

A Iniciativa OA2020 pelo acesso aberto: uma visão geral

Workshop Colaborativo sobre Acesso Aberto e Acordos Transformativos

17 Maio 2023 | Online

Colleen Campbell

Open Access 2020 Initiative • Max Planck Digital Library



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Vision for an open scholarly communication paradigm

2003

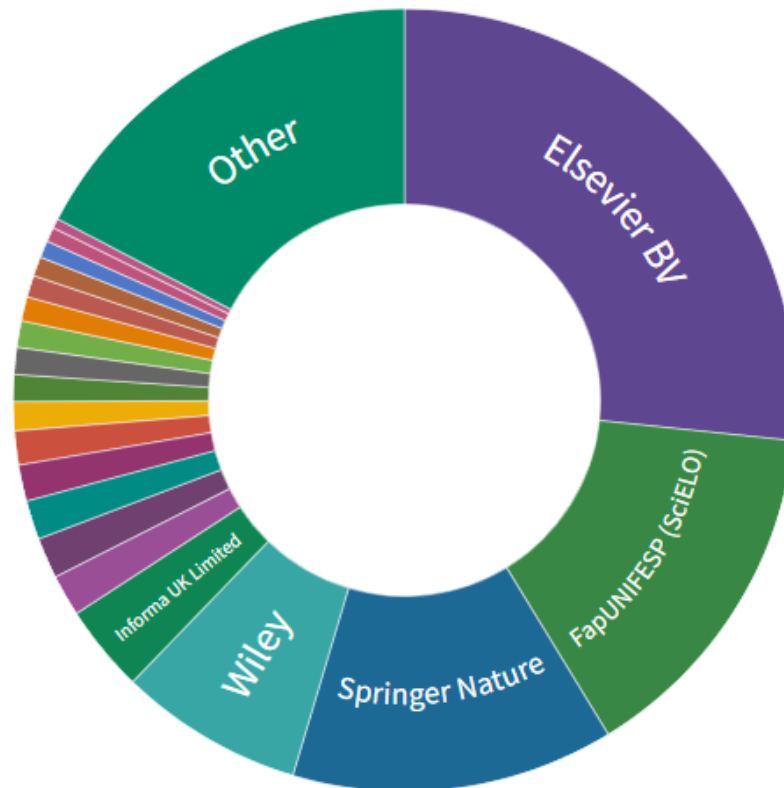
Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities

The Internet has fundamentally changed the practical and economic realities of distributing scientific knowledge and cultural heritage. For the first time ever, the Internet now offers the chance to constitute a global and interactive representation of human knowledge, including cultural heritage and the guarantee of worldwide access.

