

UKSG An Introduction to open access online seminar 2024 - day 1 (1)

0:04

Good morning everyone and welcome to the UK SG Introduction to Open Access seminar.

0:10

My name is Vicky Drew and I will be your organiser for today.

0:13

I'm very pleased to introduce today's Chairs and Co chairs.

0:16

Sarah and John.

0:18

Before I hand over the mic, I have some housekeeping items to cover.

0:22

If I could kindly ask all participants to ensure their microphones are muted and cameras are switched off.

0:28

Just a reminder, today's presentations are being recorded and will be available on demand for registered delegates after the live session.

0:36

We'd love to hear from you during today's presentations.

0:39

We encourage you to submit questions and comments through the question box on your go to web on our panel and these will be picked up by our chairs.

0:49

Do also keep an eye on the chat box for further instructions information throughout today's session.

0:55

In addition, we'll be doing some audience polling.

0:57

This will be introduced by each speaker and we would appreciate your participation.

1:04

If you'd like to use the closed captions, this can be switched on individually by clicking on the CC button which is at the bottom right hand side of your screen.

1:16

We'd like to encourage you to share today's session with your social network.

1:20

Today's hashtag is UKSG Seminar.

1:24

So without further ado, let me hand over to Sarah to start today's session.

1:31

Hello, I'm Sarah Beaton and I'm going to be the chair for the session today.

1:36

And I'm just going to talk you through some slides about UKSG to give you a bit of an introduction to that.

1:44

Just bear with me while I load those up.

1:52

OK?

1:53

So our seminar today is an introduction to Open Access and it's our online seminar and I hope you're looking forward to the session and the wonderful speakers we've got today.

2:07

So introducing UKSGUKSG is a wonderful group that connects the scholarly comms community and fosters like understanding between all members and disseminates news, information, publications and research and enhancing knowledge of the scholarly information sector.

2:28

We offer some wonderful seminars including this one webinars and event which support your professional development.

2:36

Some of the UKSG activities include the Insights Journal, there's three member emails, and there's the Lizzy Resources e-mail discussion list, which if you're not already a member of, is very worth joining.

2:52

We can build on your knowledge and professional skills with our annual conferences, forums, 7 seminars, and webinars throughout the year.

3:02

Some of our forthcoming events are listed on the screen here, so I encourage you all to sign up for some of those.

3:14

We will be using the hashtag for this seminar, which is #uksg seminar, and we'd encourage you to share your experiences on all the usual social media channels, which you can see here.

3:30

We'd also encourage you to join UKSG if you're not already a member and support our work.

3:34

So there's low cost membership fees for libraries and that will allow you to access free webinars, discounted seminars, conference fees.

3:47

You get three members only newsletter, which is really informative, the UKSG Journal Insights.

3:53

And again, I've mentioned the discussion list before, but also it supports free places at events for those who normally can't attend and investment in projects that benefit the whole of our community.

4:06

OK, so if you go to uksg.org/join, you can find all the information there.

4:13

We've also got a wonderful podcast which is really interesting to listen to.

4:18

And you can check out the video trailer with the link available here.

4:24

It also includes you to sign up to the UKSG Forum 2024.

4:28

It's a brilliant event in early December, the 5th of December, held in Birmingham.

4:33

It's a very popular forum that includes networking opportunities, a dynamic exhibition, and the theme they share is Our Profession in 20-30 publishing, sharing and curating content now and into the future.

4:49

So I think you'll agree with me that that's going to be a very interesting theme for this year's forum.

4:58

OK, And I think that's it for my slides.

5:03

Let me stop sharing this screen.

5:10

OK, so back to the seminar today.

5:14

The rise of Open Access and associated compliance requirements has created an increasing role for libraries and other information professionals in supporting pre publication workflows for research outputs.

5:26

It's also LED research institutions to develop a wider range of services and systems, support publication and managed compliance.

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So this seminar today will give a basic introduction to this rapidly evolving area.

5:39

And without further ado, I'm going to introduce the first speaker who is Phil Jones from JISK.

5:45

And he is going to be giving us an introduction into Open Access.

5:49

And Phil is an information professional committed to helping open up access to research publication and to the results of research globally.

5:58

He works for JISK and in collaboration with HEA institutions, funders and other consortium, So Phil negotiates agreements with publishers that meet the UKHE sector requirements.

6:09

With extensive experience in the public and higher education library sector based on the engagement and content side.

6:16

Phil is a qualified and chartered librarian and he revalidated in 2023 and a Fellow of the HE Academy with an MBA with distinction focused on leadership in HE.

6:29

So looking forward to this chat.

6:31

Over to you, Phil.

6:32

Thank you very much.

6:33

I'll just share my screen now so hopefully you can see my presentation.

6:39

So yeah, it's a real pleasure to talk to you all today.

6:41

Thank you very much for inviting me.

6:43

Nice simple start to the week for me.

6:45

I have to explain Open Access in 20 minutes in a way that will suit newcomers and those of you who've got some familiarity.

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So nice easy one.

6:54

So you've already introduced me.

6:57

Thank you very much for that.

6:58

So obviously my, my presentation today about Open Access is, is very much from my own perspective.

7:05

So I'm not talking corporately as Jisc.

7:07

Now, this is based on my own experience and doesn't necessarily represent the opinions of, of Jisc.

7:16

And of course, I need to reflect the fact that Open Access is happening in different ways in different countries and at different speeds.

7:25

So what I'm giving you is a perspective from a kind of higher income country.

7:30

And that's kind of not necessarily the way it's going to happen in in all countries.

7:35

So just to kind of let you know the aims of the session.

7:38

So I'm hoping to introduce Open Access, the concept in scholarly communications.

7:45

Obviously, there's lots of different versions of Open Access for different types of things.

7:48

So this is specifically related to Open Access in open science and open research, the scholar communications side.

7:56

I'm hoping to explain how the Open Access movement has developed and to discuss some of the current issues and the future concerns in Open Access.

8:08

So to start off with, it seems to make sense to define Open Access.

8:13

So in the scholar publishing context, Open Access is a way of making sure that the process and the results of scholarship are available to others so that their academic work can be read, it can be built on and it can be reused as efficiently as possible.

8:29

Now obviously scholarship's been happening for hundreds, well thousands of years.

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Previously it may have involve typesetting and printing and things like that.

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We're now obviously in the Internet world.

8:39

So the Open Access movement evolved in response to the, the issue of paywalls, which restrict access to scholarships.

8:48

So when researchers choose to publish in major subscription journals, they are effectively publishing behind a paywall.

8:56

Everyone else can't get access to that that scholarship.

9:00

And quite often they're also signing the rights to their own scholarship over to the publisher in the process.

9:05

Now this goes into the area of rights retention and there's, there's a separate session on this as well as on some of the concepts I'll be talking about.

9:11

So I, I may, I may end up skirting over some issues that you might think, well, why, why is he not discussing this?

9:17

And it'll normally be because there's, there's sessions later on that, that part of, of Open Access.

9:25

So just to kind of explain a little bit more though, about that last bit that I mentioned.

9:29

So the kind of the idea of, of authors signing over their copyright to, to publishers, it's kind of a little bit like you taking your car to a garage to be fixed.

9:39

You pay them to fix the car and then they expect that they then own the car.

9:43

That's, that's my perspective on it anyway, my personal perspective.

9:48

So to start off with that, I just wanted to, to kind of talk about some of some of the myths that kind of often come up about Open Access.

9:55

And if you're working in Open Access, you'll have come across a few of these from academics perhaps, or from publishers.

10:02

But one thing Open Access isn't is, is a panacea.

10:04

So it doesn't guarantee that open scholarship will happen.

10:08

For one thing, it makes it available that your language or any disability status, you might have censorship happening in your country or, you know, digital literacy issues or digital inequality, that can all prevent you from accessing, you know, scholarly information.

10:25

So Open Access is one part of the puzzle, but it doesn't solve the problem of making knowledge available to others.

10:33

It's not low quality or not peer reviewed in any way.

10:37

Peer review, which I'll explain a little bit later.

10:41

It is obviously the process by which the quality of scholarship is insured and peers are not paid for that process in most cases.

10:49

And editors are not paid for editing journals.

10:52

So they can do that for Open Access journals or Open Access articles just as well as they can for subscription or paid articles.

11:01

It's not an attempt to force scholars to forego royalties on their income on their, on their, their kind of scholarly communications.

11:09

So quite often, especially in science, this scholarly communication is done via articles.

11:15

Articles don't pay.

11:16

You don't get paid for producing articles or people reading your articles in the humanities.

11:22

Most people similarly don't get any royalties.

11:26

Even if you do produce a book, an academic book that you're the people are paying to read, it won't pay you very much at all.

11:33

Most academic books might produce two or three hundred books.

11:37

They might sell that many books.

11:38

So it's not an important consideration for most.

11:41

I think most humanities authors, they want the widest audience possible to find their work.

11:47

It's not cost free, of course.

11:49

There are costs involved in in making content available, even Open Access content.

11:54

It has to be put on a platform, peer review has to be managed.

11:58

The process of publishing cost money and so somebody has to pay somewhere.

12:05

The intention is not to deprive authors of their rights.

12:07

In fact, you could argue quite the opposite.

12:09

So if you're publishing Open Access, you'll often be using a licence which you decide on to share your work with other people, so you won't be giving away your rights as many do when they publish in subscription journals.

12:23

There's nothing anti academic freedom about Open Access.

12:26

People can choose to publish in paywall journals, they can equally choose to publish Open Access.

12:31

Obviously some people are restricted in where they can publish by the fact that their research has been funded by somebody who may place expectations on publishing Open Access.

12:41

But quite often, even in this case, if there's a if there's no suitable Open Access journal for you to publish in, you will be allowed to publish somewhere else, or perhaps even in a paid journal.

12:53

There's no reason why Open Access is a plagiarism risk, in fact quite the opposite.

12:58

If your work's available online openly, then surely it's more open to people spotting if you've plagiarised.

13:04

So I'd argue that Open Access is less liable to plagiarism.

13:10

There's nothing to do with pirated content.

13:15

Open Access is not against copyright law.

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In fact, it's fully in compliance with copyright law.

13:21

So that's a that's definitely a misunderstanding.

13:25

It's not harmful to publishers interests necessarily.

13:28

So some publishers, if they are very wedded to the previous way of subscription income and their business model doesn't change and they haven't changed, then arguably it is a threat to them.

13:38

But the vast majority of publishers are kind of walking the line now and they have they have changed the way they operate.

13:48

It's also not mainly a benefit to lay readers.

13:51

So Open Access content, although it's great that it is available to the public, the vast majority of people that will benefit from your Open Access content will be those scholars who can't afford access or whose institutions can't afford to subscribe to content.

14:08

So it's a great benefit to them.

14:14

So just to go through some of the actors in this this whole scenario.

14:18

So who's involved in in Open Access?

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There are lots of stakeholders.

14:22

These aren't all of them, but the main ones would be authors and researchers.

14:27

So the ones who are producing this research, they're normally paid by institutions, they're normally on a salary.

14:33

They're not required to make money by their Open Access publishing.

14:38

There's also funders.

14:39

So these are the, the institutions, the organisations that are providing funding for research to happen and who might have an opinion about how it's then published and communicated.

14:49

There are the publishers themselves, which I should I, I point out, like many of these groups are not homogeneous.

14:55

There's many different types of publishers.

14:57

There's institutional university presses, there's scholar LED presses, there's major commercial publishers like Springer and Wiley and TNF.

15:08

They're not all one, one group.

15:09

And we, we shouldn't tar them with the same brush, if we tar them at all.

15:14

There's the community.

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So that could be the academic community.

15:18

It could also mean the kind of the public who have access to open content.

15:23

Then there's the institutions who employ the researchers or the authors and who have their own stake in Open Access and, and want their students and academics to have access to read open content as well as access to publish.

15:38

There's the libraries who provide the access to content and quite often help to facilitate the process of publishing Open Access and fund it.

15:48

And then there's the intermediaries like GISK.

15:51

So just a quick word on GISK.

15:53

So it's, it's a not-for-profit.

15:54

It's a consortium that represents higher institutions, higher education institutions and provides access to content as well as to IT services and network connectivity.

16:05

So there's intermediaries like GISK involved as well and similar consortium around the world.

16:14

Just a word on the different forms of Open Access.

16:17

So there are more than this, but this covers the most the majority of what you would see.

16:23

So you have green Open Access, which is where an author will self deposit.

16:27

I'll put an exclamation mark there because it is often facilitated.

16:30

In my experience, librarians often have to help authors with this, but theoretically they self deposit their work in a repository.

16:38

Might be the institution's repository, it could be subject repository online somewhere.

16:43

And this is normally the author accepted manuscript.

16:46

So a brief word on that.

16:49

So the author accepted manuscript is the version that's been accepted by a publisher for publication.

16:56

It will have been peer reviewed already, but it won't yet have been typeset or had any of the kind of extra publishing gloss that would arrive in the final version of Record.

17:07

So when people self deposit, it's the author accepted manuscript normally, not the final version of Record which would be on the publisher platform.

17:15

There's gold Open Access.

17:16

So this is the most common, certainly in the UK.

17:19

It's paid for publication on a publisher platform, so in a journal or in a book hosted online.

17:26

And quite often the payment, if it's an article is an article processing charge.

17:32

And there are some issues with that, which I'll, I'll cover a bit later.

17:36

Diamond Open Access, which is like gold, but unlike gold, so it the actual article or book ends up on a, on a publisher platform or a, in a kind of a hosted version.

17:48

That's kind of facilitated by a sort of publishing type body.

17:52

But it's paid for by not the public.

17:55

Sorry, it's not paid for by the author and it's not paid for by the reader either.

17:59

So it might be funded by the hosting institution or by a research funder or some other body that has

an interest in making that scholarship open and removing the paywall from publishing and from reading.

18:15

Hybrid Open Access.

18:16

This is publishing in a journal title that contains subscription content as well as Open Access articles.

18:23

Obviously there are issues with that.

18:27

Bronze Open Access, arguably more popular in places like the United States, I've seen.

18:32

It's where articles are made free to access, but not guaranteed to be free and not necessarily openly licenced.

18:39

So we don't really consider them to be proper Open Access.

18:48

Now here's just a, a kind of visual representation of some of those, those main routes, the gold Open Access route, the green one and the hybrid routes.

18:57

This is mainly for the slides afterwards really.

18:59

So I'm, I'm going to skip over this one because there's a lot of things to cover today and I want to leave time for questions as well.

19:06

But you should hopefully get this presentation and, and you can, you can have a look at it later if you like open licences.

19:14

So this is the kind of almost the nuts and bolts of how Open Access happens.

19:18

So this is how you make your work available.

