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## Open Access 2020 - The Final Road to Open Access

INFORUM 2017, 23<sup>rd</sup> annual conference on professional information resources  
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Kai Geschuhn, Max Planck Digital Library

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# **1. The grounding of OA2020**

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# A very revealing status quo

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

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

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

- only 14-15% immediately OA
- subscription system as prosperous as ever

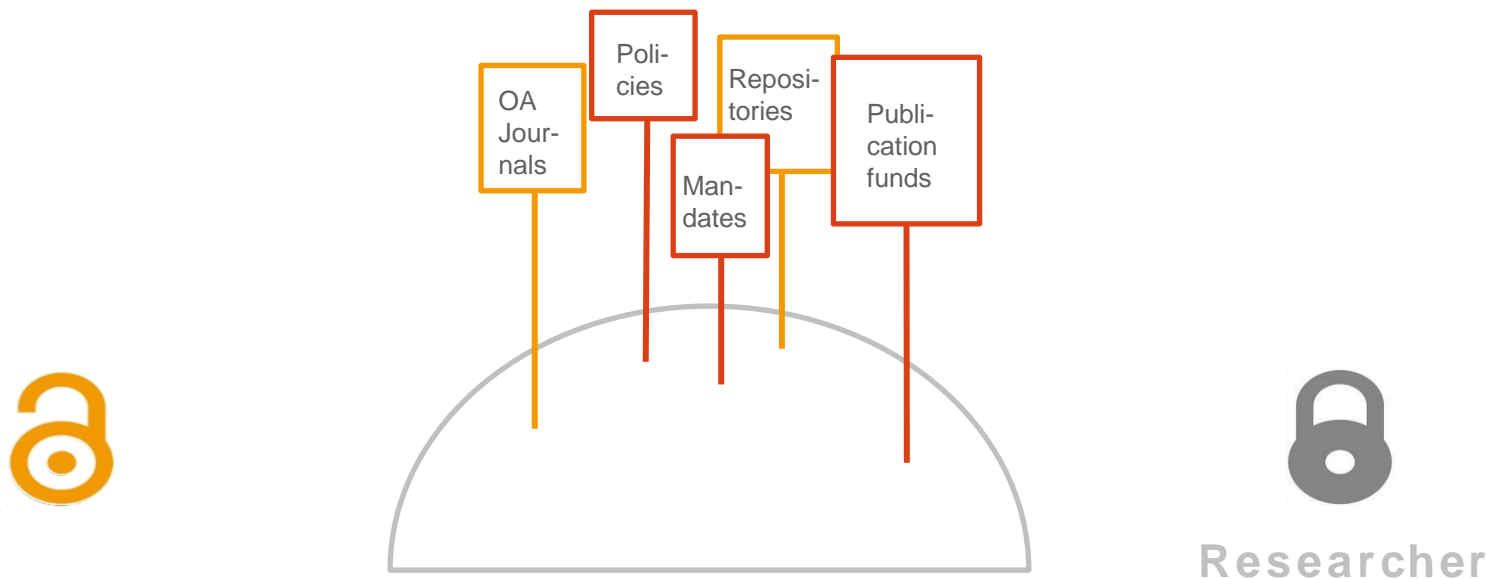
# The key question

**What does it take to make Open Access the default in scholarly communication?**

We may tolerate being 15% away from 100%.