A view of scholarly publishing in Brazil

Brazil

Top 20 publishers based on corresponding author share of articles

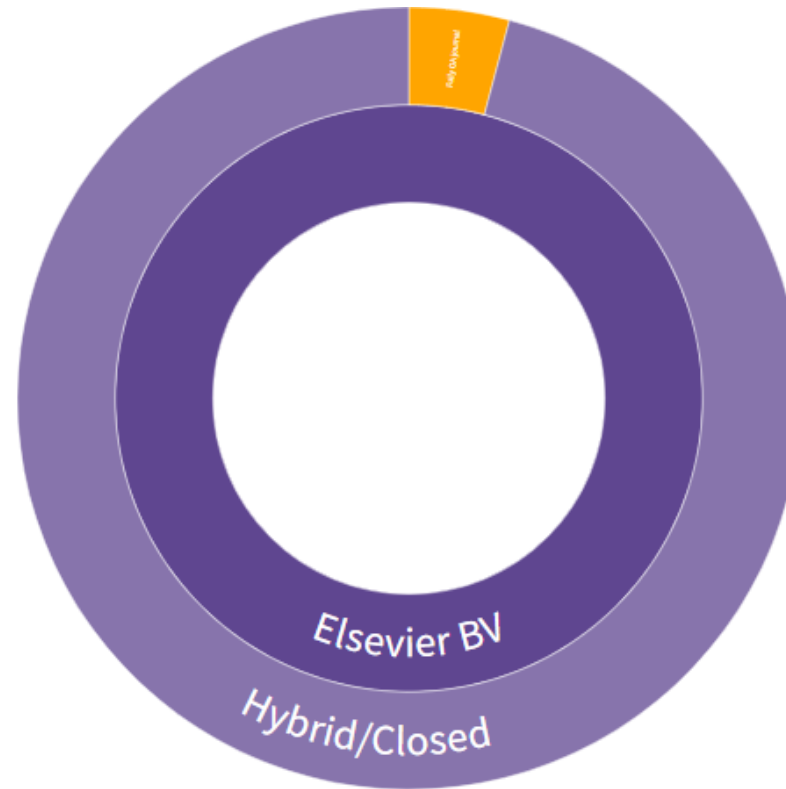


Source ESAC Market Watch <https://esac-initiative.org/market-watch/>

A view of scholarly publishing in Brazil

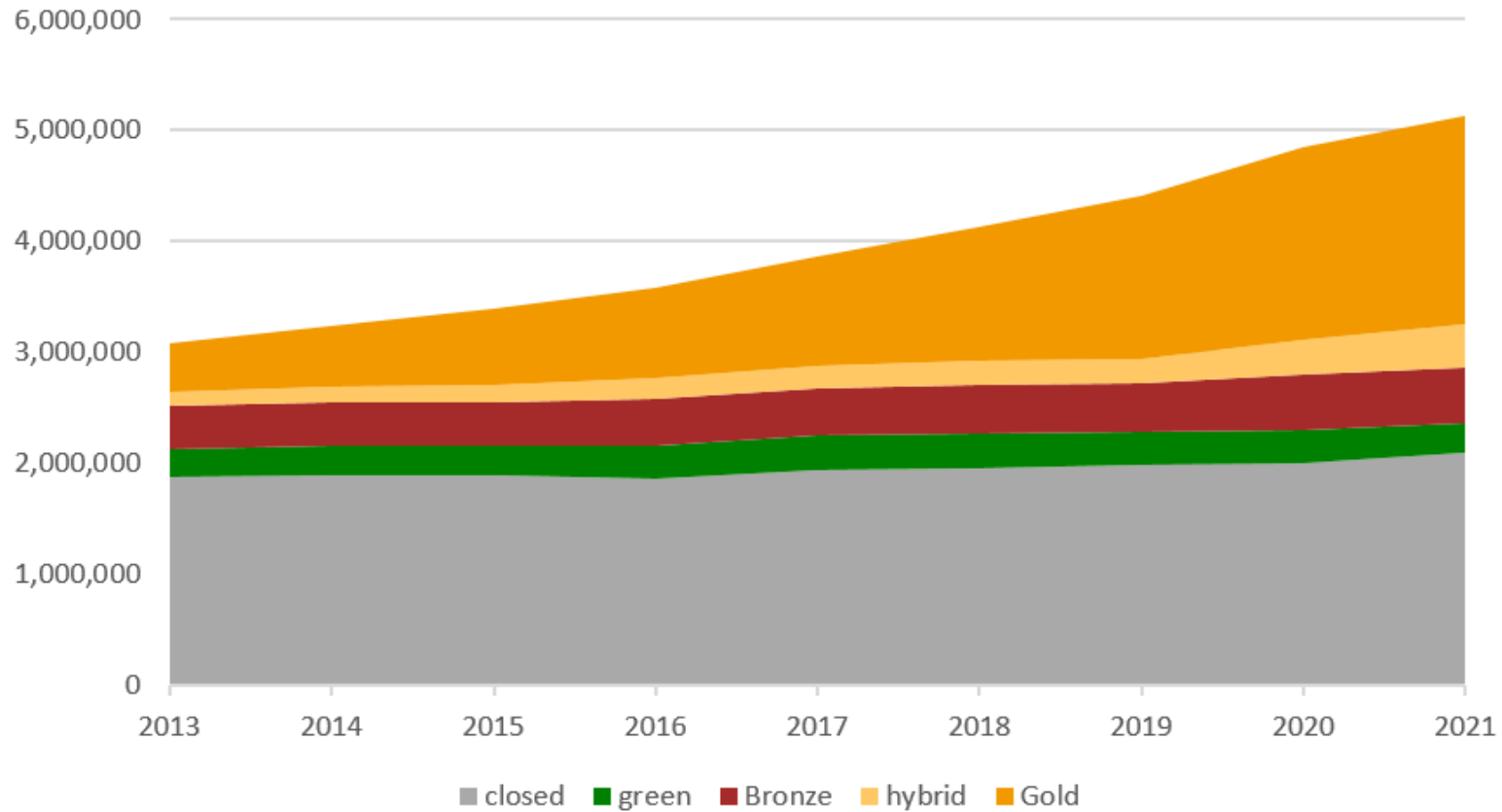
Brazil

Distribution of article shares in fully open access and hybrid/closed journals



Source ESAC Market Watch <https://esac-initiative.org/market-watch/>

A global view of scholarly publishing

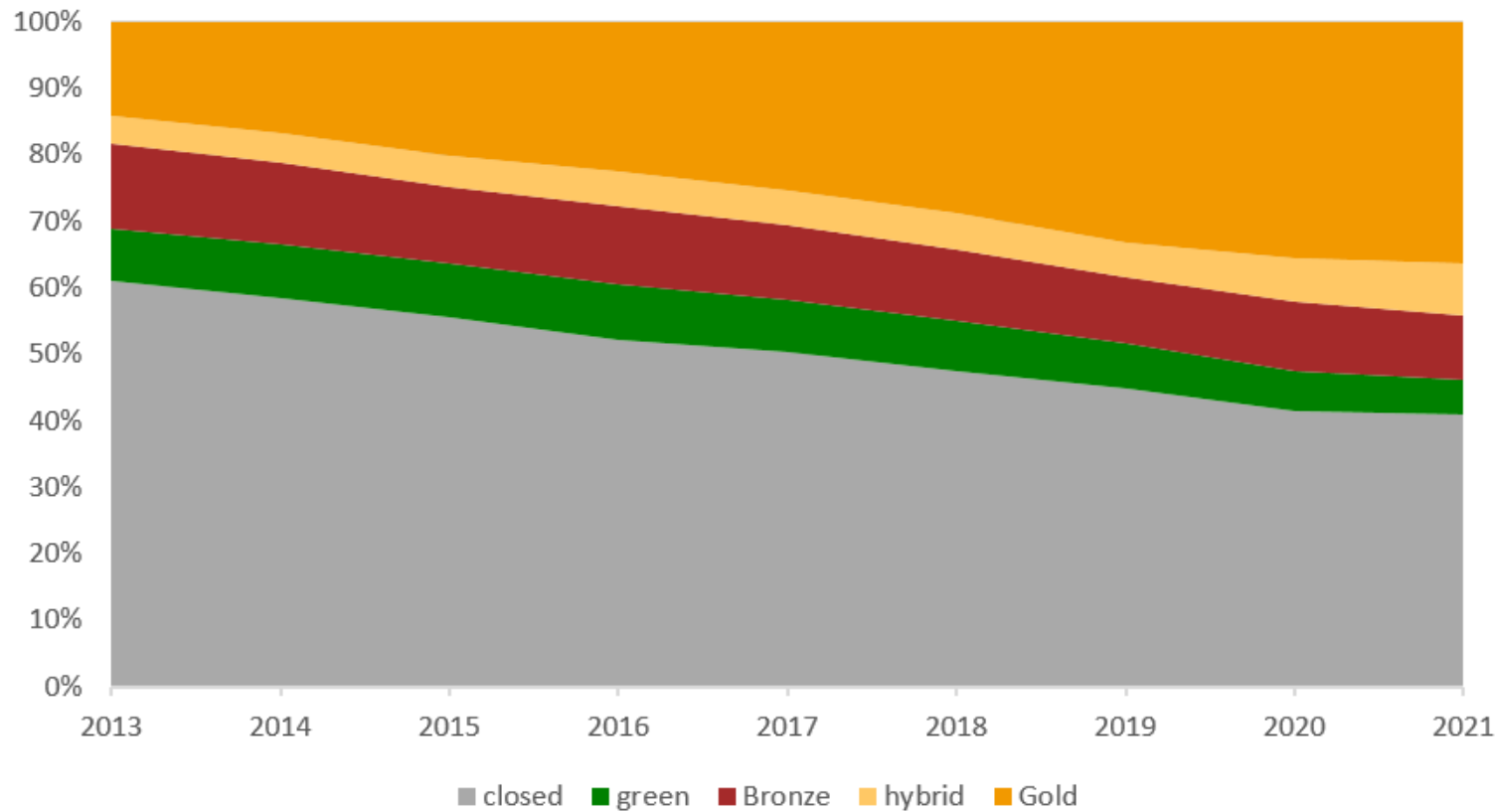


Source Dimensions

A data paper by the MPDL Big Data Analytics Group. DOI [10.17617/2.3361428](https://doi.org/10.17617/2.3361428)