19:21

So when you produce an article or a book, you can decide to assign a licence to it and that licence will decide how it can be reused by others.

19:30

So you can see in the picture on the right there, you have a range of different Creative Commons licences that you can use, and they range from the kind of most open at the top.

19:41

So you've got CC0 where you're not asking people even to attribute it to anyone.

19:46

You're not asking them to say Phil Jones wrote this, they can just reuse your content openly without having to do anything to it.

19:52

Now that's quite rare.

19:54

And that ranges to more restrictive licences.

19:57

You can see down the bottom where you've got more restrictions applied, and they're represented by often by 222 letters.

20:07

So you've got the vast majority of open licences will be CC by of some sort.

20:12

So that means Creative Commons by attribution.

20:15

You are expected and it's good practise to say where you found a source and that's perfectly understandable.

20:22

Then you might want to apply other restrictions potentially so share alike or non commercial, non derivative, these kind of things.

20:31

You may see more restrictions in monograph Open Access if you're involved in that.

20:37

So you'll often see CC by non commercial and non derivative in monographs.

20:43

And that's mainly because authors want to protect whatever income stream they might have from that book.

20:49

They don't really want people rehashing chapters and, you know, then selling them on Amazon so that someone else can make a profit off the back of their, their authorship without, you know, attributing where they got that information from.

21:03

CC licences are probably the most commonly used and they're easily, easily understood and they can be machine readable.

21:09

So they're, they're great, but they're not the only open licence.

21:11

So there are, there are other open licences.

21:15

So for example, the open government licence that's used in the UK anyway, you may have seen this before because it's openly licenced.

21:24

So this is the great thing about open licencing.

21:26

You can reuse and you don't have to recreate images and take hours more to produce presentations.

21:33

So some of the benefits of Open Access, you get more exposure for your academic work.

21:38

Other practitioners can build on it.

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You may get higher citation rates if that's important to you.

21:44

Your research can influence policy.

21:46

It can reach decision makers in government, for example, the public can access your findings.

21:51

So in my own experience, I've worked in public libraries and I've seen the, the barriers that there are to people researching, you know, their family might have health issues and they can't access the latest scholarship on the particular condition because it's not Open Access.

22:06

They enable people to comply with their grant funding rules.

22:09

It's not really a benefit, more something you have to do, but it's there taxpayers who are funding these, the people that are producing the research or the research itself get value for money.

22:20

And researchers in perhaps lower middle income countries can see the work and they can reuse it.

22:26

And which is fantastic because the next cure for cancer or next development in, you know, the environment could come from any country.

22:36

And you really don't want to lock out the people that could come up with those solutions.

22:43

Again, I'm going to kind of skirt over this because there's a lot of detail here.

22:47

It's, it's kind of just a timeline for, for how Open Access has developed in our, our neck of the woods here in Europe.

22:56

So the, it kind of kicked off a little bit more than it was previously in 2002 with the Budapest Open Access initiative.

23:05

So that was where a load of Open Access stakeholders kind of decided to pull together and come up with a strategy for kind of furthering Open Access in, in research, which was then kind of solidified a bit more with the Berlin declaration where they kind of defined the, the role of the Internet in, in doing this.

23:23

And then you got a sequence of, of gradual ramping up of, of Open Access.

23:28

So in the UK we've had, we had RCUK release position statement, we had an Open Access policy for welcome in the years following.

23:38

And then apparently there was a large gap between 2007 and 2011 when everyone stopped.

23:44

But I'm joking of course.

23:46

In 2012 there was the Finch Report which reported to the UK government and that kind of led the

government down the route of gold Open Access for UK funded research, which there are many and various opinions on.

24:04

Yeah.

24:05

Then we had the NIHR Open Access policy and the RAF policy following shortly after the Finch reports, which reflected this kind of gold Open Access mandates.

24:15

It did permit obviously the green Open Access route as well.

24:18

But yeah, funding was made available for gold Open Access.

24:23

You then had in 2015 the OA 2020 initiative, which was again to kind of increase the transition from subscription to Open Access.

24:35

And then you have kind of a gradual ramping up.

24:37

You had plan S very important initiative launched in 2018 in Europe, which had signatories from funders and from national governments kind of aimed at global equity and Open Access, ensuring Open Access in science.

24:54

You had other various policies come in shortly after that, including UKRI Open Access policy, which has been had a big impact on, on UK higher education anyway.

25:08

And you've then had the EU recommending member states start to invest in infrastructure where they haven't already in diamond Open Access publishing.

25:16

And there's, there's initiatives such as Dianas, which are aiming to try and create that infrastructure and, and encourage diamond Open Access as a, as a kind of favoured route within Europe.

25:27

Then in 2024 you had coalition S ceasing funding.

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So at the end of this year, they will no longer fund transitional agreements and the kind of hybrid Open Access that happens through transition agreements.

25:41

And we've had and this is slightly parochial, sorry, but we had the disc report on the review of transition agreements in in the UK because they've had a very big role in the UK scene and make some recommendations about the success or otherwise of that.

25:59

So where are we now in the UK, arguably more and in Europe.

26:05

So the UK has kind of gone the transitional arrangement or transitional agreement route.

26:11

So I will go into what that is in a little bit more detail in the next slide.

26:16

But that's a particular route that that the UK has chosen with major commercial publishers and we have Diamond Open Access gaining a bit more traction across Europe, like I say by initiatives like DMS and Palomera, which you're welcome to look into.

26:34

We have globally momentum building in Europe definitely noticeably, but not seemingly the same kind of level of growth elsewhere except where it was already strong.

26:46

So elsewhere in the world, for example, South America, Open Access is very strong through the green route, for example, with repositories like Cielo and Redolink.

26:56

And there are other parts of Asia that where Open Access is particularly strong.

27:00

And in Africa, in the US, you have the OSTP memo, which recently kind of provided a mandate for Open Access, well, open free access to scholarly content in the United States.

27:17

Obviously, whether that continues to whether that mandate actually kicks in, which it's due to in 2025 will depend on whether the Republicans or Democrats are in charge.

27:27

Probably the ref 2029 policy, the Open Access policy you may have just heard has dropped the mandate for long form kind of book length Open Access to extend outside of STEM and into arts and humanities and social sciences.

27:47

That decision's been taken because of the kind of difficult funding of the UK higher education and the kind of lack of ability to pay for this from this is some people's perspective.

28:02

A bit more on the UK picture, with apologies that this is this is UK focus, but it does actually apply to many of the higher middle, higher income countries.

28:10

And I think most of the participants to this, this webinar that that's relevant to.

28:14

So we've seen in the UK the dominance of, of transition agreements.

28:19

So these are agreements with major publishers normally which try to convert subscription content into Open Access published content.

28:29

And that can include all of the publishers content being made available to read if you're signed up to these agreements.

28:36

And also unlimited publishing, not always, but, but in in many cases, which is obviously great for the institutions that can afford to sign up to these agreements.

28:45

But for the many institutions around the world that can't, it kind of keeps the paywall in place.

28:51

It's problematic.

28:53

These transition agreements can be difficult to administer as well and difficult to assess the benefits of.

28:58

They're very complex arrangements.

29:00

So there are problems and they kind of shovel publishing opportunities towards countries and people that are already able to publish.

29:11

So there is a desire for the sector in the UK to move away from this transition agreements sort of arrangement.

29:22

And the difficulty is how and what to or whether you should move to a different type of transition agreement And around, you know, around half of scholarship published is now Open Access, certainly

in the UK, but access to the vast majority of what's ever been published with these major publishers is still behind the paywall.

29:44

So unless you are within an agreement or you have post cancellation access, you are still locked out of accessing that scholarship.

29:52

And how you move towards a kind of open, equitable, kind of sustainable scholarly research system and still keep access to that content is difficult if you can't take the publishers with you.

30:05

So that's a big question for everyone to consider really and a problem to be overcome.

30:16

So why are we here now?

30:18

So this situation has developed and arguably Open Access could have progressed quicker but for some of the issues that I mentioned here.

30:27

Obviously there are other issues as well, but there is a culture problem.

30:31

So four years academics have been incentivised to publish or perish to get their work into the major glossiest journals, the ones with the biggest reputation, and these have often been subscription journals.

30:45

So there's a kind of perverse incentive there for scholars who should want everyone to access their content and do often, but they've been incentivised not to do so.

30:55

There's been a lack of investment in the alternatives.

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So there's not been a kind of a large concerted effort to produce the environment, whether it's Diamond or some other Open Access mix of solutions that would move away from Gold Open Access and the, the problem of, you know, increasing fees for publishing Open Access and the barrier that creates.

31:19

There's also the complexity of the problem.

31:21

It is a wicked problem and there are many potential solutions and the solution might be a mix of different approaches to Open Access and will happen differently in different parts of the world.

31:32

And so that makes it a very difficult ship to sail in a certain direction.

31:38

There's also risk aversion.

31:39

So the situation has developed the way that it has and people are familiar with it and moving to something new, which may potentially involve a loss of access to publishing rights with some publishers.

31:51

It may involve a loss of access to some read content is risky for people.

31:57

There's also been, you know, lobbying and marketing and promotion from people that don't want the Open Access revolution to happen.

32:05

They don't want to see enhanced Open Access because it doesn't benefit them.

32:12

So I'm just going to quickly go through some of the, the, you know, the positives because I said a lot of a lot of negative stuff, but we do have some things, some tools that can be used to, to kind of further Open Access from here.

32:23

So we have technological innovation, artificial intelligence could potentially give us tools to much reduce the price of, of Open Access publishing.

32:32

The people that are becoming the leaders in, in publishing and in research will expect freely available content.

32:38

They've often had access to this through their institutions and will expect that that should continue.

32:44

So potentially that will change.

32:46

It might be that with the change of government in the UK and potentially changes of government elsewhere, you have a less competitive and potentially more collaborative HE environment encouraged.

32:57

There are academic incentive structures that can be used as levers.

33:01

There are funder mandates, again, that can be used and they are being used to, to kind of encourage good Open Access publishing practises.

33:09

And there's international collaborations.

33:10

Increasingly we're seeing lots of international collaboration.

33:13

It's just perhaps not going as quickly as people would like.

33:18

Finally, just a few questions.

33:20

I won't go through all of these because I'm aware we're short of time and I do want some time for questions, some questions about how do we achieve global equity and Open Access.

33:29

Your guess is as good as mine.

33:31

What role you want commercial publishers to play?

33:34

How we expand our Open Access without encouraging article inflation, particularly amongst major publishers.

33:40

If they're getting paid for publishing, they're going to want lots of articles and there's a kind of incentive to relax their kind of quality levels.

33:49

But that doesn't necessarily have to be the case.

33:52

How we kind of influence our researchers to change their culture.

33:56

And given the climate at the moment around the world, do we want Open Access?

34:01

Do we want everyone to have access to the cutting edge of science if there are kind of hostile states involved?

34:08

We also want to address the primacy of the article.

34:11

It's arguably too much is put on the final product of research when actually you want to surface the whole process.

34:20

How does that happen?

34:22

How can we learn from successes of Open Access around the world?

34:26

So for example, the Latin American system, are there things that that the West and that the higher income countries can learn from green Open Access?

34:35

And this is a big question and it could be a webinar on its own.

34:39

But how can we prevent the marginalisation of kind of non Western knowledge systems, you know, potentially indigenous knowledge systems within Open Access?

34:47

Because the way that Open Access is developed, it has placed bars in place of kind of knowledge systems being equally available to people.

34:58

So just some questions there a lot to think about.

35:01

And hopefully you've, you've got some questions, but I'm going to stop sharing now.

35:06

If you have any questions that are just related to your particular situation, then by all means e-mail me.

35:11

I'm happy, I'm happy to answer emails.

35:13

But obviously, if there's anything that's relevant to other people, potentially I'll try and answer it now or, or potentially we'll feed it back to, to the whole group.

35:22

So I'm going to stop sharing now with thanks.

35:26

Thanks.

35:26

Thanks, John.

35:27

That was really Phil.

35:28

Thanks, Phil.

35:29

That was really, really interesting.

35:31

Lots, lots to think about there.

35:33

I think for me, the example of the members of the public wanting to access research about health issues particularly struck me because I get so focused on the HE aspects and, you know, the need for academics and research just to access the research.

35:48

I forget about other people who like to who will want and need access.

35:52

So that was a really, really good point for me to remember.

35:56

Yeah.

35:57

And the future is very, very interesting.

35:59

Love that point about the marginalisation of non western research.

36:04

They're really, really, really good.

36:06

I'm hoping John has got some questions for you now.

36:10

So Sarah.

36:13

Yeah, yeah, just to say thank you to Phil.

36:14

That was absolutely yeah, fantastic.

36:16

So many, so many interesting, thought provoking things out of that.

36:20

They were just a wonderful way to kick off.

36:23

Yeah.

36:23

If you do have any questions, do post them in the in the box it is.

36:27

Yeah, really, really good opportunity to get those questions in.

36:31

We've got one from Jodie who asks.

36:33

I am new to the role and wonder what other resources are available to learn more.

36:37

So are there are the resources out there that you're aware of that are good to point people to?

36:44

Absolutely, yeah.

36:46

And, and to be honest, each institution will probably have their own kind of specific Open Access guidance that's, that'll be well worth looking at.

36:54

I know in the UK, lots of, lots of institutions use Lib guides.

36:58

So quite often you'll be able to find a Lib guide on Open Access and, and how it's kind of supported within your institution.

37:04

But I mean, if you're interested in, in kind of Open Access more widely, yes, there there's lots available.

37:09

You can just Google it, Google Open Access and, and you'll, I'm sure you'll be able to find, you know, useful support from, from various bodies and institutions.

37:18

If you're more interested, I should mention as well that, that, that last point that I kind of skirted over, but about other knowledge systems, if people are interested in that, it's a, it's a really fascinating area.

37:27

There's a great book that's just come out Open Access by Professor Stephen Penfield.

37:32

It's called Achieving global Open Access.

37:33

So if, if you're interested, that's, that's a good one to look at and you can, I love this.

37:37

You can literally in 5 minutes be in that book and reading it because it's Open Access.

37:43

That's really.

37:44

And yeah, some of the some of the Lib guides out there are absolutely fantastic.

37:47

So yeah, they're, they're, they're a great resource.

37:51

I just had a very basic question.

37:53

If somebody, if an academic wants to publish Open Access, but they can't find a suitable journal, is that something that still happens?

38:01

What would you advise in that situation?

38:05

Yeah, I mean, that's, that's happened to me in previous roles where academics have come to me and said there's, there's nothing, I can't find a, a suitable Open Access journal.

38:13

They can obviously deposit their work, self deposit and use green Open Access.

38:17

That's one way of, of making their work available and, and a great way.