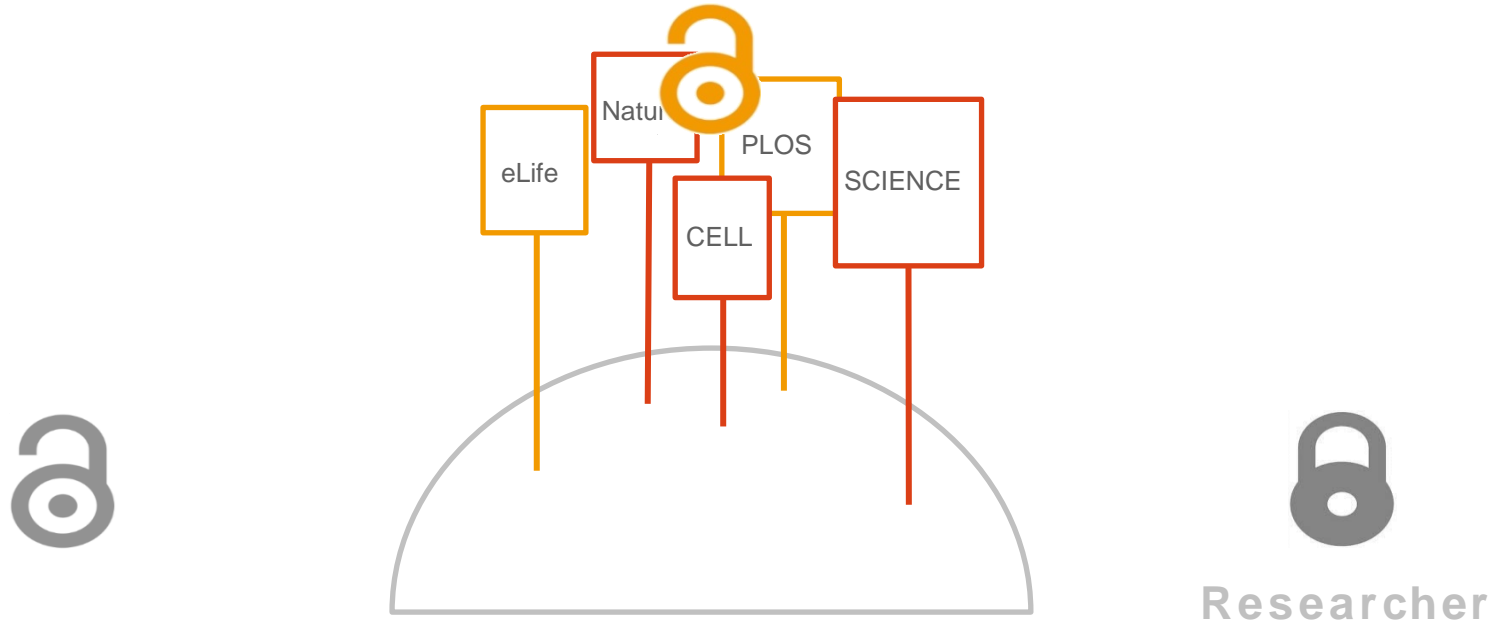
But we simply cannot accept being only 15% away from 0%.

OA has been a story of trying to activate researchers



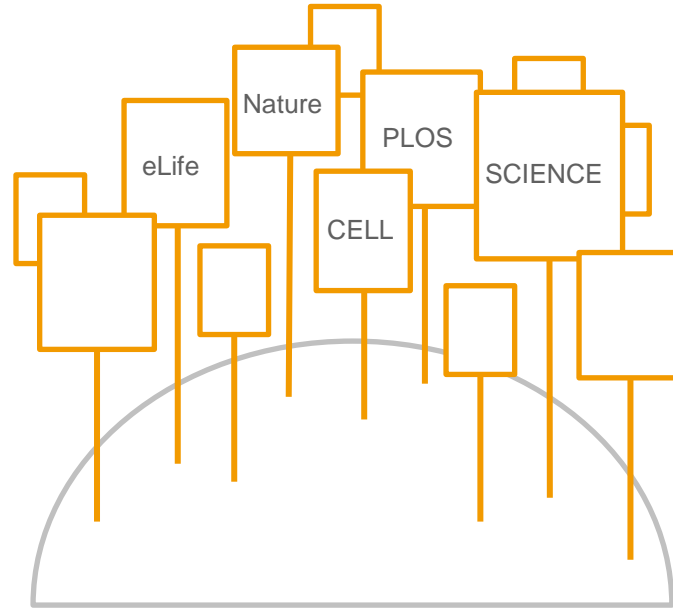
Through a variety of measures such as advocacy, mandates and support efforts the researchers should be moved to OA

# How about a new activation energy?



**Through switching the business model of the existing corpus of journals  
OA shall be brought to the researchers**

# Bringing OA to the natural habitat of researchers



**Not the researchers shall change but the publishing system,  
and in particular the underlying business model**

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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.



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## 2. Money as leverage for OA2020

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# It's the money, stupid!

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**OA2020** is based on the creed that the research communities themselves hold the **key to success**.