A global view of scholarly publishing



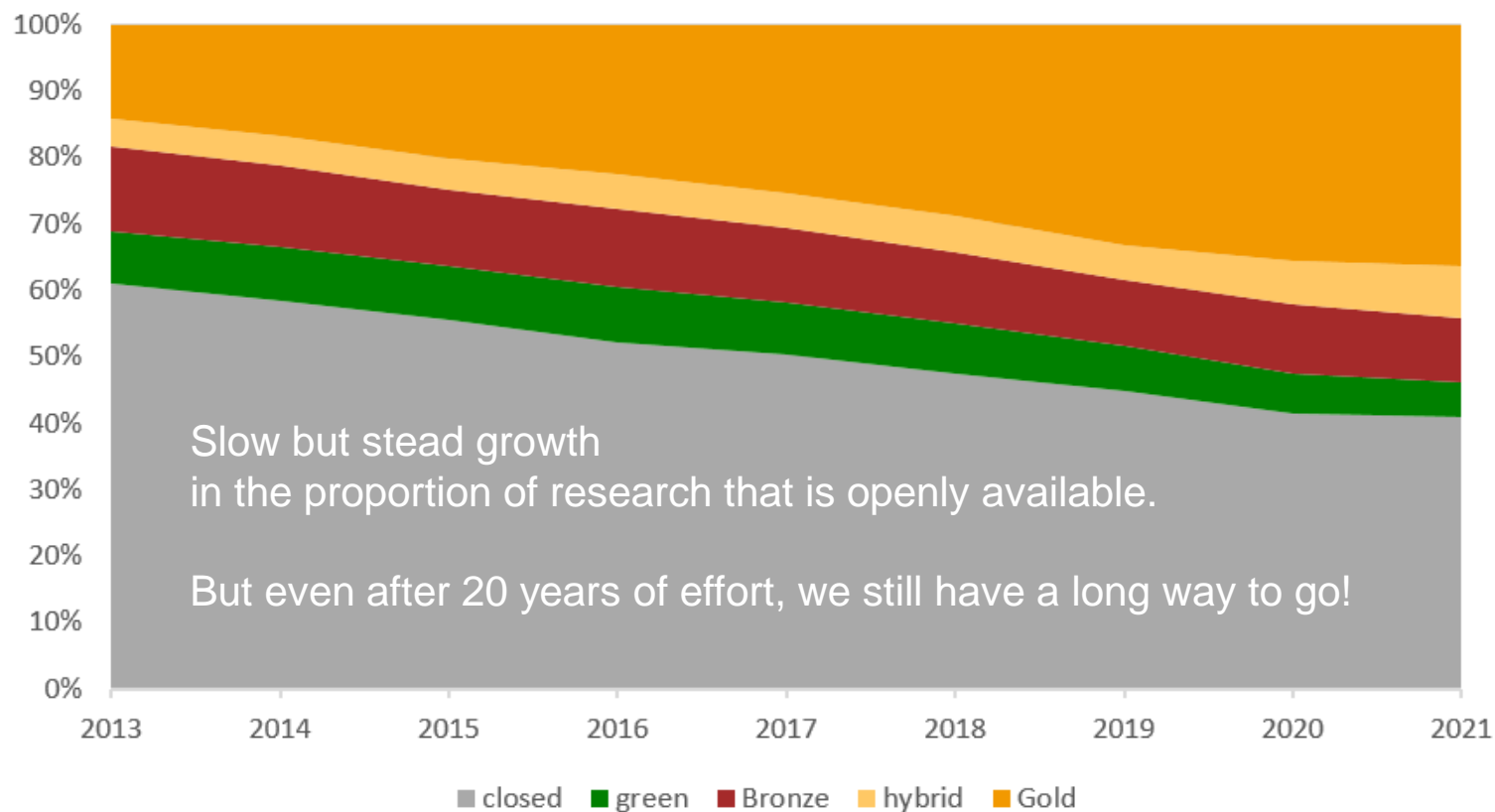
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A global view of scholarly publishing

Implications for researchers as readers



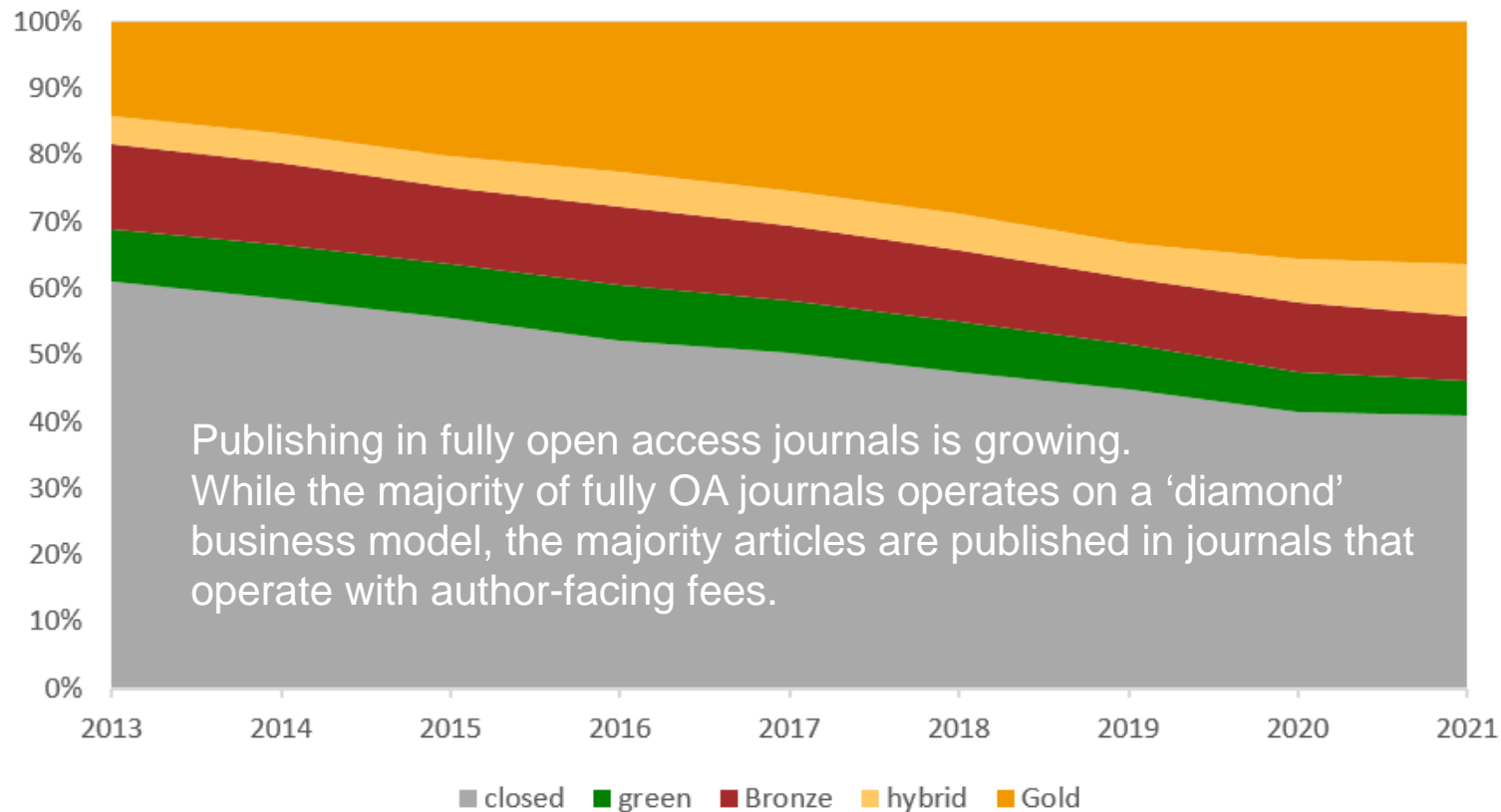
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A global view of scholarly publishing