38:23

But similarly, if they're, if they're in a particular subject area and they find that there's not really the Open Access titles in that area, it's a great opportunity for them to kind of talk to their peers and say, could we set up an Open Access journal?

38:35

So they'll have a, a kind of set of a kind of community around that subject area.

38:39

It's not well served by Open Access at the moment.

38:42

And it could well be that that people within that group have institutions who would be willing to, to publish Open Access titles on their platforms.

38:49

So, so quite often institutions will have access to, you know, open journal systems or, or something like that where they can publish their own journal titles or yeah, that that might be a, a good option to kind of look into.

39:01

If there's not a journal available, why not encourage them to set one up that that's really interesting.

39:07

Yeah.

39:07

And it's a good reminder that the academics do have the power here to, to, to create those options.

39:13

Yeah.

39:14

That's a really interesting point.

39:16

You answered a lot of my questions as you're going through.

39:18

Actually, I was going to ask you about the global outlook for Open Access, but you, you, you spoke really eloquently about that.

39:25

Oh, we've got a question from Amy.

39:27

Actually, I work in a small arts university.

39:30

How can we support Open Access when we are so used to managing small subscriptions which seem much simpler?

39:39

That's a really, really good and, and difficult question.

39:42

I mean, you can support it, I guess by encouraging your academics to, to use Open Access routes.

39:48

It doesn't necessarily mean that you'll have to subscribe to, to kind of Open Access content or pay, sorry, pay for the APC fees.

39:55

There may be diamond Open Access routes available to your academics.

40:00

It's very tricky I know in in the area of kind of practitioner research and kind of arts based research.

40:05

The Open Access structures aren't really necessarily well set up to support those, those subject areas.

40:12

So it might be one of those areas where self deposit is the best option.

40:16

You know, there might be a system that's available to, to your institution where people can, can put kind of video content or all that kind of thing and make it available to, to, to others openly.

40:28

But yeah, it's, that's a difficult one and probably not, not one that's easily answered, sorry.

40:33

Yeah.

40:34

And it's a, it's a really good question because the, the, the size of Open Access support does, does massively vary between institutions.

40:41

So it's a, it's a really interesting one to consider.

40:44

But yeah, a really difficult one to answer.

40:48

Sarah, how, how long do we have left for questions?

40:51

I think we're pretty, pretty much on the nose there.

40:54

So thanks, Phil.

40:57

I think we can let you go and if anyone has got any other questions, we can, I'm sure we can e-mail them over to you, can't we?

41:04

If that's OK.

41:05

And yeah, we do.

41:07

We do have a few more.

41:09

Hannah, I know you've asked from we'll send that to Phil for transfer offline, if that's OK.

41:14

Phil, thank you.

41:16

That's great.

41:16

Thanks.

41:17

I might stick around though, because it looks interesting.

41:19

That'd be that'd be great.

41:20

Yeah.

41:22

Thanks, Phil.

41:24

OK, so after that that wonderful introduction from Phil, we're now going to move on to talk about Open Access from a funders perspective and we have Juran Sundevan from Open Science.

41:37

So hi, hi there.

41:39

And Juran fulfils this the role of programme leader for Open Scholarly Communication and Open Science NL and in 2015 Juran started working in Open Access publishing and as a consultant at the Utrecht University Library.

41:56

In 2019, he joined Utrecht University as the OA Programme leader within the Open Science Programme and in that role with the other themes of the Open Science programme, recognition, rewards, public engagement, fair data and software, and open Education, he has driven and facilitated the cook to change towards Open Science.

42:18

So welcome and over to you.

42:21

Thank you.

42:28

Yes, and then it helps to unmute myself.

42:30

So thank you.

42:32

Thank you for inviting me to talk about open scholarly communication, mainly focusing on Open Access, but then from a funding perspective.

42:44

Let's see if so.

42:47

Yeah, thank you for inviting me.

42:49

My name is Shiv Sundarvan working at Open Science NL, which is a national initiative.

42:55

And I will talk about that later on in the presentation to advance with Open Science in the Netherlands.

43:03

This is just to show you where I come from.

43:05

So I started my working life as a publisher for 10 years working on Open Access books and journals.

43:15

It was at the University publisher, but I also gained experience with commercial publishing and afterwards I joined University Libraries, an Open Access publishing consultant working with journals and editorial boards in their publishing activities.

43:39

But also I was the point of contact for researchers with their questions on Open Access in the broadest sense possible.

43:50

And later on in 2019 at Utah University, we as university, so it was a broad programme, started this open science programme and we had several tracks like Open Access, but also fair data, software, public engagement, recognition and rewards.

44:12

It was all included in this programme to really set open science on the agenda.

44:19

And just recently, so last year, I joined NWO, the Dutch Research Council.

44:26

So I'm also a policy advisor on Open Access or open scholarly communication for the Research Council.

44:33

But then also I'm leading the programme for open school communication within this broader national initiative, Open Science NL.

44:42

So from Dutch Research Council perspective, where we come from, I'm not going into details of, of all those years and, and actions, but it is to mention to that we as Research Council already in 2009 mandated Open Access in our grant condition.

45:04

So it was already mandated to stick to the Google slide.

45:08

So this was my introduction slide, introducing myself.

45:13

This was where I was explaining where NWO comes from.

45:20

So 2009, I was pointing to that specific year because that was the start of the OA mandate at the Research Council.

45:28

And then along the way, yeah, we have seen several actions also relating to the move from first Open Access to open science.

45:40

I will come back to that later, but also started to move into research data, not mandating it, but data management plan as part of our grant requirements.

45:56

And also we are a signatory like the UK rye of Plan S.

46:00

In 2018, we have signed the Dora Declaration for more inclusive recognition and reward structures and we did a few calls and funding programmes to foster open science practises.

46:18

So, and we come a long way in in the Netherlands from Open Access to towards open science.

46:26

This is, this is just to show you where it started basically when the government was really involved in 2013 to state this ambition of 100% Open Access.

46:37

So it was really also written into the coalition agreements of the, the last couple of, of, of governments we have had.

46:46

And then there was this Amsterdam call to action for open science under the presidency, the, the Dutch presidency at the time of the Council, EU Council.

46:57

And that led to the first national approach, the National Action Plan as it is called, NPOS on open science.

47:07

And that was a five year programme in my last year.

47:11

This was renewed based on new stated ambitions which were drafted in 2022.

47:18

And this was renewed as Open Science NL, which is a national initiative, A10 year funded programme directly.

47:28

The funding is directly coming from the ministry and it's really to enhance open science at universities, but also many other stakeholders which are involved.

47:43

But I will explain more about this open science initiative at the end of my presentation.

47:48

I really want to focus first on Open Access in the Netherlands and especially starting 2000.

47:54

So we have been working at institutional level.

47:58

So the universities at first starting in 2003, four, five gradually on Open Access, but this 2013 mark is really where it all became more aligned between all the different stakeholders in higher education and academic research.

48:18

So it had this ambition, 100% Open Access.

48:24

It's really had policy driven.

48:25

And as you can see in the middle, I've listed all the institutions which are now involved in getting towards this 100% Open Access.

48:36

So all the universities, but also all the medical centres in the Netherlands, the funding council like us, but also the medical funding council some way, I even don't haven't list them here, apologies.

48:48

But also the universities of applied sciences and all the research libraries are involved to achieve this 100% goal.

48:59

And this is of course aligned with very much with different activities and stakeholders in, in Europe and abroad and even further.

49:10

But especially so in the last couple of years also we have seen a lot of these national open science initiatives and programmes like in France, but also in Finland and in Ireland and like in, in, in the Netherlands.

49:24

And we're aligning of course with them as much as possible to make it more efficient.

49:32

So the current Dutch strategy on Open Access is we have different routes towards Open Access.

49:38

I guess the previous speaker, Phil already mentioned self archiving the green route, but also the other routes which are which are available.

49:51

And yeah, so it's like a more like a multi.

49:55

We don't focus specifically on one or two, but we are really looking at having a multi strategy approach currently.

50:07

It initially started with the transformative agreement, so the hybrid gold with the big commercial publishers, but also enhancing the green route via legal frameworks.

50:21

And we are recently moving into more alignment for the full APC based gold.

50:29

So with for instance, memberships with full OA publishers.

50:34

And just recently we have a national approach on Diamond, which I will explain later.

50:39

Yeah, So this is just to show you.

50:41

And I'm using this pyramid which you have seen on the previous slides as well.

50:45

It's coming from Brian Nosek.

50:47

I use that to make it more easy to focus on the different aspects of changing research culture in, in, in, in this blog post.

50:57

But also you can use it very much for open scholarly communication practises.

51:05

So had to make it easy.

51:07

We need infrastructure and we need, for instance, the deals we have with the big publishers, but we also have this secondary publishing, right?

51:18

So that's enhancing basically the green route.

51:22

I will show you some of the aspects.

51:27

So first of all, as explained and WO, the Research Council is a signatory of Plan S, so our OA mandate adheres to the principles of PLANETS.

51:38

Basically how all peer reviewed scholarly papers need to be immediately Open Access through different routes.

51:46

I won't go into much detail because that takes another webinar, but as you can see there are three main routes to comply with the PLANETS ruling and it should have an open licence, so preferably ACC.

52:04

By and by exception it can be ACC, it can be having ACC by non derivatives and it should be mentioned that the publication costs involved.

52:15

So the possible Apcs.

52:17

If it's not a diamond journal, it can only be reimbursed from grant money if it's a full OA journal.

52:25

So we as NWO, as Research Council don't financially support transformative or agreements or as we call it in the Netherlands, the written published deals.

52:42

But these national deals we started with negotiating with the big publishers.

52:48

We started with Springer, it was the first one in 2014.

52:52

We started the negotiations in 2015.

52:55

We've seen the first national written published deal.

52:58

Currently we have over 22 of these Open Access deals and for NWO, but also for our medical fund, the so it's on Solomon Bay.

53:10

These deals as you can see are quite important for researchers to comply with the planets requirements to our Open Access mandate.

53:20

So 60%, a bit less than 60% is covered by the Tasmania transformative agreements, written published deals and 1015% is covered through full Open Access publishers.

53:36

This is a top 20, top 25 as you can see of publishers.

53:45

So it's still, these deals are really important for researchers to comply with our, our OA mandate.

53:54

But as said, it is a compliant route, but we don't as Research Council financially support those deals.

54:01

Those deals are being negotiated through the library system and the universities.

54:09

The other thing, which isn't plan as compliant, but it is a very strong instrument and that is the secondary publishing, right.

54:19

More specifically, it's Article 25 FA in our Dutch copyright law and it allows a maker of short scientific work to open or to, yeah, to make it openly available through an institutional repository after a reasonable period of time when it received Dutch public funds.

54:41

So that can either be NWO funding, but also university funding, direct university funding, etcetera, etcetera.

54:49

And this has proven to be a really strong instrument.

54:53

It is, as you can see in the legal text, quite fake.

54:57

A reasonable period of time.

54:58

What does that even mean?

55:00

We don't know.

55:02

So that's why all universities have gathered into this project.

55:09

You shall we take care.

55:11

Some years ago, 2019, it started as a pilot.

55:15

Now it's it's really into the policies of all universities.

55:20

And we decided as universities, the university system that after six months this is considered a reasonable period of time for the version of record.

55:28

And comparing to other European countries which have a similar secondary publishing, right, this is quite advanced.

55:35

Usually it is about the author accepted manuscript, for instance, or they make a distinction between the hard sciences, like the STEM that's considered six months as a reasonable.

55:49

And they make a distinction before the humanities and social sciences, for instance, by using 12 months as a as a as an embargo.

55:59

But we in the Netherlands thought that six months across the board for all disciplines and the final version, let's do it.

56:08

And that turned out really well.

56:09

So as you can see on the left side, this is just an example of one of the universities in the Netherlands, Twente, in the eastern part of the Netherlands.

56:18

After 2019, you can see a steep increase of the Open Access figures, which are orange and the different facets of orange.

56:26

But also you can see the upper 120.

56:29

I think it's 20%.

56:31

I don't have my reading glasses on, which is basically the green root.

56:40

And the majority of those papers are using the TI Ferna method because almost all universities have moved from an opt in.

56:52

So authors need to express their interest in using this right to an opt out, basically implemented as a policy of university policy.

57:02

And then authors need to state whether they don't want to use it.

57:08

And, and, and that has led to a huge increase of Open Access figures, especially the last 2-3 years.

57:16

So Delft LED many universities now reporting over 95% Open Access availability of articles.

57:26

And on the right side you see NWO figures and also our medical funders on the way.

57:32

And we have been reporting on Open Access for quite some time.

57:36

And this is the latest figure of last year of sorry of reporting of the 2022 publication year.

57:45

The report came out last year in September 2023 and reported 93% of our research financed has been published Open Access.

57:56

I'm now currently working on our new report, newest report reporting on the 2023 figures and it's 94%, so a 1% increase.

58:08

And that leads me to this following question or or discussion point is that we have been really focusing on quantity for the last 10 years or so.

58:22

So really had this 100%.

58:24

We wanted to achieve this 100%.

58:26

We are almost there, as you can see based on the figures for the last two, 3-4 years.

58:32

And now we really should and I think we really should move towards the quality aspects of Open Access, but also the innovation like the alternative platforms.

58:41

I think Phil already mentioned it in one of his last slides and also this equity problem which Phil also mentioned in a few of his questions he was raising in in his last slide.

58:54

So what we have recognised and this is of course not only from the Netherlands perspective, but also

from a the global perspective, I would say is the really current issues in open scholar communication or Open Access.

59:10

So who and what is not participating?

59:15

So policy wise, but also the investments really went into the primary focus is still on peer reviewed articles.

59:25

So we have seen an increase of open availability of Open Access books, but still it's under, it's not comparable to what what is happening with the articles.

59:38

But also in an open science realm, we have other outputs.

59:43

How about that?

59:45

We don't talk about it well enough I think.

59:48

So we really should shift our focus towards research outputs at large instead of only looking at public reviewed articles.

59:59

One of the other aspects or issues is that the and that is also related to the to the transformative agreement discussions is that the for profit publishing is still in the lead.

1:00:13

And also this APC model is I think the previous speaker has touched upon.

1:00:17

This also leads to these inequalities not only globally, but also in in institutionally.

1:00:28

And, and between countries.

1:00:29

So that's really an issue we need to address.

1:00:34

And then I think another thing to mention is that the, the, the English language is, is, is very dominant.

1:00:42

And I think, yeah, we really need to see how we can foster also domestic languages and, and multilingualism.

1:00:49

That's really an important aspect as well.

1:00:52

So I guess add to sort of summarising the state of affairs currently is really the publishing models.

1:01:00

The majority of publishing models is really based still on ownership with signing off, copyright etcetera, etcetera.