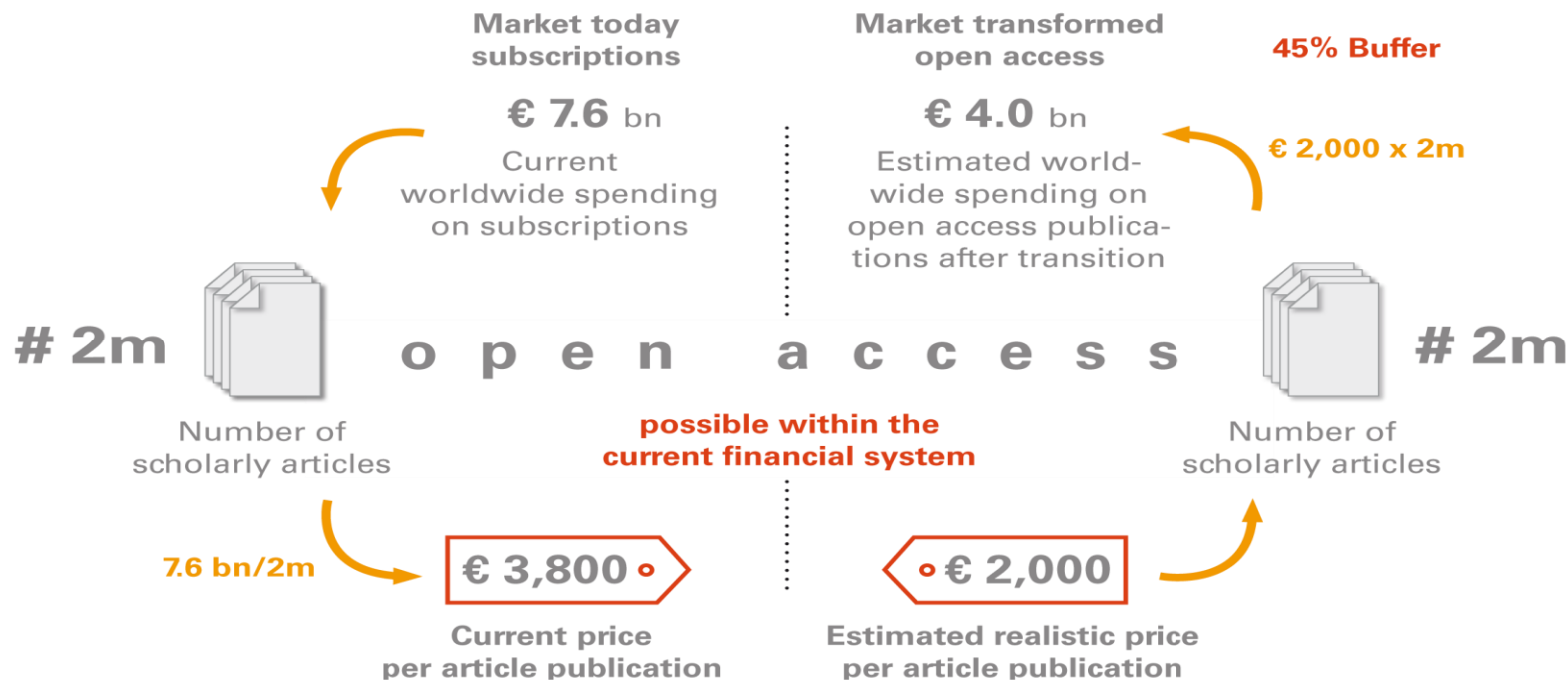
By virtue of their **spending decisions** they can force Open Access on the system.

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Exposing the financial demographics of the scholarly publishing system (cf. *2015 White Paper*)

- **there is enough money in the system**
- through the subscription system we put **€3,800–€5,000** per research paper on the table

## Worldwide Publishing Market

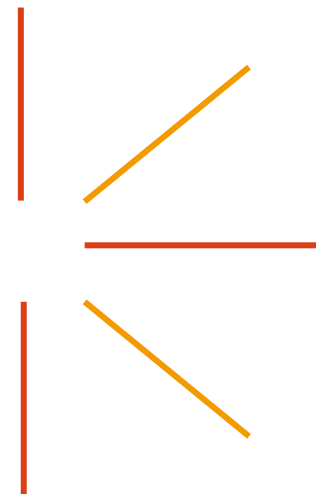


## Changing tack and finding new robustness

We don't need further mandates for researchers

we need a

*mandate for ~~our~~ money*



# Making OA the default in the publishing system

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***It's not that the researchers should be brought to OA***

- through advocacy, policies, guidelines etc.

