publishing Oxford Sage Others



# Subscription market in transition



ELSEVIER

[About Elsevier](#) [Products & Solutions](#) [Services](#) [Shop & Discover](#)



[Home](#) > [About](#) > [Open science](#) > [Open access](#) > [Agreements](#) > [France \(Couperin con...](#)

## Elsevier-Couperin Agreement

Elsevier and Couperin (the French national consortium of research and high education institutions) have entered a pilot agreement that supports the open science objectives set by the French government. Central to the agreement is support for the Hyper Articles en Ligne (HAL) national repository, a government-backed open archive where French authors can deposit scholarly output.

## Green open access

French authors publishing under the subscription model are able to self-archive their manuscript in the HAL national repository. In addition, Elsevier will make the accepted manuscript available on ScienceDirect on the author's behalf, after an embargo period.

## Gold open access

French corresponding authors are also able to benefit from an incentive to publish open access, under the following circumstances:

- The author must be the corresponding author affiliated with an [eligible institution](#)
- The article must have a submission date of between January 1<sup>st</sup>, 2019 and December 31<sup>st</sup>, 2022

On publication, the final published article will be made freely available on [ScienceDirect](#) under the author's choice of [open access license](#) (CC-BY or CC-BY-NC-ND).



# Subscription market in transition



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## Elsevier-Unit Agreement

Elsevier and [Norwegian institutions](#) (Unit consortium) have established a pilot agreement to enable continued reading access for Norwegian researchers and to enable open access publishing. When publishing in [applicable Elsevier journals](#), authors will be able to choose to publish open access at no additional cost to the author.

Open access publishing under this agreement complies with the Norwegian Government's [National goals and guidelines for open access to research articles](#).

## Requirements

- The author must be the corresponding author affiliated with an [eligible institution](#).
- The article must have a submission date between 1.1.2019 and 31.12.2020.

On publication, the final published article will be made freely available on [ScienceDirect](#) under the author's choice of [open access license](#) (CC-BY and CC-BY-NC-ND).

# Journal landscape in Neuroscience

InCites Journal Citation Reports



Journal Data Filtered By: Selected JCR Year: 2018 Selected Editions: SCIE  
 Selected Categories: 'NEUROSCIENCES' Selected Category Scheme: WoS

Rank	Full Journal Title	Journal Impact Factor	OA	Publisher	TA?
1	NATURE REVIEWS NEUROSCIENCE	33.162	Subscription	Springer Nature	no
2	NATURE NEUROSCIENCE	21.126	Subscription	Springer Nature	no
3	ACTA NEUROPATHOLOGICA	18.174	Hybrid	Springer Nature	yes
4	BEHAVIORAL AND BRAIN SCIENCES	17.194	Subscription	Cambridge University Press	no
5	TRENDS IN COGNITIVE SCIENCES	16.173	Hybrid	Elsevier	yes
6	JOURNAL OF PINEAL RESEARCH	15.221	Hybrid	Wiley	yes
7	NEURON	14.403	Hybrid	Elsevier	yes
8	TRENDS IN NEUROSCIENCES	12.314	Hybrid	Elsevier	yes
9	Annual Review of Neuroscience	12.043	Subscription	Annual Reviews	not yet
10	MOLECULAR PSYCHIATRY	11.973	Hybrid	Springer Nature	yes
54	Dialogues in Clinical Neuroscience	4.867	Subscription	Laboratoires Servier	no
254	L'ENCEPHALE	0.865	Hybrid	Elsevier	yes

<https://jcr.clarivate.com/>



# Addressing the subscription system head-on is just one part of a comprehensive open access strategy to deliver options for open dissemination to our researchers.

## Open infrastructure

MPG.PuRe  
Publication Repository

SciPost

arXiv.org

DOAJ  
DIRECTORY OF OPEN ACCESS JOURNALS

doi  
DOI registration for Max Planck researchers

## Open access publishing

MPDL Institutional Funding  
for Open Access Publications

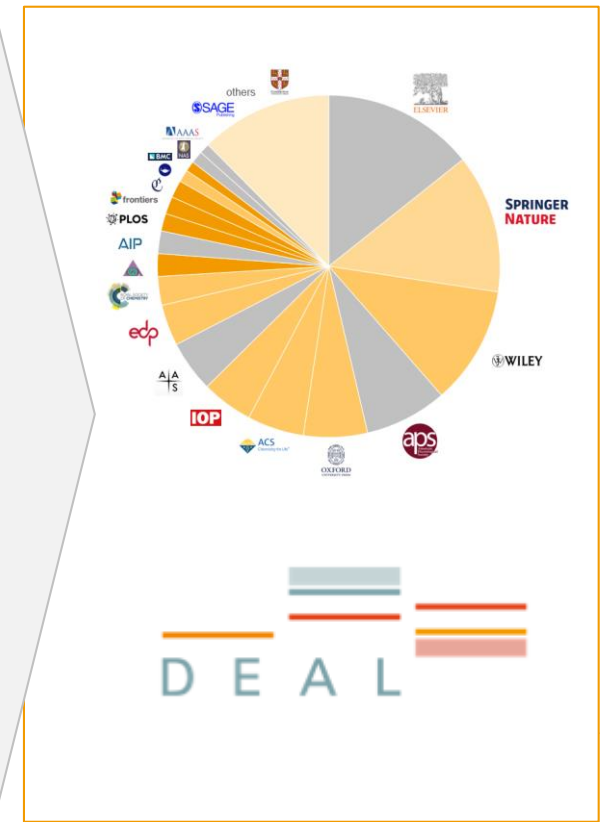
Nomos

[u]biquity press  
open scholarship

Open Library of  
Humanities

Knowledge  
Unlatched

## Transform scholarly journals from closed to open





## ————— What can researchers do?

Talk with your colleagues about OA2020 and connect with the OA2020 community

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

Ask your Librarian to consider signing the OA2020 Expression of Interest in the Large Scale Implementation of Open Access to Scholarly Journals

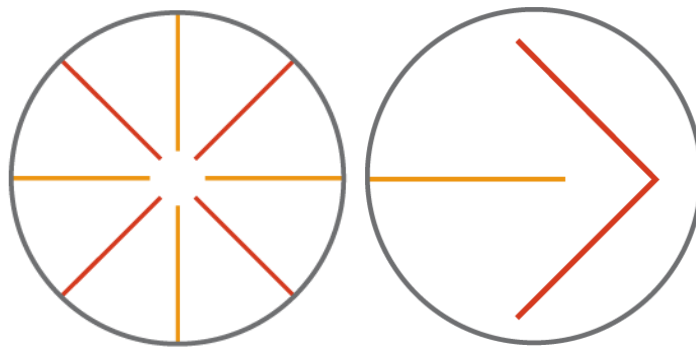
<https://oa2020.org/mission/>

Encourage your institution to collect data on Article Processing Charges and share this data with the OpenAPC Initiative

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

**Be vocal about your demand for open access with publishers, administrators and colleagues!**

# Thank you!



Participate  
in **OA2020**

**Accelerate**  
the transition

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

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<https://oa2020.org>