1:01:09

So really had the publishers or the service providers acting as the market or they consider themselves as a market, a competitive market, which leads to price decrease.

1:01:18

Is that so?

1:01:19

It really leads to include exclusion using the APC model for instance, but also lack of control of academia and just I think the last couple of years or so, there's really this also this issue about IP and data expectation.

1:01:40

So they are owning basically our data in in in many ways a personal data, but also the research articles and all the metadata and abstract whatever you have and they can monetise this very much.

1:01:56

So I think we should really move and that's not new asset in in some other regions globally, like in South America, for instance, this is already for 2025, thirty years or so.

1:02:10

But in Europe now current discussions are moving into this and it's, it's it's looking hopeful.

1:02:19

So we really should move to let's say the service provider position of the publishers or platforms you have.

1:02:29

And then based on the values we have as academia and also the principles, taking into account the principles for open science.

1:02:38

And of course, hopefully this will come with fair and transparent pricing.

1:02:44

And luckily enough, a lot of things in Europe are also happening and also in the Netherlands.

1:02:51

So I just listened to a few examples and I know that in the UK for instance, there is this huge increase of we call them new university presses or library based presses, which are fully Open Access aligned with university policies and full Open Access policies.

1:03:09

And we see that in the Netherlands as well.

1:03:11

So when I was at the publishing house, it was basically the one and only University Press.

1:03:18

And now we have almost at all universities, so-called new university full Open Access presses, but also libraries really engaging with enough ways of to, to publish research Open Access.

1:03:36

And there is also much more coordination in, in, in setting up a coordinated publishing infrastructure.

1:03:46

So an example is, and I will show you that later, a national initiative, Open Journals dot NL, which basically is a time, it's a technical infrastructure using open journal systems and it's only for the journals that have the Diamond Open Access, so non APC based Open Access publishing as their model.

1:04:09

And another thing to mention is that currently within the European Commission, maybe you've heard of Open Research Europe, that's their publishing platform.

1:04:21

They're using Faculty 1000 publishing software currently.

1:04:26

And now the European Commission is looking at for after 2026, when the current tender is coming to an end, how Open Research Europe should be governed and what it means for, for instance, not only for grantees with European funding, but also possibly they're looking at National Research councils in, in, in ways how they can support this platform and make it open for their grantees as well.

1:04:59

And this is just to show you just recently, a few months ago, it was announced that this national project on Diamond Open Access, which is looking at funding mechanisms on a national scale to

support Diamond Open Access, but also supporting researchers and journals, but also books and infrastructures to transform to a fully sustainable diamond Open Access route for researchers in the Netherlands.

1:05:32

And this is just the front page of the national platform Open journals dot NL with a few journals listed there.

1:05:39

The platform started with six, three years ago and it has now over 36 journals which are fully diamond Open Access.

1:05:48

And this all is really backed up with the recent, I recent, it was last year in May 2023, but the UA Council conclusions calling for transparent, equitable and Open Access to scholarly publications.

1:06:02

And, and luckily we see a lot of initiatives at different countries in, in Europe.

1:06:09

And so this has been mainly on Open Access and, and where we come from, what we have been achieving and hopefully where we will be going to in a in.

1:06:23

And I want to also move it a bit more to a broader perspective like the open science realm and what's happening in the, in the Netherlands.

1:06:32

So open science or open scholarship is, is, is more than having publications and research data openly available.

1:06:44

It's really about creating the whole within the research cycle, creating, sharing, assessing research.

1:06:52

So it has a, a very broad range of, of practises and, and activities.

1:07:01

So why is it important at least from the perspective of what we are doing in the Netherlands, it's really about stakeholder involvement.

1:07:09

So we are looking outside universities and, and, and academic research institutions, but really also try to work together with societal stakeholders and societal involvement.

1:07:23

It's also about transparency, of course, making things open like the data and the software make things much more reproducible, replicable.

1:07:34

And that also leads to accountability, of course, and what has been driving open science.

1:07:41

We can think of a lot of things, but I will focus here on, on also on the, on the Netherlands perspective is the third thing.

1:07:51

For instance, the fraud cases we have seen 2000, I think it was 2011, a big fraud case from Tilburg University.

1:07:59

And that has also been one of the drivers why in the Netherlands, not only universities, but a lot of other stakeholders found it important to really work on, on, on open, open science.

1:08:14

This was the fraud case by Diedrich Gestapo, by the way, which has also had led to much global effects as well, but also the unsustainability of the cost of subscriptions, which was really an issue and which is still having a lot of transformative agreements.

1:08:33

So we did a lot on the transition, but is it transitioning enough?

1:08:39

I, I want my answer would be no.

1:08:45

And the costs are really increasing every year as well.

1:08:48

So this is really an important thing to discuss how to move into, into right into right directions.

1:08:57

So, but I want to mention that open science is not like it.

1:09:02

There is this recommendation on open science by UNESCO drafted in 2021, but there is no, for me at least, there is no like one definition.

1:09:12

It's really contextual.

1:09:13

It can mean many things.

1:09:15

Like I listed a few, a few, a lot of things here on the slide, Um, open to participation and open to the to use or reuse and open to the world.

1:09:25

But it is very contextual per, let's say, research project or what you want to achieve with the outcomes of the research, for instance, or what kind of discipline you are coming from.

1:09:36

That's why there is this still this discussion between the words open science and open scholarship.

1:09:43

So it's really contextual and I think we need to foster that that idea and that approach in how we set policies.

1:09:52

Just a few examples and I think you, you know this, but for the current funding programme of the European Commission, Horizon Europe, Open Science is really the default addressing these things on, on in the middle of the slide.

1:10:11

And at the national level, we have seen in the last 5-6 years or so much more, let's say, comprehensive ways of open science policies.

1:10:29

So in the middle, our research, the Research Council addressing these different topics, but also on an institutional level.

1:10:36

When I was at Utah University, we did a programme, four year programme and taking recognition or rewards, for instance, as really into this open science realm.

1:10:50

And on the left side, this was the national plan open science analyst.

1:10:56

A few things which were in that plan.

1:11:01

I will skip a few slides because I really wanted how much time do I do I have because we lost a bit of time at the beginning.

1:11:14

You've got three more, three more, three more minutes in in your time and then we thought we'd have about 5 minutes for questions.

1:11:21

So, yes, is that is that Yeah, OK.

1:11:26

And I will I will send the slides afterwards, right.

1:11:28

So if you have any questions based on the slides, please feel free to contact me.

1:11:33

Yeah.

1:11:33

So not focusing too much on this on the details of NWO, but really looking ahead.

1:11:42

So this national initiative, Open Science NL, so this is basically coming from the previous national plan Open Science, it was a five year programme and that have.

1:11:56

So when it was concluded, the stakeholders involved drafted this Npos national plan Open Science Ambition 2030.

1:12:10

I won't go into the details of this slide, but you can see the different layers and the pillars.

1:12:16

So really towards societal engagement, participation, inclusive, transparent scientific processes, towards open school communication and towards fair and open research outputs.

1:12:24

And then the pillars we need to open the infrastructure, we need support and training, we need community engagement, we need recognition and awards for open science practises and we need policies and regulations.

1:12:37

And this basically led to the OR that's completely untranslatable.

1:12:47

So we like to call it just the national initiative Open Science and L which was long was launched last year and it's really a big range of stakeholders that are involved.

1:13:03

So the, the funding is coming directly from the ministry asset of culture and science, education and science, and over 15 stakeholders are involved in this, in this covenant.

1:13:22

So all universities, all medical centres, all universities of applied sciences and some specific research support organisations like SURF, which is the, the sister or the brother of DISC in the UK, but also the E Science Centre for, for software and many others.

1:13:41

So as said, it's a 10/10 year programme.

1:13:45

It's a, it's a rather small team.

1:13:46

So on the top you can see the programme leads and the director.

1:13:51

So we have 4 pillars, citizen sciences and engagement, open research software, Open school communication, That's me and Fair data.

1:13:59

And then we have support just helping us in all the things the daily matters, but also setting up funding programmes to support open science.

1:14:11

Just over a year ago we went live with this website Open Science NL.

1:14:17

If you haven't checked, please do.

1:14:20

There's a lot of information now.

1:14:22

When we started it was kind of empty, but now we have really set up funding programmes and and community engagements with the Dutch research landscape.

1:14:41

And in December, so nine months ago we launched, we published our first work programme running this year and 2nd year next year, sorry and with a budget of 60 million in total.

1:14:57

And we're really addressing for the four pillars, for the four programme lines, we addressing these different layers.

1:15:05

So we try to work on capacity building at the institutional levels, people that are that need to be trained or open science communities at local level that need to be sustained for instance.

1:15:21

It's also about infrastructure.

1:15:22

So we have a funding open science infrastructure and we are currently working on funding instruments that that really foster robust research processes and evidence based for open, open science.

1:15:41

And last year we managed to fund 12 local, so-called open science communities at all the universities in the in the Netherlands.

1:15:52

And this is just to show you some of the calls and things we are doing lately.

1:16:00

And just to conclude.

1:16:02

So this is about the open science and as you can see, it has many aspects with and it's so activities.

1:16:13

But for me as programme leader, open scholarly communication and it's deliberately called open scholarly communication and not Open Access.

1:16:21

And that's because of that's my personal view.

1:16:25

It's also about contextualising Open Access.

1:16:27

So not only focusing on OK, I need to publish my paper in Open Access, but really make it meaningful.

1:16:34

And what I mean with that is to really strategic, strategically connect Open Access with open science practises, principles and values.

1:16:43

I just listed here a few examples which can be asked also as a researcher or as a research group and that hopefully can connect and will connect also with the discussions and debates in other areas leading hopefully to more alignment and not like a siloed approach.

1:17:04

So Oh yeah, we work on Open Access and we need more deals and we need more.

1:17:08

No, it's also about where do I publish and what do I publish?

1:17:11

Do I need to publish a paper or maybe a data set is enough and it's open and fair and that should be fine, but then it needs to connect with recognition rewards, etcetera, etcetera, etcetera.

1:17:23

So this is just to maybe set some, ask some provocative questions and also take Open Access to a much more broader range of, of, of principles and practises connected to open science.

1:17:45

Yeah, maybe I, I leave it with this.

1:17:47

This is just a summary of what NWO has been doing and, and the things I have been explaining already in my in my in my slides.

1:17:57

So yeah, with that, I want to thank you and yeah, maybe there are questions, happy to answer them.

1:18:06

Thank you.

1:18:07

Thank, thank you very much for that.

1:18:08

That was really, really interesting and loads, loads to loads to go on there.

1:18:14

John, do we have any questions so far for Jiren?

1:18:20

We, we don't at the moment, Sarah.

1:18:23

Yeah, it's really interesting to hear the from a national Thunder especially have such an influence in driving Open Access forward and especially in the Netherlands who've been such a trailblazer in this area.

1:18:34

So it's really privileged to hear from you on this morning.

1:18:39

One question I had was we mentioned the Copyright Act in the Netherlands that that, that am I right?

1:18:47

It's sort of it's, it's enshrined Open Access to, right, yeah.

1:18:55

Is the Netherlands unique?

1:18:56

Do you know, is the Netherlands unique in that, in enshrining that in law or, or are there other countries that do that?

1:19:03

Yeah, No, there are from the back of my head, I think we have now seven or eight European countries that have such a secondary publishing right and also enshrined in in the copyright law, in their respective copyright law, Belgium, France, Germany, Austria, I think there are a few.

1:19:26

So the Libra Association, they have a working group or they did a research with Knowledge 21, there's a, there's a nice report on that.

1:19:38

And yeah, so there are quite some countries that have at least something in their, in their copyright law.

1:19:46

Some are considering it and also on the European level.

1:19:51

So the European Commission is also looking at how can they be a partner in aligning these national laws on a on a European level.

1:20:02

And if that would happen, that could be a really strong, strong way to go.

1:20:11

The the secondary publishing rights on a national level they differ very much so as I just.

1:20:17

Briefly mentioned in my in my presentation.

1:20:19

So I think the, the Dutch example is, is quite advanced because we took the version of record into that policy.

1:20:30

All the other ones are more focused on the accepted manuscript, for instance.

1:20:37

So that's, that's, that's I think one of the biggest differences.

1:20:43

And then in terms of the embargo.

1:20:44

So some have been very explicit in their legal text about let's say 6 or 12 months.

1:20:51

It, it, it differs per discipline.

1:20:53

For instance, the, the, the legal text I showed you is the exact text of the, of the Copyright Act, a reasonable period of time, which is really fake and maybe typically Dutch, I don't know to be fake in these kinds of legal texts, but it basically led to this, this experiment to see how far we could go.

1:21:18

So I don't know what the best way is, be very explicit in the legal text or set the boundaries and then try to find a sort of common ground between the stakeholders involved that that's really fascinating.

1:21:35

Thank you.

1:21:35

I bet apologies for my dog if anybody heard that.

1:21:38

He's very excited about that Open Science secondary publishing, right.

1:21:41

Yeah, yes, that's, that's right to be in my opinion.

1:21:47

Thank, thank.

1:21:48

Thank you very much for that.

1:21:49

And if we get any, any further questions, we'll, we'll send those over to you if that's all right.

1:21:53

And I'd just like to say thanks again for agreeing to speak at sort of short notice as well.

1:21:58

That's, that's been wonderful for us.

1:22:01

And yeah, look forward to seeing how, how everything goes in the, in the future with the, the open science project in the Netherlands.

1:22:12

OK, so we're going to, we're going to move into a bit of a short break now.

1:22:17

So if we can all reconvene for 11:40, that would, that'd be brilliant.

1:22:20

So go and get yourself a cup of coffee or tea or water or anything and we'll see you back here at 11:40.

1:22:28

Thank you very much.

1:22:38

OK, so I hope everyone's had a nice break and welcome back to the seminar.

1:22:44

So I'm going to introduce you to our next speaker who will talk about Open Access from the librarians and coordinators perspective.

1:22:51

So welcome to Colleen Campbell.

1:22:54

So Colleen is a strategic advisor for external engagement at the Max Planck Live Digital Library.

1:23:00

There she coordinates two Open Access initiatives, the Open Access 2020 Initiative, a global alliance of research organisations and their libraries that are repurposing their investment in subscriptions to support Open Access publishing.

1:23:15

And also the ESAC initiative, a library community of practise building capabilities around transformative and Open Access publishing agreements.

1:23:24

She's a member of the Libra Open Access working group and serves on the managing board of EIFL, a not-for-profit organisation works with libraries to enable access to knowledge in the developing and transition economy countries.

1:23:39

So welcome Colleen, and I'll hand over to you now.

1:23:43

Fabulous.

1:23:43

Thank you so much.