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***...but OA should be brought to the researchers***

- by converting their journals to OA

# Transformation means re-allocation of budgets and conversion of journals and processes



Global  
subscription journal budget  
7.6 bn EUR p.a.

(≥3,800 EUR/article)

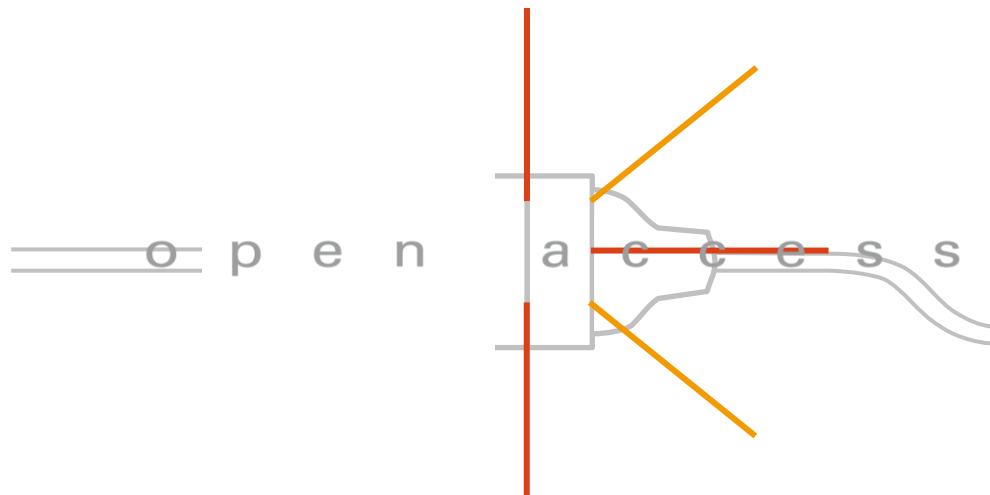
2.8 bn EUR buffer for new  
& improved services etc.  
(without remaining  
subscriptions)

Global  
open access journal  
base budget  
4 bn EUR p.a.

(2,000 €/article)

**Assuming 90% conversion**

In other words: It is time to re-plug 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 21<sup>st</sup> century

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## **3. The activities of the Max Planck Society**

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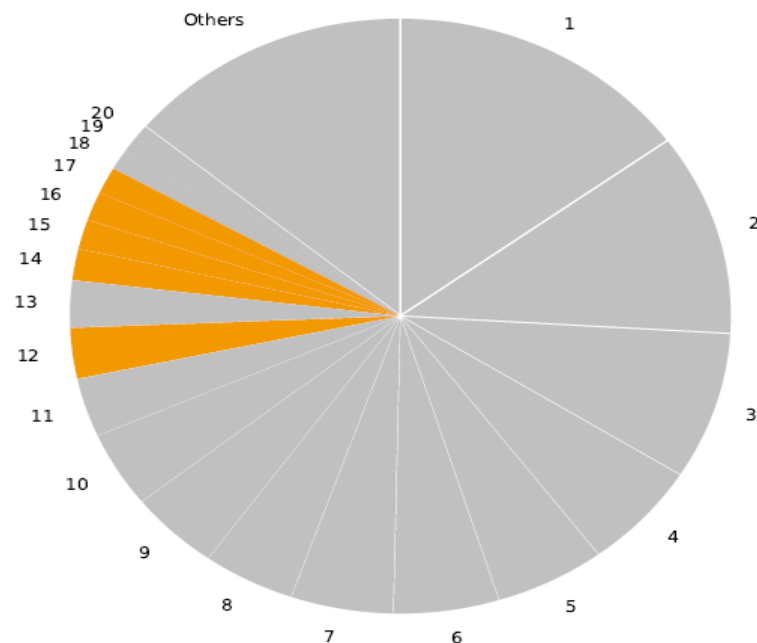