Implications for researchers as authors



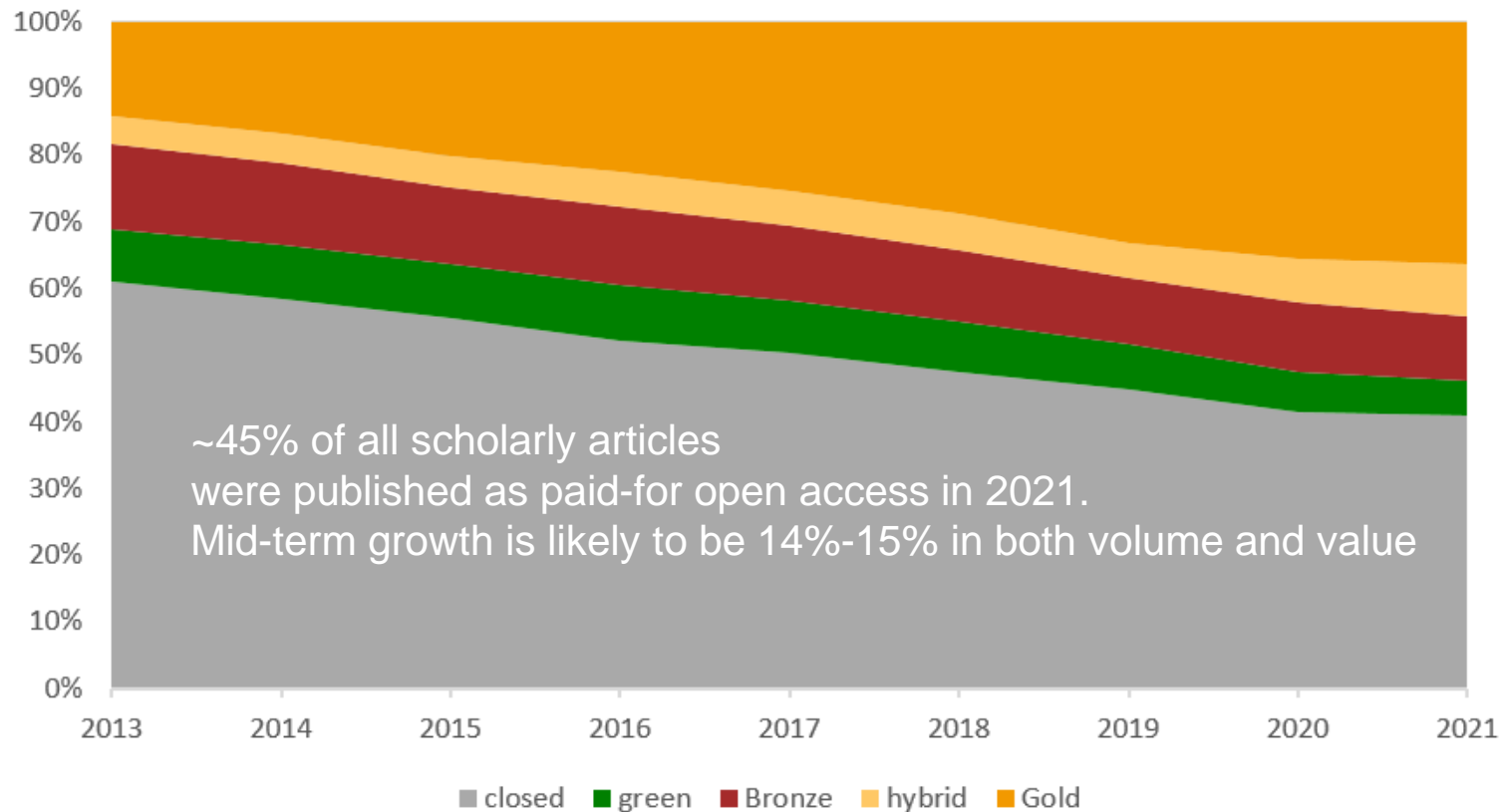
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A data paper by the MPDL Big Data Analytics Group. DOI [10.17617/2.3361428](https://doi.org/10.17617/2.3361428)



A global view of scholarly publishing

Implications for organizations that fund research



Source **DeltaThink Market Sizing Report**

<https://deltathink.com/news-views-open-access-market-sizing-update-2022>



Financial consequences

Subscription publishing market

Lack of price transparency and market pressure

The same publishers negotiate subscription agreements with many different customers and demand non-disclosure clauses; individual pricing, largely based on historical expenditure of print subscriptions, is kept secret and differ for each customer—the only commonality is the ~5% annual price increase.