1:23:45

OK, Hey everybody, it's really happy.

1:23:47

I'm really happy to be here.

1:23:49

I thought I've, well, I've been really interested in the presentation so far.

1:23:54

I hope you have been as well.

1:23:56

I found a lot of the, the, the notions presented actually echo a lot of what I am bringing to the table here today.

1:24:05

So if nothing else, it's kind of a, a consolidation, I guess a perspective.

1:24:10

So I thought it might be fun just to sort of wake everyone up and get us focused again to start with a poll.

1:24:17

So if you want to go ahead and yeah, here we have here as our poll.

1:24:23

I mean, you are all, I think librarians or I believe most of you come from the librarian sector.

1:24:28

So my question to you is from your perspective right here, right now in the context of Open Access, what is the most important job of the librarian?

1:24:38

And I've given you a few, I've given you 5 alternatives here.

1:24:42

And I want you to choose what you think is the number one, the most important to help researchers comply with funder mandates, to empower authors to keep their copyright, to enable public access to the latest scientific results, to showcase output of your institutions, or to foster growth in an open science ecosystem.

1:25:05

I'm curious to see what you feel is the most important job of the librarian.

1:25:17

OK, we're just collecting those responses now.

1:25:19

Just wait.

1:25:20

We'll just wait a few seconds.

1:25:27

Yeah.

1:25:27

Oh, I think we're nearly there.

1:25:29

I will share those results with you.

1:25:32

OK.

1:25:36

So hopefully you could see all those.

1:25:38

So help researchers comply with future mandates with 6% to empower authors was 0% to engage to sorry enable public access to the latest scientific results was 35 and to showcase the output of their institutions was six and to foster growth of an open science was 52.

1:26:03

Fascinating, fascinating.

1:26:05

OK, then we're going to have a lot of fun in the this my slides.

1:26:09

OK, what really I find interesting here is showcasing output of your institution only 6% in, in my role at

the Max Planck Digital Library coordinating the Open Access 2020 initiative, I, I talk with the libraries around the world, right?

1:26:29

OA 2020 is an international initiative.

1:26:33

And so I would say that in the US, for example, this is an example or in many countries in Asia, showcasing an institution's research results was actually one of the top would be one of the top.

1:26:48

And I have to say from the perspective of my own library, I'm going to present you my my perspective.

1:26:55

OK, empowering authors to to keep their copyright is actually probably the top one of the top roles that we see for ourselves at my library, which actually got 0 results here.

1:27:11

So anyway, lots of different perspectives on this.

1:27:15

I'm going to go ahead and jump in then with my slides and I'll pull there.

1:27:22

OK, this is just a bit of a review here.

1:27:24

I think we've heard this in in some of the earlier sessions.

1:27:28

Also, Sharon's slides representing a funder himself.

1:27:33

What we're going to do here is just have a little bit of context, understand the context, know which we are working.

1:27:37

And of course, helping authors comply with funder mandates is, you know, can be a driver for institutions to, or for libraries to want to work to help to increase Open Access, right?

1:27:53

Funder mandates are huge, a huge part of it.

1:27:56

I think, I think it was in the, the 30 percents from our, from our poll.

1:28:01

So how you see it, obviously this is that we have a change in policy landscape.

1:28:08

Open Access policies of you as you heard earlier in the presentations have been around for quite a while now and they have been adjusted as the this Open Access transition continues to move forward.

1:28:20

One of the big short, the USOSTP guidelines which we heard about in the first presentation are certainly going to have an impact, but they'll have an impact not only on author behaviour and for libraries, but I think it's interesting to consider what impact they will have for publishers, meaning how will publishers react to the roll out of these new policies.

1:28:47

Another thought I wanted to share with you regarding, yeah, the context in which we're working is that publishers actually are beginning to adapt to this call for Open Access, whether it is driven by Thunder mandates, driven by researchers themselves, driven by the library community.

1:29:07

But we are beginning to see publishers starting to think about how are we going to flip our portfolios.

1:29:14

I think we can probably take as a pretty good example Cambridge University Press, which was I think pretty soon after the Planets Principles were published, they began to think long and hard about how their strategy for the future, because I think they saw the futures being open.

1:29:36

And Jaron has certainly given us a perspective in that respect as well, seeing how the Netherlands is already looking toward their open science objectives going forward.

1:29:46

So Cambridge has a strategy in place where they are aiming by 2025 to be able to flip the majority of their journals.

1:29:55

And we see this also other other publishers are joining in this world, Society of Chemistry, Royal Astronomical Society, the Royal Society, we are seeing flips of publisher portfolios.

1:30:09

And as we see that happening, I think it begs the question for libraries, what does that mean for our relationship with the publisher?

1:30:19

Obviously flipping journals to an Open Access publishing model where authors pay for Open Access with their grant funds if they have them, or better still, institutions negotiate with those publishers so that authors are not do not have to pay Open Access fees.

1:30:43

We also see other models being developed like the subscribe to open model, which was rolled out by annual reviews of course, but is now being adopted by more and more publishers, in particular those smaller publishers with single journals.

1:30:59

And I think this is reflexive of the, you know, the particular research communities that these journals are serving, right?

1:31:12

From what I've heard in the in the conversations I've had with the publishers that have adopted this method, they are getting consensus from their library communities who were former subscribers.

1:31:25

So this is proving to be a relatively stable model and seems to be working for the smaller publishers and but of course we also see a lot of experimentation in the landscape.

1:31:41

I think there you, you have initiatives that are looking at, right, the preprint, open peer review, getting at posting a research questions before we even get to the published article, right.

1:31:56

So I think that as librarians think a little bit longer term than where we might be right now, we will have to start thinking about what does that mean for how we are organised.

1:32:11

We have, how is our staff organised, how are our budget flows organised?

1:32:16

How are our relationships with authors, with the research office, with our university administration, How will that all change in the future as scholarly publishing ultimately, you know, moves to Open Access?

1:32:35

And then we can sort of dismantle that subscription pay wall and the way we've been doing business for a long time or the way we've been supporting scholarly publishing for a long time.

1:32:47

I think we need to start thinking about how do we position ourselves as libraries to support authors in new ways of scholarly communication?

1:32:57

Where are we going to find the funds to do that?

1:33:00

How are, yes, how are our relationships change, but how do we manage, how do we manage our communications with different actors and how will that change?

1:33:11

We can see, yes, this atomization and experimentation growing, and I think we all want to be a part of it.

1:33:17

Or certainly your pull responses showed me that we want to be a part of that.

1:33:24

But let's look at some numbers, right?

1:33:26

Let's get back to the numbers and, and, and think a moment about what the numbers are telling us.

1:33:31

What you see here is a view of scholarly publishing over the last 20 years, say, and the the graph is presenting to you articles, OK, not journals, but articles.

1:33:45

And what we can see is over the past two decades, there has been continuous growth in research outputs from around 1.5 million articles published in 2002 to more than five million articles published in 2022.

1:34:07

So that just so we have this growth and output, what is driving that growth and output?

1:34:12

I'm sure a lot of things, not least, not least the investment in research that countries and institutions around the world are making right.

1:34:23

Then if you look at the colours, of course, that's also giving us a little bit of information about this context in which we are working.

1:34:34

So the grey portion at the bottom are articles be published behind description, subscription, paywall, green articles available Open Access via repository and then bronze of course where publisher made Open Access.

1:34:52

But the copyright still lies with the publisher.

1:34:56

So it's totally discretionary for the publisher whether they want to let that article be openly available or not.

1:35:05

Then the next is hybrid.

1:35:07

That light gold or light yellow colour is hybrid Open Access articles.

1:35:12

So articles published in a subscription journal, but where via payment of a fee the the articles made Open Access and the author is able to assign a Creative Commons licence to the article and then the top line is gold fully Open Access publishing based on fees primarily.

1:35:37

Now the, the, what you can see here from from this graphic is that Open Access publishing, both hybrid and gold Open Access is really the most dynamic factor in the scholarly publishing landscape.

1:35:55

And I've I've this data is here.

1:35:58

It's rather based on dimensions data, but the, the growth midterm growth projections are made by Delta think, which is a consultants for, for publishers and libraries and they publish a market sizing report.

1:36:13

And So what we see here, this huge growth in Open Access, it's destined to continue to grow.

1:36:19

So I, before I get to the next slide, I want us to think as librarians, I look at this, I myself, this on behalf of my library, look at this graphic.

1:36:29

And I have to think again long and hard if my relationship with a publisher today is one based on the subscription agreement.

1:36:40

And I think that I have, you know, the relationship with the publisher on behalf of my institution.

1:36:47

What I am confronted with here is that there are a lot of other relationships happening between authors at my institution and scholarly publishers.

1:36:58

And so it, it, it makes me reflect well, do I want to just stay in a subscription based world and in terms of scholarly publishing only be a part of that portion that is subscription based or do I want to be a part of the broader picture again, more numbers.

1:37:23

I think it's really important that we also think about the scholarly publishing market in terms of investment.

1:37:30

So what I've got here is a couple snapshots from that market sizing report that I mentioned and you have the references there and we'll share the slides later.

1:37:40

On the left hand of your screen, I've got two years of data, 2021 and 2022.

1:37:46

These two pictures, the left hand columns for each graphic, those are presenting to you the scholarly publishing market, basically another view of what I showed you in the previous slide, right?

1:37:59

So we can see that in the grey closed articles, articles published behind the paywall where the copyright stays with the publisher are around half of all scholarly articles.

1:38:13

The other half now Open Access.

1:38:17

But what I find really striking and from my perspective a call to action is looking at revenues where publishers are making the money from scholarly publishing, or in other words, what are the costs for libraries around the world?

1:38:36

It is actually the subscription spend that is 80% of the whole market.

1:38:44

Open Access publishing still openly represents 20% of the market share in terms of revenue.

1:38:53

So in my mind that that is a call to action because on the one hand we see Open Access publishing growing.

1:39:02

So I think that libraries have a huge role to play in the economics of that, helping to get a little bit more control around pricing.

1:39:13

But in the subscription paywall system, the fact that most of the revenues are associated with subscriptions also makes me wonder is that the best use of our money?

1:39:24

Is that the best use of our investment?

1:39:27

Let's think about how can we liberate that money that we spend on subscriptions in order to follow our authors, in order to go to those initiatives that they would like to see the, in order to build Open Access infrastructure to support Diamond Open Access and to support that atomization of the research output that I think that Juran was, was referencing.

1:39:55

More about a little bit more about costs here, Hybrid Apcs by authors paid by authors in the wild.

1:40:02

I think this is something that makes us all extremely uncomfortable.

1:40:06

And here again, just putting some numbers in front of us because I think it's really useful as we think about our role.

1:40:14

What you've got here is a snapshot from the hybrid Open Access dashboard, which is a really useful tool.

1:40:22

I think it was created for, for the German research community, but it has data that is also like there's a lot of country level data, publisher level data relevant for, for anyone.

1:40:34

And because there is an agreement in Germany negotiated by my library, but it's an, it's an opt in agreement.

1:40:42

So we negotiated the agreement, but other institutions in Germany can join and be part of it.

1:40:48

It's sort of a, it was it, it was negotiated in the context of the larger national deal agreements with the three large commercial publishers.

1:41:00

What, what this view is helping me see is using that our Nature agreement as sort of sort of a philtre.

1:41:09

You can see basically what what I've got here is different countries where articles are published by authors from those countries in Nature journals, right, And where those articles were published Open Access.

1:41:30

So in the United States of the 4026 articles published in Nature journals, 794 were published Open Access, which is mean, you know, 20% around was published Open Access.

1:41:44

Now this gets really interesting when you think about Nature who which of course made headlines when they decided to offer a hybrid Open Access publishing for their their journals with an ABC of €9500, right?

1:42:03

We were all scandalised by that.

1:42:06

But what I see here is somehow authors are finding the money and they're and they are paying that astronomical sum.

1:42:14

But perhaps perhaps even more important I think is the lesson that we learned from this.

1:42:19

And you look at Germany, 50% of the articles published Open Access.

1:42:24

What we have managed to do in Germany by having by negotiating an agreement with Nature is the repurposing of the library subscription spend, subscription budgets repurposed to cover the cost of Open Access publishing.

1:42:42

And that agreement was basically Open Access publishing was on the level of the previous subscription expenditure.

1:42:51

So what does that tell me?

1:42:53

It tells me that it's not so much the APC that is outrageous, it's actually what we were previously spending on the subscription to Nature.

1:43:03

OK Vicky, just to say I'm I'm hearing some, I don't know if anyone wants to intervene, but I'm hearing some strange noises.

1:43:13

So OK, I will continue on.

1:43:18

So what is the perspective of my library?

1:43:21

Basically, again, as Jaren said before, the perspective is we want to make it easy for our authors to publish Open Access.

1:43:29

I mean, in the first presentation we heard about how we've been talking about Open Access since 2003 or 2000, the Berlin, the Budapest, Bethesda declarations.

1:43:41

I mean, you think about archive that was created years and years before it's, it's been a long time that we've been talking about Open Access.

1:43:51

And up until a few years ago, the strategies that we were adopting as libraries were to sort of grow Open Access either through repositories or through fully Open Access journals, right?

1:44:06

But those two strategies, it became clear after, you know, 15 years in into the Open Access movement that it wasn't enough.

1:44:14

We needed multiple strategies.

1:44:17

And so this is when my own library said, OK, how can we make it easy for authors?

1:44:22

Instead of pushing authors and, you know, creating more work for them, how can we make it easy for them to publish Open Access?

1:44:29

Because we saw on the left here, what you see here is a view of the publishing output of Max Planck Society authors of our scientists.

1:44:40

And we see that, you know, you can see 80% of Max Planck authored papers are published in the journals of around 20 publishers.

1:44:52

OK, that's pretty.

1:44:53

And if you look at this, you, you take this view and you go to any country in the world, I assure you that the proportions will be very similar, very similar.

1:45:08

So we, what we saw though was indeed we've got a lot of these, a lot of our subscription agreements are where our authors were publishing the most.

1:45:17

And So what did we say?

1:45:19

Enough.

1:45:20

We want to make it easy for our authors.

1:45:22

Rather than continue to negotiate a subscription agreement, we are going to integrate Open Access publishing into our agreements, negotiate transformative agreements.

1:45:32

That's kind of an umbrella term whether you call them transitional, publish and read, read and publish.

1:45:37

There are lots of different models.

1:45:39

But ultimately the, the the idea was they must be cost neutral.

1:45:45

We want our investment not to support paywalls.

1:45:50

We want our investment to enable our authors to publish Open Access and through that those agreements we were able now you can see in gold and we also have Open Access publishing agreements with fully OA publishers as well, right?

1:46:07

We want to remove the, the any, any financial hurdles for our authors.