# Publisher distribution of Max Planck Society papers

## MPG publications by provider / OA Gold

articles and reviews in Web of Science 2015

Subscription publisher  
OA publisher

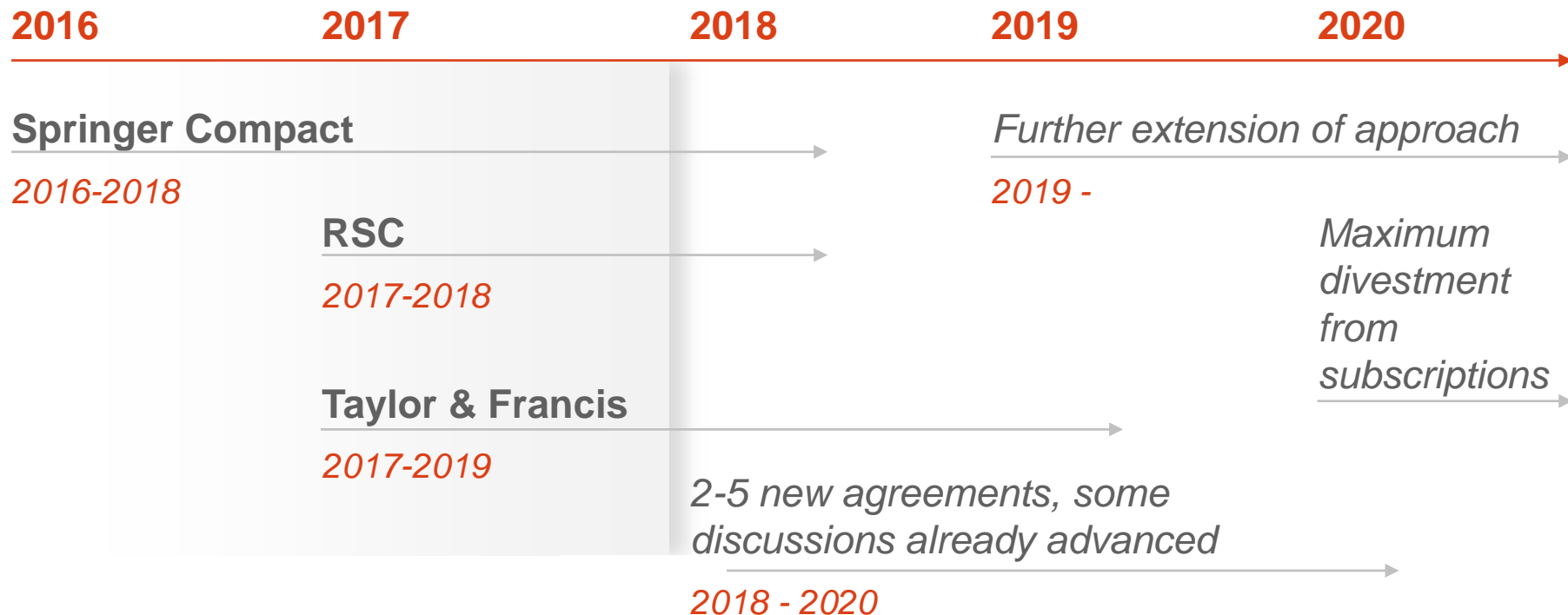


More than 80% of the total article output of the Max Planck Society is published in journals from **20 key publishers.**