Libraries pre-pay subscription fees in lump sums, keeping institutional investment in scholarly publishing tied up in the 'old' system. As a result the global research community pays **>US\$ 5000 per article published in a subscription journal**.

Commercialization of research articles

Elsevier sued Sci-Hub in 2017 and was awarded US\$ 15 million in damages for 100 articles => copyrights are worth (at least) US\$ 150.000/article

Open access publishing market

Duplicate revenue stream of 'hybrid' publishing

Publishers offer the opportunity to publish individual articles open access in subscription journals for a fee that averages **>US\$ 3000** → “double dipping”.

Author-facing open access publishing fees hidden from oversight

As fully open access journals grow in quality and reputation, they attract authors, who pay **fees averaging ~US\$ 2000** without central, institutional oversight.

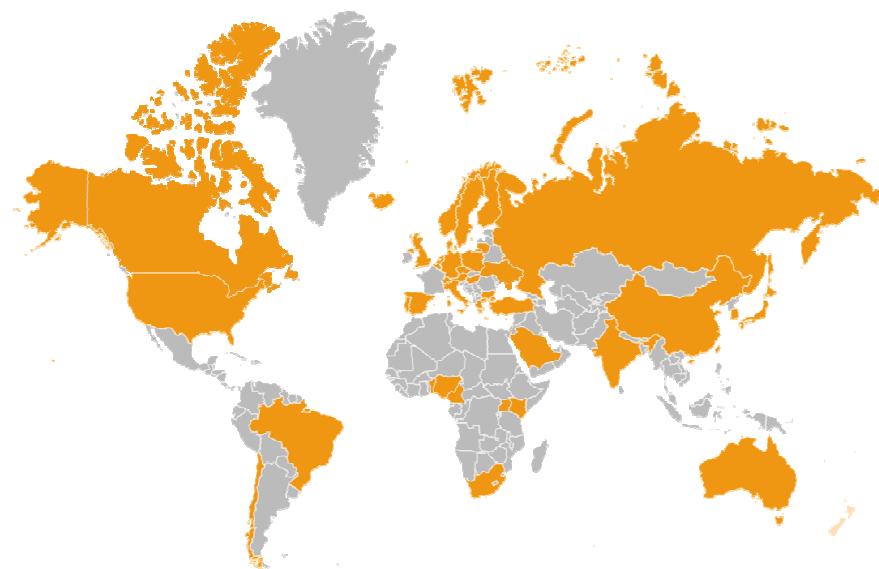


A wicked problem

- How can we rein in and eliminate author-facing fees for open access publishing?
- How can we break up subscription paywalls while preserving the journals valued by authors and their research communities?
- How can we re-orient institutional financial streams, processes and workflows to support an open paradigm in scholarly communication?

The Open Access 2020 Initiative

- 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.
- 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.
- We invite 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.



Source OA2020 Expression of Interest in the Large-Scale Implementation of Open Access Journals
<https://oa2020.org/be-informed/#oa2020>

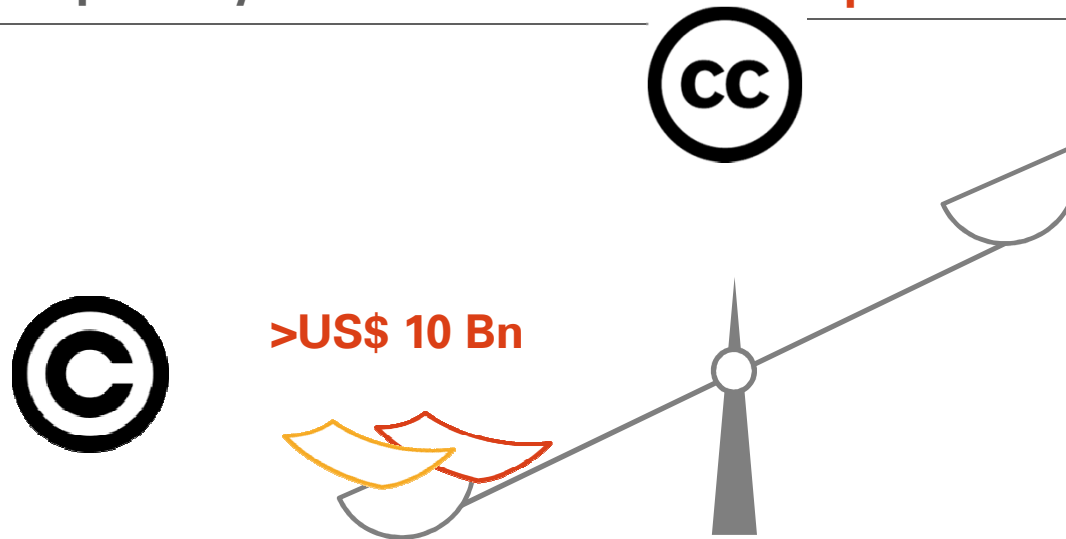


TAs turn subscription funds into open access funds

Transformative agreements are centrally negotiated agreements with scholarly publishers in which former subscription payments are repurposed to cover open publication of a country or institution's research articles (and reading of content still behind the paywall).

Subscription system

Open Access

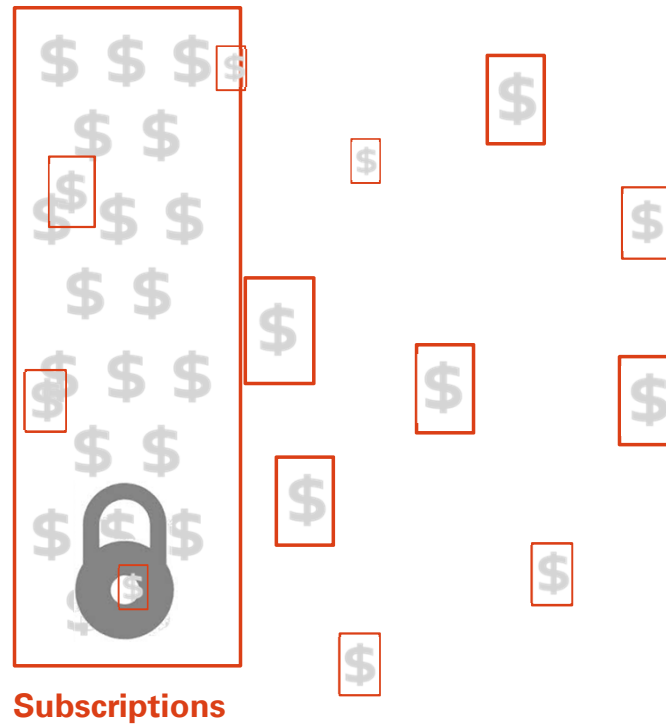


Source **Disrupting the subscription journals' business model for the necessary large-scale transformation to open access**