1:46:15

We now our authors are now empowered to publish Open Access in, in the majority of journals where they publish.

1:46:22

And of course the long tail continues and we negotiate many, many agreements with smaller publishers as well.

1:46:28

We're supporting subscribe to open models.

1:46:31

So it's really it, it was really a strategy around our investment.

1:46:34

We don't want to invest in a paywall.

1:46:37

We want to invest in Open Access.

1:46:41

Just to clarify some technical characteristics of transformative agreements.

1:46:47

This was, this is something that was produced by the ESAC initiative, which is an international library community of practise that produces resources.

1:46:58

I've got at the end of the slides, I've got just some examples so you can go and, and visit them.

1:47:05

But some of the, you know, the basic characteristics of transitional transformative agreements.

1:47:11

Obviously it's about empowering publishers to, excuse me, empowering authors to publish openly, but again, in reorganising investments so that what we pay for is not reading access or in many cases reading is a smaller proportion of it.

1:47:30

In this transition phase, we're really trying to re engineer how our institutions invest in scholarly communication.

1:47:38

And so it was really important that through these agreements, it enabled us to to support Open Access publishing.

1:47:47

And so in the agreements themselves, there is this focus on what we pay for is Open Access publishing that that will help us.

1:47:56

It it that gets us closer to what Juran was talking about where public where we're talking about Open Access publishing services, right.

1:48:08

You see here the others, price transparency is key because I think in the subscription world, what any individual institution around the world actually pays for subscribing to a journal portfolio is utterly opaque, which has allowed publishers to have an advantage and ultimately to charge what the market can bear.

1:48:34

So for the first time, by shifting the focus of these agreements to Open Access and basing it on well, exactly how much are my authors publishing and what is the market price of Open Access publishing services?

1:48:47

Because the Open Access publishing market, you know, it's, it's very clear and opaque.

1:48:51

You can go on any journal to see what is the APC and how much of a discount is offered etcetera, etcetera.

1:48:58

We can, we can start to have those comparisons which will enable us to then have conversations with our authors, have conversations with our institutions, have conversations with the publisher on what is an appropriate, reasonable, sustainable cost for Open Access publishing services.

1:49:17

But making it easy for authors is another key.

1:49:19

And here I wanted to just highlight for a moment workflows.

1:49:24

So how do we embed openness in the author workflow?

1:49:29

Because as I said before, I think this is a step if we want to get where where, you know, authors are more widely embracing open science practises.

1:49:40

One of the keys is just to start where they are, right?

1:49:43

They are submitting their articles to journals.

1:49:47

And so at our my Library, we of course have lots of resources where authors can be informed.

1:49:54

We have, we always have a press release, We have a, a list of journals where they can publish without having to pay any AP seats because the library takes care of that.

1:50:05

But what we found is authors don't like to look at lists.

1:50:08

We need to meet them where they are.

1:50:11

So This is why our through our publisher negotiations and as I said, for fully Open Access, fully O 8 publishers and subscription publishers that we are working to transition through transformative agreements.

1:50:27

We also take very close attention to what is it that the author sees when they go to submit an article or when they know that the article is accepted.

1:50:38

We want them to see front and centre.

1:50:41

You can publish your article Open Access.

1:50:43

You can keep your copyright and publish this Open Access and the cost to you will be 0 nothing to pay.

1:50:52

And through our agreements, we've managed to also even set up like the default so that when the author, you know, receives a notification, yes, my article is accepted.

1:51:03

[Click here to publish Open Access.](#)

1:51:07

That's the first thing they see Publish Open Access CC buy licence, right that that way you have, you can keep your do what you want with your work.

1:51:16

You can reuse it, you can share it, you can do anything.

1:51:19

And the publisher does not have exclusive rights to that work.

1:51:23

So, so this is, I think, yeah, libraries paying attention to these work flows, not only on their own side.

1:51:30

How do we manage the, the, the understanding, the eligibility of our authors?

1:51:36

How do we verify our authors?

1:51:38

It's also negotiating on, I mean, working with the publishers to make sure that authors can very easily publish their works Open Access.

1:51:48

Now, as I said before, really our, our key focus is on our own investments, right?

1:51:56

It starts with us.

1:51:57

What is, and I'm sure you know about the circles of influence, what is it that libraries can control?

1:52:04

We can't really control authors.

1:52:06

You know, we've tried influencing authors for many years now and to some degree we've made headway.

1:52:12

But where authors are still going to publish in subscriptions because yes, of course, as mentioned before, we have a lot of them feel like they or a lot of them are actually a lot of authors.

1:52:25

There are policies in place for research assessment and career advance advancement that push authors to publish in certain journals, right?

1:52:36

This we are aware of.

1:52:37

But I assure you in, in talking, or at least in my experience, I've spoken with the most, the most ferocious open science warriors.

1:52:49

And if an article they published it, I mean, they will submit to nature and they given the opportunity, they will want to publish Open Access in Nature.

1:52:59

So rather than trying to push authors, we need to meet them where they are.

1:53:04

And that starts with our own investment strategy because circles of influence, the library budget is what I have at my disposal that is going to have the greatest impact on the market.

1:53:19

What do we get if we start focusing on our investments?

1:53:22

It means where are we spending our money and where are our authors publishing?

1:53:27

And how does that relate, right?

1:53:28

That that's the first step.

1:53:29

And transformative agreements actually enable us to make that step.

1:53:35

It gives us more oversight of the total cost of, of what's happening, not only our loves, our subscription money, but what authors might be spending on Open Access.

1:53:46

It helps us get to more transparent pricing.

1:53:48

As I've mentioned, it helps us to have conversations around equity because in the subscription world, I don't know if we were worried about what the libraries in Ghana were having to pay to licence subscriptions to Elsevier, Springer, Nature or Wiley journals.

1:54:06

Now we have the ability to see how much the AP CS are being paid.

1:54:12

See where authors are publishing and begin to have global multi stakeholder conversations around equity alignment.

1:54:24

I think alignment is another area where we, we are learning by through having an investment strategy focused on open because now we can have conversations with our funders like the NWO and we can see, OK, the university is covering this portion of openness.

1:54:47

What, how can we work together so that we're not duplicating our efforts as in the case of hybrid Open Access publishing?

1:54:53

How can we work together to provide an open ecosystem to our institutions?

1:55:01

It's enabled us, you know, some results we've gotten so far through our transformative Open Access agreements.

1:55:08

Now cost neutrality, right, with the, the basis it was, it was our entry point cost neutrality.

1:55:16

They said we're going to have a negotiation with this publisher for Open Access, but we don't we're not going to spend any more.

1:55:25

That means ultimately for funders, that is a savings, right?

1:55:29

Because if the authors no longer have to pay hybrid APC's, that means they don't have to use their grant funds to cover Open Access publishing costs.

1:55:40

It's a benefit to funders because many, many agreements also include fully Open Access journals and increasingly so, which me and the fully OA journals.

1:55:50

At the very least the, the, the libraries are negotiating a discount on the APC.

1:55:58

So again, some cost savings and cost avoidance for funders and the institutions.

1:56:04

And I think it's important, I mean, rights retention is a key part of the Open Access transition strategy of a multi pronged strategy.

1:56:13

But I, I think it's important to understand that it's not, it's, it's complementary, right?

1:56:19

Because one thing that the rights retention strategy does not help us with is it doesn't enable oversight of the spending and cost control because libraries will still invest in paywalls.

1:56:33

Otherwise, if we go with the rights retention strategy.

1:56:36

And ultimately, as an example, I I put here, and I don't, I mean full respect for AAA S as a publisher and, and their journals.

1:56:47

But you know, even though the science has taken a rights retention strategy, they will allow authors, you know, where rights retention is, is the strategy of law.

1:56:59

They will allow authors to deposit their manuscripts at the same time.

1:57:04

This is a publisher who is charging Apcs of \$4500 for their fully Open Access journal.

1:57:12

So the question is, do we libraries want to stand by and let publishers charge exorbitant amounts to our authors or can we do something to to help them and to help prepare our institutions for Open Access on a large scale?

1:57:29

Getting into a little bit more on the transparency.

1:57:31

Here's some data points from the nationwide deal agreements.

1:57:36

The first round of the nationwide deal agreements, the deal is like the Jisc in, in the UK.

1:57:43

The first round agreements were cost neutral.

1:57:46

They were cost neutral with respect to the previous subscription expenditure, meaning basically with the same amount of paid on a overall level, we were able to achieve not only subscription access but immediate Open Access publishing for the the authored papers.

1:58:04

So we got more for our money.

1:58:07

In the second round of agreements we start, we were able to take a step forward and instead of having one fixed fee paid that covered both reading and publishing per article, because that was another innovation, is we're going to pay you exactly the services that you give us.

1:58:24

The services, Open Access publishing, reading is kind of a small add on to that.

1:58:30

And the second round of agreements, the publish and read fees that we paid per article for every article published by the German authors.

1:58:40

Colleen, just to let you know, you've got a couple of minutes left.

1:58:43

OK, All right, almost there.

1:58:44

Sorry, almost there.

1:58:47

Sorry.

1:58:47

So what's to say we were able to have differentiated fees depending on the journal types, so getting a little bit more flexibility there.

1:58:55

And in the third round of our agreement with with this was actually with Elsevier, the publish and read fee was no longer based on the former subscription expenditure, but it was based on market values of Open Access publishing services.

1:59:12

So basically carrying us forward to an open market.

1:59:17

I will whip through things very briefly and share the slides later.

1:59:20

I'm sorry.

1:59:23

I, I, this, this slide was really just to show that this the baseline of cost neutrality really is an entry point for any institution, any, any library consortium around the world.

1:59:34

I mean there are they are negotiated in more than 70 countries.

1:59:39

And and also my message here is that we need a multi pronged strategy here.

1:59:44

What you see in pink or salmon are Open Access enabled through publisher negotiations.

1:59:51

The gold is fully gold Open Access and the grey is in paywall.

1:59:57

So we need, we need to focus on the multiple strategies.

2:00:02

It's not one that it will get us there.

2:00:07

Through the transparency, it also helps us to talk about then the next level, what are the prices actually look like in terms of Open Access publishing.

2:00:15

And I'm sure you've all heard that Plan S has produced a tool that will help us have those conversations.

2:00:22

What is an appropriate distribution of cost for Open Access publishing services?

2:00:29

Of course we have challenges still we need to think about as we move into an open world and pay for Open Access publishing services rather than pay walls, what does that look like in terms of cost distribution?

2:00:41

Because our strategies are our past funding streams were based on pay walls and that's going to take some multi stakeholder conversations to figure out how we distribute our support.

2:00:56

We need to think about how do we integrate participation into Open Access publishing of other beneficiaries of Open Access non affiliated authors, industry.

2:01:07

And of course it's, we can recognise that our scholarly communication system is complex, which means that our transition will be complex.

2:01:16

And we have a lot of it's, it's not easy to adapt to change.

2:01:19

But I think that because we are now having these conversations together, look at this webinar and we have different actors present talking about it that will help us address this complexity.

2:01:33

Yeah, the transitional agreement review that the you published by the Gist, just calling out one of the really one of the headlines here as a first step, what, what the, the, what the agreements achieved was massive cost avoidance for the sector.

2:01:52

And now based on all of that information that can help us think about what are the new principles and priority, priority, excuse me, priorities and principles we want to focus on for the next phase, whether that is inequities and how do we achieve greater equity in scholarly publishing?

2:02:10

How do we ensure that financial streams and editorial streams remain utterly separate so that we don't you know that so that there is no concern for publishers.

2:02:21

I mean, I think some have concern that publishers will just publish more articles, even though that would utterly destroy the reputation of their journals.

2:02:31

I don't know that happening, but we want to make sure put some there.

2:02:34

There might be a lower, excuse me role for the library in making sure that those two streams stay separate.

2:02:40

And of course, author choice and author rights, right.

2:02:43

We now have AI is on our on our imminent and what publishers can do with content and that we see publishers selling selling content to your usage of content for training of large language models to tech companies.

2:03:02

But if those articles were Open Access on ACC by licence, or at least somehow we had author choice in the matter, that would be better.

2:03:09

And I see a huge library role in that.

2:03:12

So as I promised, you have, excuse me, E SEC resources.

2:03:16

There are many.

2:03:17

These are links and you can have the slides afterwards.

2:03:19

Colleen, we're going to have to start wrapping up now because I'm done.

2:03:23

We've done.

2:03:25

Yeah.

2:03:25

Do you want, do you want to finish your final slide?

2:03:28

I'm done.

2:03:29

I'm done.

2:03:29

Yeah.

2:03:29

Final slide.

2:03:30

Just to say this is even Time magazine has highlighted Open Access as one of the world ways the world got better in 2023.

2:03:38

And so our role in it cannot be underestimated.

2:03:40

That's all brilliant.

2:03:44

Thanks very much.

2:03:45

That was absolutely fantastic.

2:03:46

And and we're running really short of time for questions, but John, do you want to just shout anyone has put any in the chat?

2:03:53

If not, no, no, thank you.

2:03:55

Thank you, Colin.

2:03:56

That was really yeah, really positive presentation and yeah, really nice to know that we're we're making the world better.

2:04:02

Yes, definitely.

2:04:04

We haven't got any questions at the moment.

2:04:05

I, I have one, but there did you?

2:04:08

Yeah.

2:04:08

I just wanted to ask if you've got any advice on how to encourage sort of like, I don't know, senior budget holders with regards to the transitional agreements, you know, the benefits because the brunt of the cost is often paid for by the library and we're trying to work or we can recoup some of that from the rest of the institution.

2:04:29

So if you've got any advice on that, more than welcome.

2:04:32

No, absolutely.

2:04:33

I mean, I'm going to point to, I mean, just a thought here.

2:04:37

I mean, the, the impact of course of Open Access and the visibility that Open Access creates is obviously the number one value.

2:04:45

I know that in Germany, the, the, the, the, the, the, the Research Council for the, for the Council for

Research in Sciences and Humanities, they have actually come out with a recommendation that libraries hold information budgets rather than subscription budgets.

2:05:03

And they would be made responsible for, you know, all scholarly communications.

2:05:09

So that is Open Access publishing and subscriptions.

2:05:11

And yeah, that publication I find to be really interesting in, in, in going forward, but I think it's, it's happening all around the world.

2:05:20

So I think bringing the stakeholders together also among their peers to see how they are approaching this.

2:05:28

I think it's, I mean, it's inevitable at this point, right?

2:05:30

The data points that I've showed you, it's, it's just inevitable.

2:05:33

Yeah, I'll look out for that publication.

2:05:34

That's, that's fantastic.

2:05:36

Thank you very much.

2:05:37

That was another really informative and interesting talk.