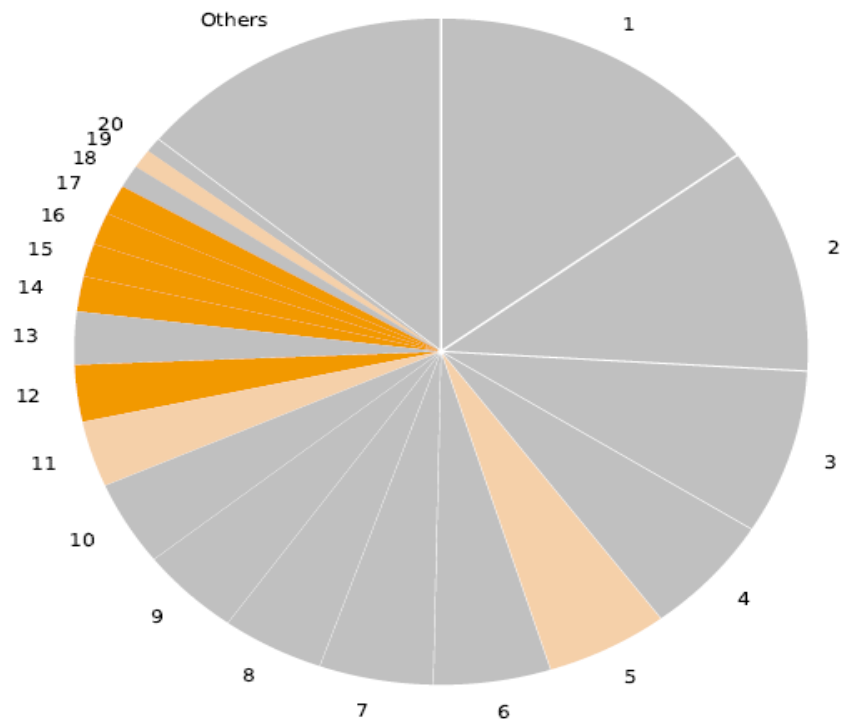
5 out of the 20 publishers are already pure OA publishers.

# A roadmap for the Max Planck Society

## Working on offsetting or otherwise transformative agreements with publishers



# 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.

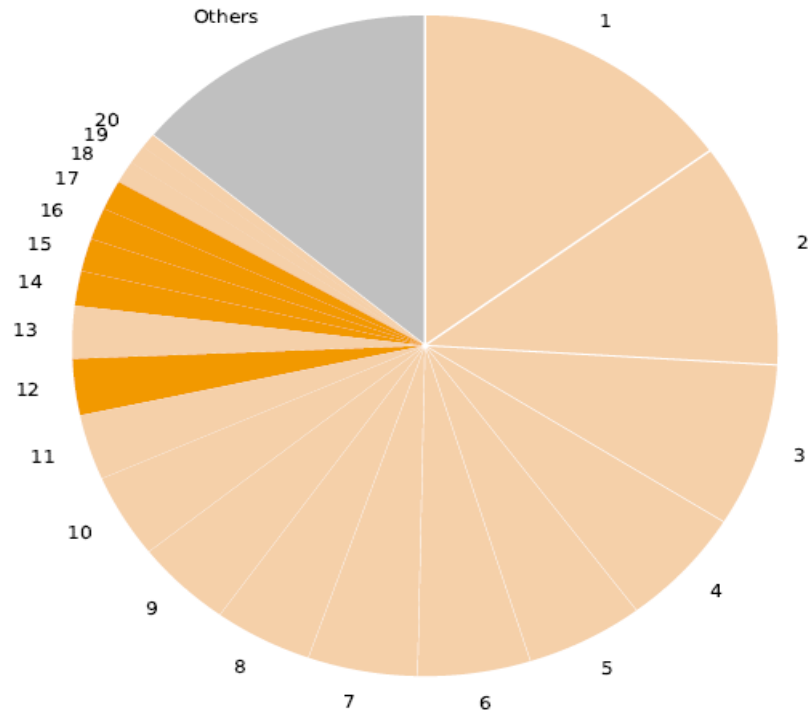
This approach will be further extended as soon as the next license agreement is up for renewal.

# Our goal:

## Maximum divestment from subscriptions by 2020

open access

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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)

## Pulling the plug seems to be a viable option

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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

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Even if we cancel journals or even our big deal packages, there are alternative access routes for our researchers