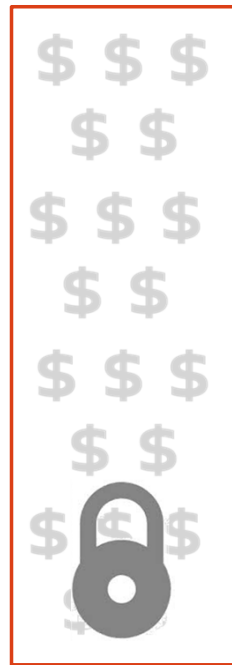
Schimmer et al. 2015 <https://hdl.handle.net/11858/00-001M-0000-0026-C274-7>



At the start of the digital transition, individual print journal subscriptions became Big Deal online subscriptions



With the call for open access, hybrid publishing created a second, unmonitored revenue stream for publishers = double dipping

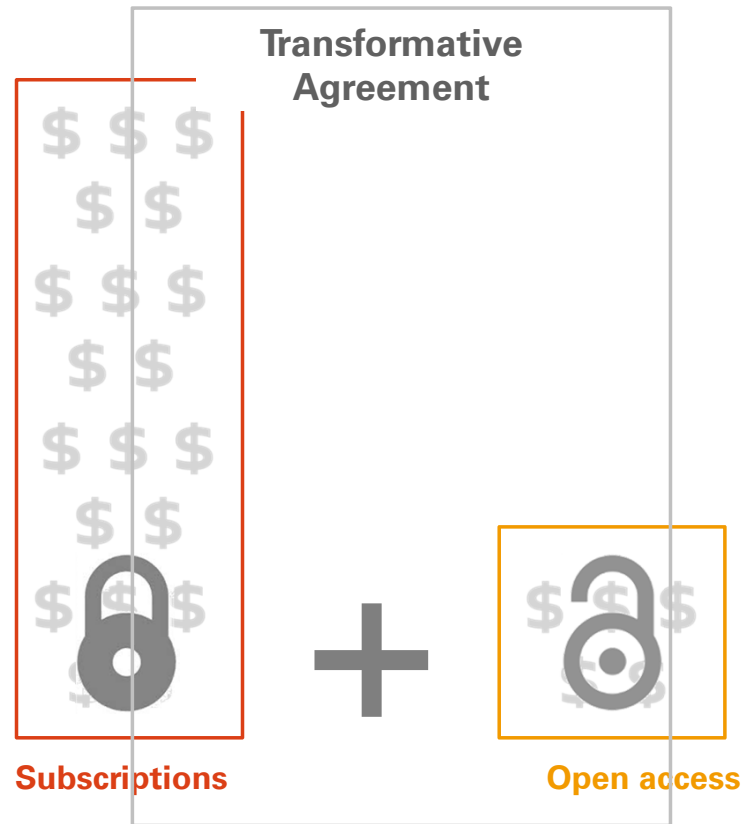


Subscriptions

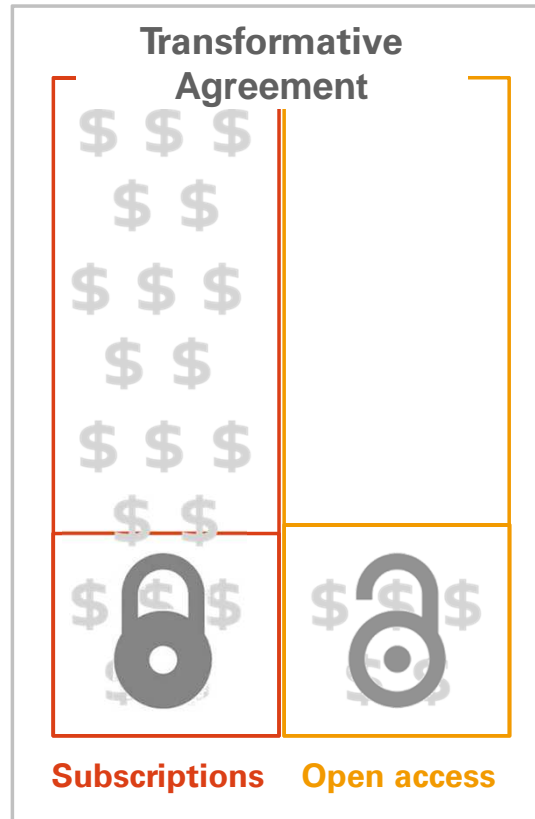


Open access

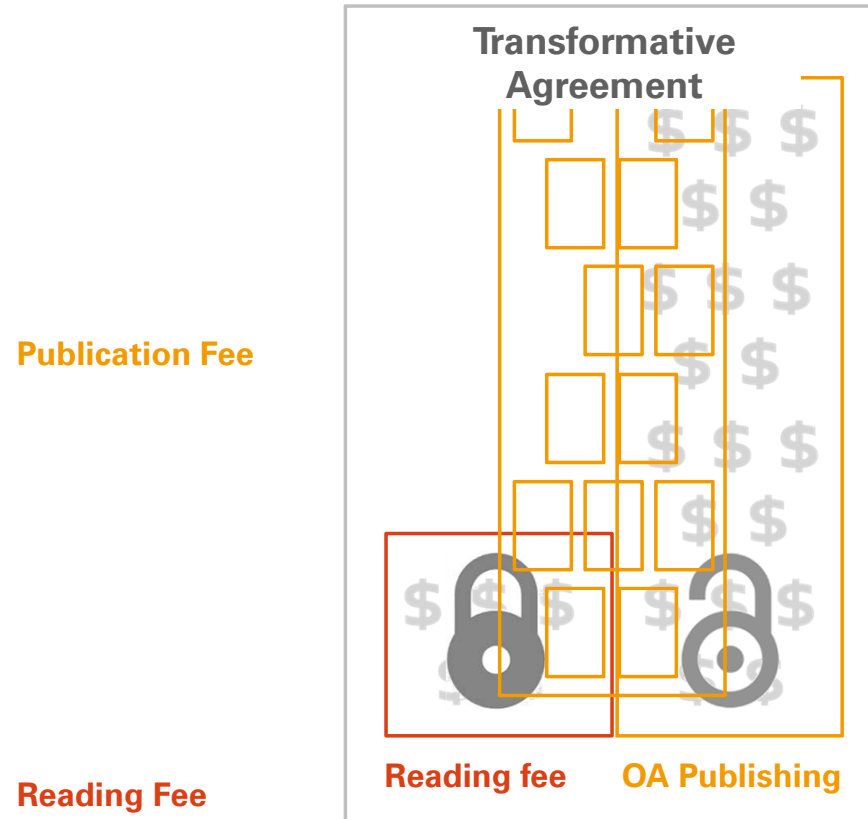
Transformative agreements bring all costs under the oversight and control of a centrally negotiated agreement