2:05:40

So we'll let you go now and we'll move on to the next speaker, who is Mark Green, who is going to speak to us about transformative agreements and other OA models.

2:05:49

We might get a bit more information here as well, which would be great.

2:05:52

So Mark is the manager of sales Partnerships and initiatives, Annual Reviews, but he's responsible for the sales and distribution of annual reviews journals across Europe.

2:06:01

He's based in the UK and Mark joined Annual Reviews in 2017 to foster better collaboration with our European Library colleagues.

2:06:09

Most recently, Mark has been involved in implementing the Subscribe to Open model for annual reviews across Europe and his session will present a brief overview of the main Open Access business models, with the focus being on why Open Access is important to annual reviews and an overview of the pilot project used to develop a new Open Access model.

2:06:28

Subscribe to open So Mark over to you.

2:06:32

And I look forward to hearing what you've got to say.

2:06:37

OK, Thank you.

2:06:38

Let me just if I can remember what I was taught last week, right?

2:06:43

Can you first of all, can you actually hear me?

2:06:46

Yes, we can hear you.

2:06:49

OK.

2:06:49

How does that look?

2:06:50

Perfect.

2:06:51

Perfect.

2:06:52

OK, Well, thank you to to Colleen there.

2:06:56

I think this is going to be quite a different kind of kind of talk.

2:07:00

I, I'm really, I'm just, I know I'm just making excuses and this is just a huge caveat.

2:07:05

I've been practically, this is, this is very new to me.

2:07:09

So giving these kind of talks and so I'm not making excuses, but I, well, maybe I am, but I did everything with some notes and I was using a presenter screen and apparently I can't use a presenter screen.

2:07:18

So I'm just going to have to wing it basically.

2:07:20

So I feel like I'm doing my finals, so we should see where we go.

2:07:24

Anyway, to anybody that's listening or watching, my name is Mark Green.

2:07:28

I'm the European manager for annual reviews and I handle their sales partnerships and initiatives supporting all of our customers across across Europe.

2:07:38

It was very interesting there that Colleen said at the very beginning that for 20/23 she saw things, she said something about making the world a better place.

2:07:45

That is exactly how annual reviews thing reviews things, where annual reviews views things with regards to Open Access.

2:07:53

It fits very neatly into our mission, which I'll come across in a little moment.

2:07:57

But that's exactly what we see that we're doing.

2:07:59

We're trying to make the world a better place.

2:08:02

We're trying to create Open Access that is for the benefit of society.

2:08:05

And hopefully we're, we're, we're getting somewhere with that.

2:08:10

So as was mentioned by Vicki, was it Vicki or somebody else?

2:08:13

I can't remember.

2:08:15

The talk is transformative agreements and other models, but I, there's a big caveat.

2:08:20

This is from annual reviews point of view.

2:08:24

So it is quite different.

2:08:25

It's, it's not my area of expertise.

2:08:27

Transformative agreements, we come across some of course, but we have adopted a completely different kind of model.

2:08:34

And that's what we really focus on in annual reviews, but it'll be definitely given from our perspective.

2:08:39

I'll focus on why Open Access is important to annual reviews and how we explored other models before we are actually arrived at the one that we're we're championing at the moment, which is subscribe to open.

2:08:51

And then I'll go into more detail about subscribe to open, the features, how it works and the impact, etcetera.

2:08:59

So just quick presentation outline.

2:09:02

I'll give a quick rationale for Open Access annual reviews, why it's important to us, why we think it's absolutely vital.

2:09:09

I'll then discuss some transitional agreements, multiple pathways to Open Access, which we did consider when we started out on this road as being the way that we would achieve, you know, being able to convert our content from gated access to to Open Access.

2:09:24

I'll then go into more detail about a specific Open Access transition project that we ran, which is based around the annual review of public Health, which is one of our larger journals actually with regards to usage.

2:09:36

And then how this led to to subscribe to open and to a pilot which we ran.

2:09:42

And then how that led them to full offer of subscribe to open across all 51 of our reviews journals.

2:09:50

So yeah, why convert annual reviews content to Open Access?

2:09:53

So when when we started off on this process, and this would have been probably back in about 2015, I suppose something like that, review articles were not considered to be part of the OA mandate, which we're really focusing on primary research.

2:10:05

I guess they still do listening to some of the things that Colleen was saying there when I joined for the last sort of 1520 minutes.

2:10:13

It's very much about researchers submitting papers and so on and annual reviews content is not like that.

2:10:18

Our content is completely 100% invited.

2:10:21

So it's quite different, but nevertheless, because of the ethos of our company, because of our non profit status, where we came from as a publisher almost 100 years ago coming out of Stanford University, we feel that changing our content, converting it from gated access to Open Access is extremely important.

2:10:42

It's worth probably maybe at this moment I've got the mission of the company on on the screen there, but it's just worth quickly reading it.

2:10:49

It's annual reviews as a non profit publisher dedicated to synthesising and integrating knowledge for the progress of science and the benefit of society.

2:10:57

So as I say, right, right at the very beginning I mentioned about making the world a better place.

2:11:02

That's how it fits with us.

2:11:03

We're very keen for about the progress of science and the benefit of society.

2:11:08

4 quick bullet points there which need no explaining really.

2:11:12

But Open Access can conserve science.

2:11:16

It leads to faster research, which is definitely for the good of humanity.

2:11:20

It improves education, gives reviews available to all.

2:11:24

It's the benefit of society.

2:11:26

Reviews can be used to improve decision making in, in a huge number of areas, in healthcare, in policy, in business, in civil society, etcetera.

2:11:35

And really what's becoming more and more important these days is it can also help counter misunderstanding and disinformation.

2:11:43

So, but publishing business models, I thought it'd be quite interesting just to do a quick simple recap on this really.

2:11:51

So I've just created this little little box on screen.

2:11:53

At the moment, there's just five options down there, the left hand side there, the model.

2:11:57

So we'll just start off with a close subscription, which I think probably is you could describe annual reviews original model as being closed subscription.

2:12:08

Probably every academic publisher started off in that that particular way.

2:12:13

Who can, who can, who pays for that close subscription?

2:12:16

Well, it's the libraries that pay, who can read it.

2:12:19

Only the subscribers can read.

2:12:20

Who can publish?

2:12:21

Well, everyone can publish provided their papers are accepted and so on, or invited in the case of annual reviews.

2:12:28

The second option is the close subscription, but with rights retention.

2:12:32

So self archiving using rights retention, it's basically in some ways it's just a development of the close subscription, I guess.

2:12:38

But you know, the author transfers the rights of their work normally to the publisher.

2:12:42

In this case, they return the right, retain the rights and thus allowing access to their work via institutional repositories.

2:12:51

So it's certainly a step forward.

2:12:53

I think that you could probably refer to this as being a version of green Open Access.

2:12:58

So who pays for those?

2:12:59

Well, it's the libraries that pay who can read.

2:13:03

It's everyone on the institute archive, they can read the author accepted manuscript and who can publish.

2:13:09

Well, again, everyone can publish.

2:13:12

So then we come on to what is becoming more and more contentious, I suppose, which is Open Access supported by Apcs, but the institution pays a fee to cover the, the journal publishing costs as, as they are determined by the publisher.

2:13:27

They can be extremely expensive.

2:13:30

In, in Colleen's just to talk now, she talked about Nature's APC costs being almost \$10,000.

2:13:37

They, they can be very complex.

2:13:39

They can lead to additional work.

2:13:41

For example, the usage and payments have to be tracked.

2:13:44

So it's, it's proving to be a model that's becoming less and less favourable.

2:13:49

Who pays?

2:13:50

Well, as I say, the authors pay, they pay the APC.

2:13:52

So it comes out of the institution's budgets.

2:13:55

Everyone can read, but only the paying authors can publish, and that's an expensive cost for them.

2:14:03

Transformative agreements read and publish, publish and read.

2:14:07

The institutions pay a fee to allow their researchers or their staff or their students, I suppose, to be able to read paywall content and to allow their authors to publish Open Access in that journal or, or a bundle of journals.

2:14:19

I suppose.

2:14:20

Generally the read portion of the fee is determined by the current subscription costs, while the publishing portion is calculated based on recent APC expenditures or the volume of recent publications.

2:14:32

Who can, who can pay for that?

2:14:34

Well, it's the library, it's the funders that pay.

2:14:37

Everyone can read, but really only authors from funding organisations can publish.

2:14:42

So that's, that's not the great option a collective funding model, I thought, even though this is quite unusual, it'd be interesting to put on here because in some respects it does get slightly confused with with subscribe to open sometimes.

2:14:57

An example of this is the the Community Action Publishing, which was introduced by PLOS a few years ago.

2:15:04

So authors from the funding organisations, they can publish as part of their their sort of their membership, if you like, of the model, non non members can also publish, but there is a cost involved.

2:15:15

So as it's summarised in that last line there, who pays?

2:15:19

Well, it's the funding organisations that pay.

2:15:21

Everyone can read, but really only authors from the funding organisations can publish.

2:15:26

So it's not a particularly interesting model for us.

2:15:31

So the problems with Apcs, increased costs for research performing organisations, there's a wide range of charges.

2:15:39

I did some research on this just to sort of double check really in the last last few days.

2:15:45

And you can pay AP CS as little as \$100 to over \$10,000 per article, which is just just sort of huge numbers in general.

2:15:54

The the so-called high quality journals, they, they're going to be high AP CS.

2:15:58

That's just general economics I suppose.

2:16:00

Market forces and lcps.

2:16:04

Apcs rather have have been seen to contributing to the rise of predatory journals publishing a high volume of low quality research papers.

2:16:14

Apcs are often unavailable to poorly funded fields such as example of humanities and Apcs are often unavailable to to researchers in developing countries and then disruptive for authors and institutional budgets.

2:16:28

With an APC arrangement, authors may have to to manage and manage new processes, which can be an additional expenses, additional time definitely and payments have to be tracked, meaning extra work and cost.

2:16:42

So it's just not an equitable model.

2:16:45

Open Access via Apcs could be described, maybe some would consider it unfairly as an Open Access in an expensive, haphazard and inequitable fashion.

2:16:57

That's our definition by the way, that's not, we're not quoting anybody there.

2:17:02

So, and the problems with, with read and publish, with the transformatives agreement, they can be, they can be complex deals.

2:17:08

They're they're not transparent.

2:17:10

They often add costs.

2:17:11

Again, it's the same kind of thing.

2:17:12

There's there's tracking of payments from both sides to be done, which is adds, adds time, adds costs read and publish can create lock in with the big for profit publishers and it's often unavailable to smaller, less well funded institutions.

2:17:29

So the summary of options for for us for for annual reviews moving to, to Open Access.

2:17:36

I've just sort of shown sort of three of the options that were on that, the previous table and also added another one, which is, is of interest, which I'll come to in a moment.

2:17:47

So APCS article processing charges, you know, why is that not something that's of interest to, to annual reviews?

2:17:53

Well, for an annual review article, the, the, the cost would be extremely high.

2:17:59

We, we don't know the figure, but we've, because of the, just the sheer length of articles, how long they take to write and so on.

2:18:06

I'm imagining that the APCS could be in the order of something like 1515 to \$20,000, which is enormous.

2:18:13

So that would be something we wouldn't obviously entertain at all.

2:18:18

The other factor really, maybe the main factor is that all annual reviews authors are invited.

2:18:24

Each one of our 51 journals has got an editorial board and they are the ones that decide on who's going to be invited to write a particular article.

2:18:31

So it would be absolutely, it'd be highly inappropriate, unethical for someone to be invited to write an article and then for, oh by the way, there is an APC charge to pay.

2:18:40

So that's just not something.

2:18:41

So APC is not for us read and publish, publish and read transformative agreements, annual reviews, expert authors are not limited to those from leading research institutions.

2:18:52

So this can straight away knock this one out of the park.

2:18:55

The burden would fall on more well resourced subscribers.

2:18:59

So again, that's not something that we're particularly interested in.

2:19:03

The collective funding model that I mentioned, the plus, the plus one as an example and all annual reviews content is commissioned.

2:19:09

So this just would not work.

2:19:11

It's not one that would fit for us.

2:19:14

And then we have philanthropy in that bottom right hand corner.

2:19:16

And the reason I've added this is because it was something that we originally investigated.

2:19:22

We're going about 8-9 years ago.

2:19:25

Quite quickly we discovered that it was just not going to be, not going to be viable.

2:19:28

It's not a sustainable model trying to, to reach out to, to, to grant to, to foundations to achieve a grant payment every year or every three years or so.

2:19:40

That's just not something we could work with, but we did do some work with a foundation called the Robert Wood Johnson Foundation, and they provided a grant for for us.

2:19:51

I'll come on to that in a moment to actually explore this option.

2:19:55

But what this also did was it gave annual reviews time to develop and test the new model and that model then became subscribed to open.

2:20:02

So I'll just explain how that actually sort of happened because it may be of interest to people.

2:20:08

So, yeah, the annual review of public health, it was a funded Open Access transition project with a with a grant from the foundation, we were able to dip our toes into the water and explore a new option for converting our content from gated access to to Open Access.

2:20:25

And by the way, as probably as the name suggests, Robert Wood Johnson was a member of the Johnson and Johnson family.

2:20:31

So that foundation came out of the huge healthcare company Johnson Johnson back in the, I can't remember what it was 1920s or 1930s or something.

2:20:41

So the robot with Johnson Foundation in 2016, they put out a call for proposals under the initiative increasing Openness and transparency.

2:20:48

It might be interesting just to actually there's a line that I got from the proposal I thought was quite interesting.

2:20:55

It says this call for proposal supports an innovative open science approach that can increase transparency and accountability throughout the research life cycle, with a special emphasis on Open Access.

2:21:07

So they'd obviously made the the proposal quite tight.

2:21:11

They knew exactly what they were looking for.

2:21:13

But it was one of the reasons that we really were encouraged to submit a proposal because of, because of language like that.

2:21:20

So annual reviews submitted a proposal and it was accepted and a grant was issued in April 2017.

2:21:27

And what that grant allowed us to do was to fund the Open Access publication of the 2017 volume of the Annual Review of Public Health.

2:21:35

So the volume was published OA with the CC BY Y licence and all previous volumes were made freely accessible.

2:21:43

The objectives of the grant from Robert Wood Johnson were to examine the impact of Open Access on the journal on on that 2017 OA volume, plus all the existing volume has been made freely accessible, but also to develop and test an equitable and sustainable OA model.

2:22:01

And that's exactly what we did.

2:22:04

So annual reviews, public health, the funded transition project, this was the impact of of Open Access.

2:22:11

So when you look at the usage in 2016 when the journal was not OA, none of the, none of the volumes are going back to when it was first published in the early 1970s were not OA.

2:22:22

The total article downloads was were just over 315,000.