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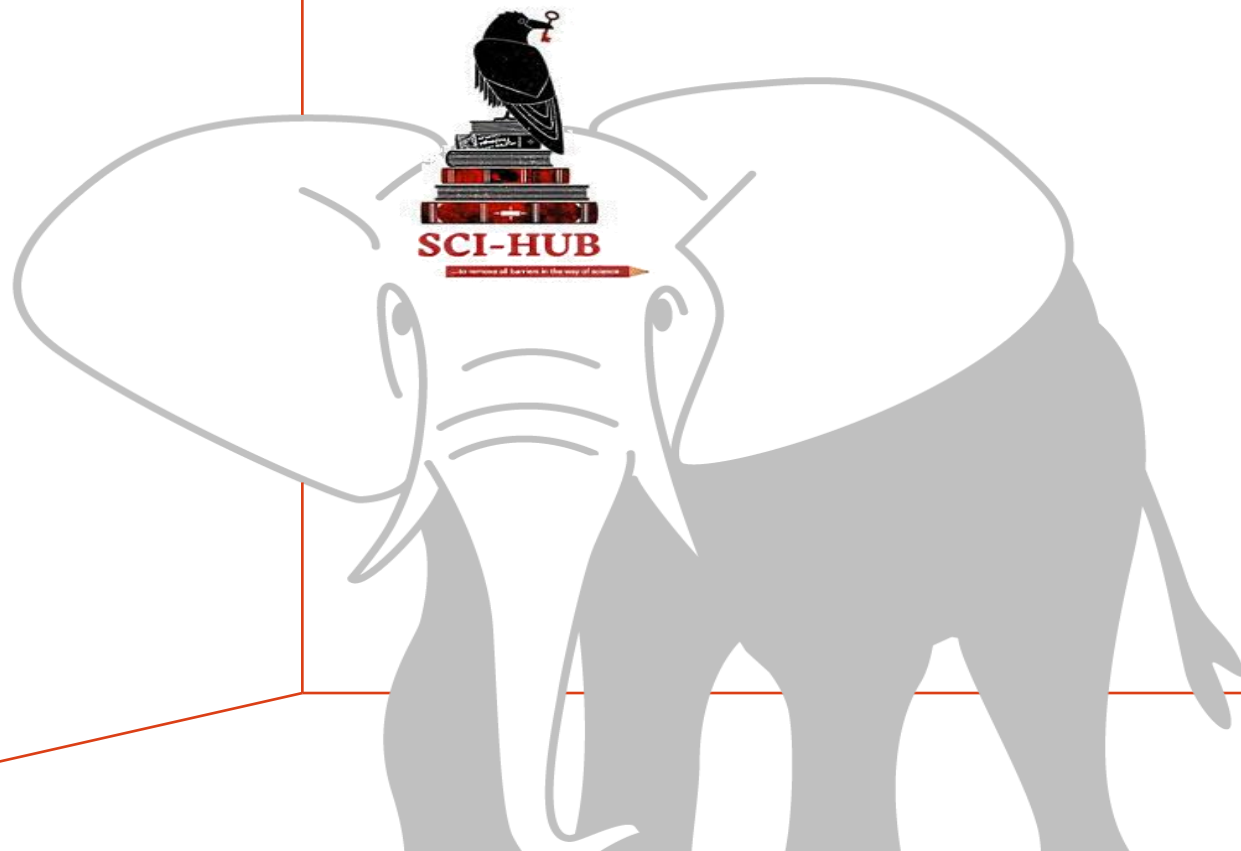
This is a theme to be highlighted and developed in the next 6-12 months