Former subscription fees are repurposed to cover open access publishing services (and reading access still needed)

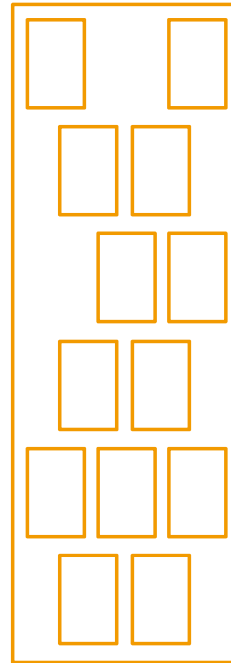


TAs provide a framework for institutions to re-orient their financial streams, processes and workflows around open access.



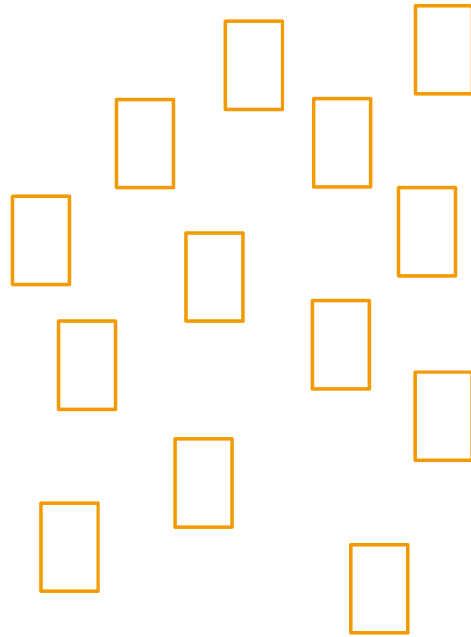
As more TAs are negotiated around the world, there is no need to pre-pay lump-sum fees for reading access

Publication Fee

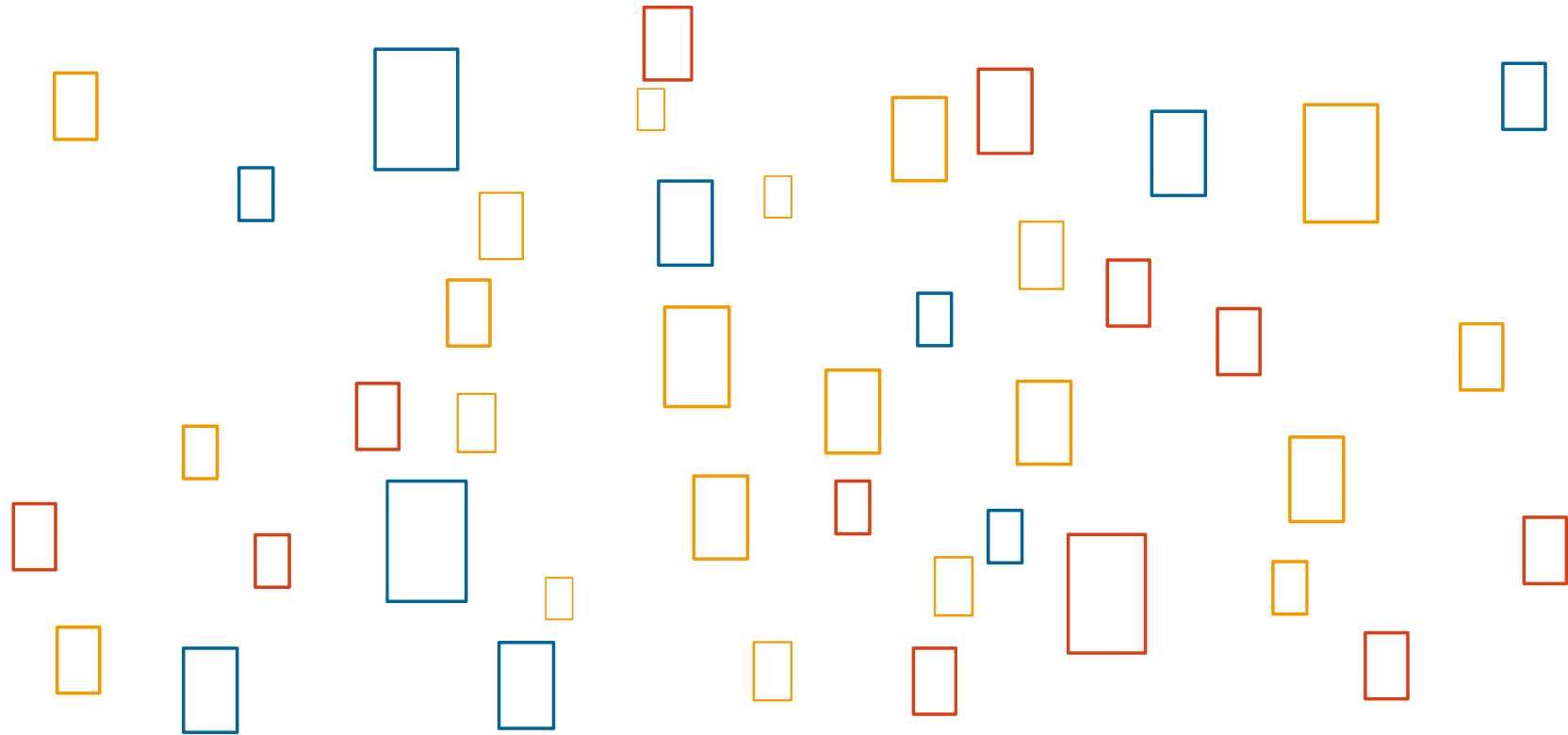


Reading Fee

And institutional funds can follow authors (not publishers) wherever they choose to publish