## Alternative OAccess points (selection)



...and then there is another 'elephant' in the room

open access  
2020



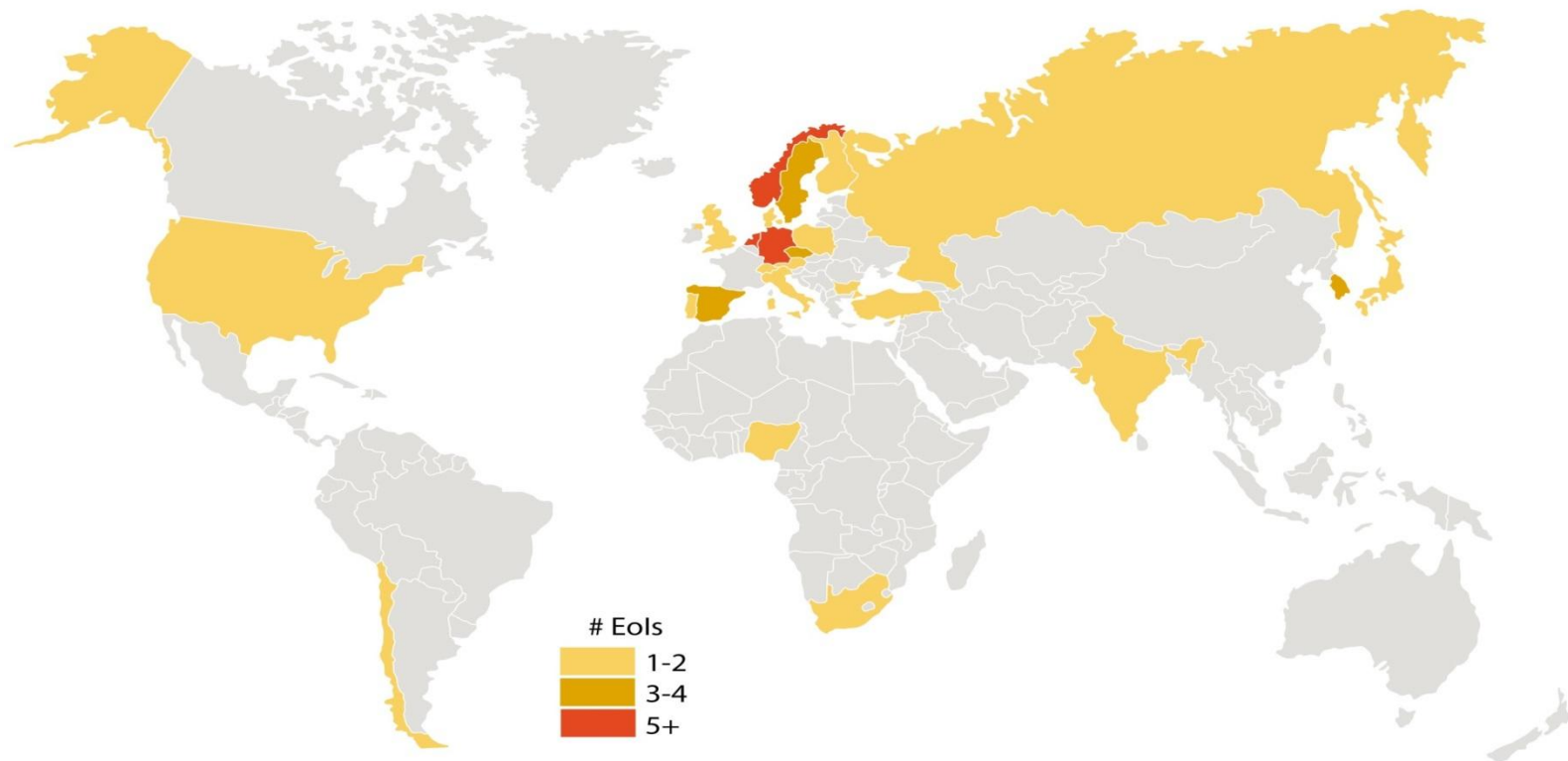


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## 4. The unfolding of OA2020

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# OA2020 – A global initiative



# OA 2020 – Status



[HOME](#) [ABOUT](#) [MISSION](#) [ROADMAP](#) [B13 CONFERENCE](#) [NEWS](#) [FAQ](#)

**OA 2020** – initiative for  
the large-scale transition  
to open access

NEWS ▼

[Save the date!](#)  
13th Berlin Open Access Conference: 21-22 March 2017, Berlin  
[26 September 2016](#)  
German National Library of Science and Technology (TIB) supports OA2020

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## OA2020 – The Initiative

Open Access 2020 is an international initiative that aims to induce the swift, smooth and scholarly-oriented transformation of today's scholarly journals from subscription to open access publishing.

The principles of this initiative were discussed and agreed upon at the Berlin 12 Conference on 8-9 December 2015 and are embodied in an [Expression of Interest](#), which has already been endorsed by numerous international scholarly organizations.

The practical steps that can be taken towards the envisaged transformation are outlined in a [Roadmap](#).

All parties involved in scholarly publishing – particularly universities, research institutions, funders, libraries, and publishers – are invited to collaborate through OA2020 for a swift and efficient transition of scholarly publishing to open access.

This important initiative is open to further institutional signatories. Please consider offering your support.

## Status der Initiative:

- 81 signatories of the Expression of Interest
- “Berlin 13” Conference took place 21–22 March 2017

# Berlin 13 Conference, 21-22 March 2017



# The upscaling of OA2020



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## **5. The signs of the times are pointing towards OA**

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## 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)

Clearly, OA is rising on the horizon...

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