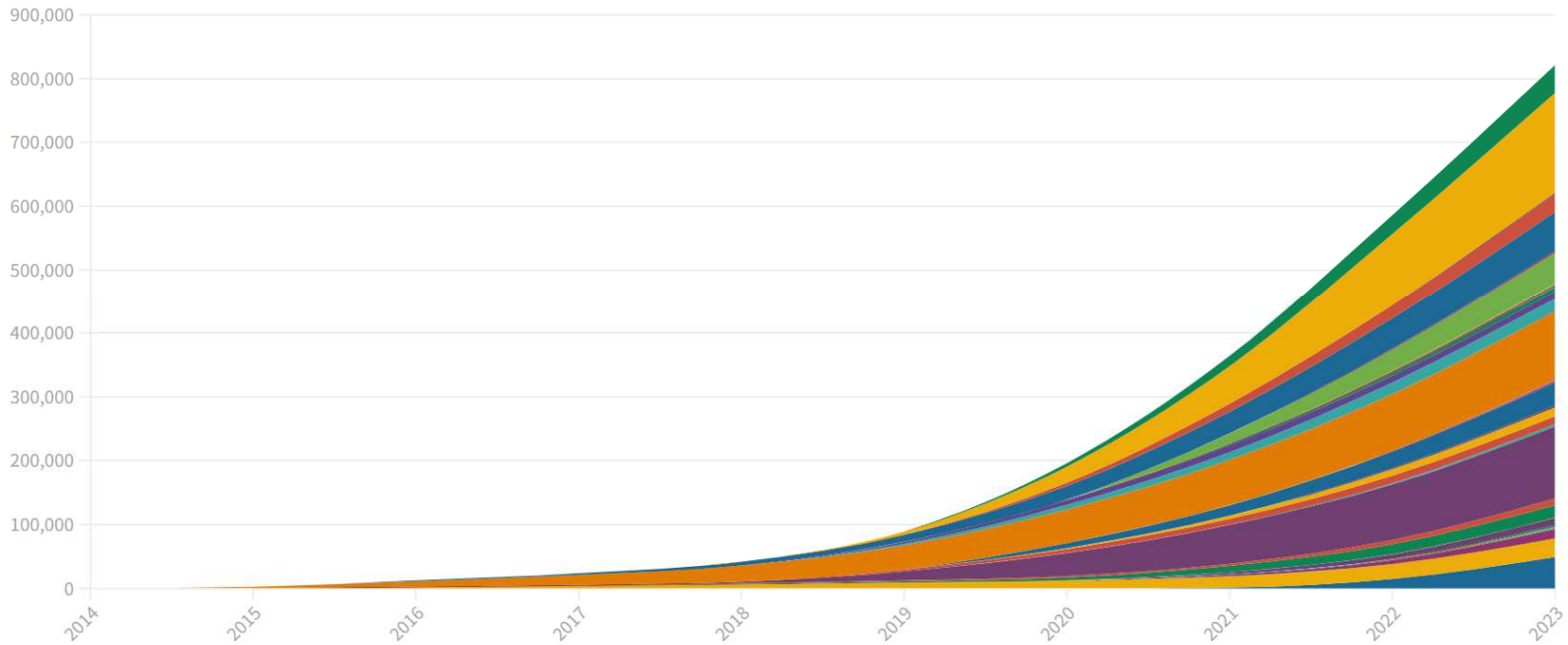


Generating the pre-conditions for a diverse and open paradigm in scholarly communication



The impact of transformative agreements

- Australia Austria Belgium Canada China Colombia Croatia Czech Republic Denmark EIFL (International) Estonia Finland
- France Germany Ghana Greece Hungary Iceland Ireland Israel Italy Japan Latvia Luxembourg Moldova Netherlands
- Norway Palestine Poland Portugal Qatar Saudi Arabia Serbia Slovenia South Korea Spain South Africa Sweden
- Switzerland Turkey United Kingdom United States



Source: [ESAC Transformative Agreement Registry](#) • Click on a country to filter.
Last updated: 05-05-2023

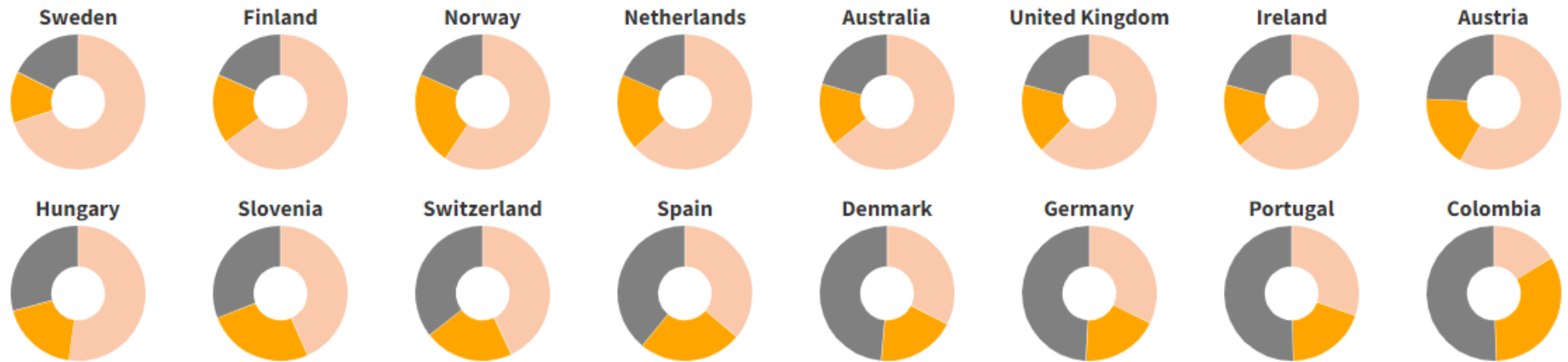
Cumulative number of articles covered by transformative agreements listed in the ESAC Registry

Source ESAC Market Watch <https://esac-initiative.org/market-watch/>



The impact of transformative agreements

Transformative agreement Fully OA journal Hybrid/Closed



Country overview of article output by publication type

Source ESAC Market Watch <https://esac-initiative.org/market-watch/>



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The 16th Berlin Open Access Conference



TOGETHER FOR TRANSFORMATION

16th Berlin Open Access Conference

6–7 June 2023

Harnack Haus, Berlin, Germany

Read more at <https://oa2020.org/b16-conference/>





Thank you!

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