2:22:27

One year later 2017 that had risen to 715,000 almost, which is a rise of 2.3 times, which we think is an impressive leap and one that really encourages encourages us into this was the way forward.

2:22:45

So a new model was developed and tested and that model became known as subscribe to open.

2:22:53

We had the the pilot project that ran from 2017 to 2019 with support from our subscribers.

2:23:01

It allowed the continuation of the original one year 2017 OA pilot.

2:23:07

And the reason it was that subscribers were involved is because in 2017 the grant was approved in April of that year, but by which time we'd already invoiced people for, for the journal annual reviews in public health for their 2017 subscription.

2:23:23

So when the grant was issued in in later on that year, in 2017, we were obliged really to give that, that, that those subscription revenues back.

2:23:32

So we contacted every single one of our subscribers, but we gave them an offer.

2:23:36

We said you can take the refund, absolutely, that's perfectly fine.

2:23:40

Of course, we'll do that.

2:23:42

But if you wanted to, you could transfer that money into a fund to support the 2018 volume of, of the public health journal being made Open Access.

2:23:52

And surprisingly, maybe, I don't know, it turned out to be not surprising, I suppose, when we are in a where we are today.

2:23:59

But to us at the time it seemed quite surprising.

2:24:02

The vast majority of our subscribers agreed to do exactly that.

2:24:05

They just transferred the money that they paid for that journal into the path for to support 20/20/18.

2:24:12

And then for 2019 we were funded and Annual Reviews funded it completely on our own.

2:24:19

And then in the same.

2:24:20

2017 to 2019 Annual Reviews supported by the Chain Bridge Group developed a new Open Access model, which which became known as Subscribe to Open.

2:24:31

And then in 2020, we then expanded the the pilot.

2:24:36

So taking it from 11 Journal, which was the public health journal, we added four others and we ran that pilot for the year.

2:24:44

So we offered all of those, those five journals via subscribe to open model and it was deemed to be successful because all 5 volumes were converted to to Open Access.

2:24:54

So we continued with the the subscription revenue for those five journals.

2:24:57

We then decided then to expand it even further into eight years.

2:25:03

We added three more and ran it for two more years, 2021 to 22 and both of those years were were successful and all 8 journals were converted to Open Access.

2:25:15

So the six year pilot which ran from 2017 to 2022, we did a comparison of growth in article downloads between 2016 which was the the most recent year when there were no Open Access publications to 2022.

2:25:30

So we looked at that six year.

2:25:33

In comparing paywall with subscribe to open, it makes sense to look at firstly look at the non subscribe to open journals.

2:25:41

So in other words, the non Open Access journals because that would show us what the general growth in annual reviews content downloads would be anyway.

2:25:52

So in this particular case, we looked at 40 journals.

2:25:55

The reason it's not a slightly higher number of 4044 is because there were new journals that were launched after 2016.

2:26:03

So we stripped that from the from the data of both the non non subscribe to open and the subscribe to open.

2:26:10

So it's comparing like for like.

2:26:12

Anyway, in 2016 there were 591,000 downloads per month and by 2022 this had risen to 787,000 per month.

2:26:22

So this is the general growth in usage across annual reviews journals, which obviously is very pleasing for us to see.

2:26:28

So that's a growth of 1.3 * 2016 which is extremely positive.

2:26:34

But when we compare that to the growth in the the Open Access journals and subscribe to open journals, you get a completely different picture altogether.

2:26:43

Much, much higher growth.

2:26:44

So we, we compared 7 journals.

2:26:46

The reason it's not 8 is because one of them was launched after 2016, the annual annual review of Cancer biology.

2:26:52

But yeah, so in 2016, the average downloads were 94,000 downloads per month.

2:26:58

And in 2022, just for those seven journals, it's grown to 518,000 downloads per month, which is an increase of 5.5 times on 2016, which is just huge.

2:27:10

So it was really gave us great encouragement to drive this, drive this model forward.

2:27:17

So what we then do coming back to the, the table that I looked at earlier on that I showed you earlier on, we think we can put a new model at the very bottom there, subscribe to open and we're very proud to do that.

2:27:29

So who pays for it?

2:27:30

Well, it's the libraries that pay.

2:27:33

And I'll explain why that is in, in a moment.

2:27:35

But who can read it?

2:27:36

Everyone can read it and everyone can publish.

2:27:39

So for us it's the ideal for our model of publishing.

2:27:43

It doesn't necessarily work for all all pub academic publishers of course, but for annual reviews publishing and for some other publishing companies, which I'll come to a bit later on, it's the ideal model for us.

2:27:57

So the full launch of Subscribe to Open was in 2023.

2:28:03

Last year, just a little sort of side note really in 2020, probably we were like all academic publishers across the world because of the COVID epidemic pandemic, we opened up our content for a period of three months.

2:28:19

I think it was actually about 14 weeks from something like towards the end of March to the very end of June.

2:28:26

And because the content was completely open, there was there was a large growth in, in, in usage.

2:28:32

It was important for us to open it up because for our paying subscribers who now quite, you know, people were working remotely from their home and so on.

2:28:40

It was very important that they were still able to access what they were paying for.

2:28:44

And obviously making it open allows them to do that.

2:28:46

But anyway, the growth was, was, was really quite dramatic.

2:28:51

And what that made us do really is to really bring things forward quite a lot.

2:28:58

I think it's fair to say that we were probably going in 23, maybe even for the next three or four years.

2:29:03

We were going to expand the pilot programme that we had, that we were running with eight journals, maybe increase it to 12 or to 15 or whatever it might be.

2:29:11

But that period of that, of the 14 weeks in 2020 really proved to us that there was a demand for our content.

2:29:18

And so we decided to take the leap and, and, and offer all 51 of our journals via subscribe to open Plus.

2:29:27

We were as part of the part of the the option, we were also going to make volumes for them for the preceding 9 years.

2:29:33

We're going to bring them in front of our paywall and make them accessible.

2:29:37

Anyway, this turned out to be a big success.

2:29:40

In 2023 all all 51 of the journals were converted from gated access to to Open Access.

2:29:47

And in 2024 the model has been offered again and sitting here in in August.

2:29:53

So far 32 out of our 51 journals have reached their official publication date and have been converted to Open Access.

2:30:02

So 2024 looks like it will mirror what happens in 23 and then we will make the offer again in 2526 and so on.

2:30:11

So subscribe to open.

2:30:13

How does it actually work?

2:30:14

Well, how does the models, it's conceptually very, very simple.

2:30:19

The library subscribes to the journal.

2:30:21

So what we're saying to, to our, our library customers is if you value the content, if you're, if you're staff or students or researchers are using what you pay for and obviously you can show that through usage figures and so on.

2:30:37

Just continue to do exactly the same.

2:30:39

There's no change to it.

2:30:40

You're not going to get anything, anything different.

2:30:42

You're buying what you already, already buy because you value it and it works for, for your organisation.

2:30:49

We're, we're a mature publishing company, been been publishing academic content for nearly 100 years.

2:30:55

So our, our customers are also mature.

2:30:59

So we're just asking them to continue to do the same.

2:31:01

And then come the publication date of the individual journals and we have 51 that are published across the if the journal subscription target is achieved.

2:31:10

And obviously we we take account of of general sort of churn if you like in subscription, subscription basis.

2:31:18

We understand that people's budgets are, are being threatened and are under attack and so on.

2:31:22

So it's, you know, we're not looking to achieve 100%, I think it's fair to say.

2:31:28

But if that journal subscription target is achieved and then the current year volume is published Open Access with the CC BY licence, if that journal subscription target is not achieved, then the current year volume just remains behind the paywall.

2:31:41

So the subscriber still continues to gain access to that content.

2:31:46

We actually haven't obviously come across that.

2:31:48

Yeah, we've only been running the pilot since 2017 and then the full offer since 2023.

2:31:56

But still that's that's a number of volumes across a number of years.

2:31:59

And so far, we have never had that problem and long may that continue.

2:32:05

So the features of subscribe to Open, as I mentioned, it's conceptually simple.

2:32:10

It's revenue neutral.

2:32:11

There are no additional costs.

2:32:13

The libraries are just paying exactly what they were paying previously.

2:32:16

Obviously there are like anywhere with inflation and so on, there are slight, slight price increases, just as there are with any subscribers, I guess, sorry, any publishing companies.

2:32:28

It uses the existing library budgets.

2:32:30

It uses importantly, I think it uses the existing relationships that we have with libraries, with consortia, with subscription agents, with publisher staff, etcetera.

2:32:40

It applies equally to readers and authors worldwide and it applies equally to all disciplines and institutions.

2:32:47

It is a fully equitable model, which is one of the most important things as far as annual reviews authors are concerned.

2:32:57

The benefits of subscribe to open, I've broken this down into sort of three areas really.

2:33:02

So the benefits for subscribers, there's guaranteed permanent data rights to the content that's regardless of the success of the offer.

2:33:09

So if you're a subscriber and you're purchasing the content as ever, as normal as you would normally would do, you will retain those permanent data rights to that content.

2:33:19

There's exclusive access for subscribers for what we call reviews in advance, which are articles published before their official publication date.

2:33:27

Quite a lot of our content is, is, is a review in advance and it can be up to 7-8 months before the actual official publication day of the journal really.

2:33:36

So that's quite an important feature and benefit I think.

2:33:39

And then also, I think far as the libraries are concerned, the subscribers, it demonstrates a commitment to Open Access and my experience of that is that libraries are very much looking to do this.

2:33:52

The benefits for authors.

2:33:54

So it's Open Access publication without Apcs.

2:33:57

So it provides equal Open Access support for authors from all institutions and all fields of research.

2:34:03

Articles are all published under a Creative Commons licence.

2:34:07

And then for the community, you know, going back to, to our, our mission, I suppose it makes scholarly review content available to the larger community and subscribe to open support Open Science that helps meet the growing demand for Open Access publications.

2:34:25

The reaction, as I think I mentioned earlier, has been extremely positive.

2:34:30

There's some testimonies or actually just sort of quotes from various testimonials.

2:34:38

Actually, in fact, there's one I can just notice.

2:34:39

Well, there's one from Colleen who spoke just just a few minutes ago.

2:34:44

I won't read them out.

2:34:45

If this is being recorded, then on this slide, you can get the actual link up there at the top left hand corner.

2:34:51

So there's a full link to the full testimonials and others as well, and they're worth having a look at.

2:35:00

So the measuring the impact of subscribe to open, which was part of the Robert Wood Johnson grant, the impact of conversion to Open Access can be measured by by three things.

2:35:12

We think it's the increased usage of the journals, the diversity of that usage and the adoption of the model by other publishers.

2:35:23

So firstly the the the increased usage.

2:35:26

So we looked at the the article downloads just straight off with exactly the same number of journals of which the 47.

2:35:35

So we didn't count any journals that were published after 2016.

2:35:38

So this is across 47 journals of ours.

2:35:42

If we looked at 2016, the total number of downloads were just over 8 million in that year.

2:35:48

And in 2023, that has now risen to over 21 million, which is a huge rise, 2.6 times rise in usage, the diversity of usage.

2:36:03

So we know from what happened, we use certain analytics basically to track where our usage is, is, is coming from.

2:36:11

There's various companies that we work with that were able to give us this information.

2:36:16

And we know from certainly from the, the, the COVID experiment in 2020 that some of that increased usage is from existing customers.

2:36:26

It's just easier to access the content because it's Open Access.

2:36:29

You don't have to be logged into your, your library system, your university system or what, whichever it may be.

2:36:36

And it's, you know, for people working remotely, it's just makes it a lot easier for them.

2:36:41

So we know that some of that growth in content downloads is because of that reason, but also there is usage from institutions that are not subscribers to annual reviews content.

2:36:51

Maybe they never, never will be.

2:36:53

Incidentally, by the way, this is not a full, full list on screen.

2:36:59

There's, you know, many hundreds of organisations that are downloading our content.

2:37:04

We are actively trying to, to encourage some of these organisations to become subscribers of, of annual reviews to, to join in the Open Access movement with us.

2:37:18

That's a great way of moving forward.

2:37:20

And should we achieve that with, you know, with organisations like the United Nations or UNESCO, whoever it might be, prove to them that they should be paying and then that collectively will help things going forward with regards to the amount that everyone pays.

2:37:35

But anyway, it's worth looking at these these ones on screen.

2:37:39

There's a, there's a very long, long, very long tail of usage from non subscribing institutions.

2:37:45

There's some very interesting sort of names there.

2:37:49

We view this as a positive development.

2:37:51

It's if you remember our mission, you know, it's for the progress of science and it's for the benefit of society.

2:37:58

Well, if child, in my opinion anyway, certainly I think it would be hard to disagree with as well if child welfare departments or Doctors Without Borders or Medicines on Frontier or Amnesty International are accessing our content.

2:38:09

I think that is to the benefit of society.

2:38:13

Pre Open Access we had approximately 3000 institutional subscribers across 57 countries and then post Open Access, so from 2023 we've now over 7200 institutions or organisations in 137 countries.

2:38:30

So that's certainly a progress of science and the benefit of society.

2:38:36

The second thing was diversity of usage and I'm demonstrating this by looking at low and middle income countries in in in some ways, subscribe to open goes goes, I guess goes some way to levelling the playing field, sort of showing that those in the global South and North North in terms of facilitating the right to read and learn and publish.

2:39:02

So it's trying to even things out across across the globe.

2:39:05

And I think these stats on screen probably back that up, you know, before subscribe to open those in middle, lower middle income countries that they either didn't have access to research literature or they were required to use special portals to consume it.

2:39:20

And then subscribe to also provides equitable published options for those without enough grant funding to cover the Apcs.

2:39:28

So in higher GDP countries, there are more mature markets, I suppose.

2:39:32

So for example, the the USUK Germany where our annual reviews has got many subscribers, the usage is has doubled.

2:39:39

We saw that earlier on in looking at the the non Open Access and all those are subscribers.

2:39:47

In India, the increase is those is three times.

2:39:50

So it's slightly bigger.

2:39:52

But then in other lower middle income countries, the rate of increase is much, much higher, albeit on a smaller base size.

2:39:58

So for example in Indonesia.

2:40:00

In Indonesia the usage is 12 times.

2:40:03

In Ecuador and Uganda, it's 22 times and in the Dominican Republic it's 30, three times, which is really extremely encouraging to see.

2:40:13

And then the third thing about impact was the adoption of the Subscribe to Open model by other publishers.

2:40:19

This is just a slide really to remind me to just explain about the the Subscribe to Open community of Practise, which is a completely independent organisation doing fabulous work, really the to encourage the adoption and to promote the capital collaboration among all stakeholders.

2:40:40

The practise was set up in August 2020.

2:40:42

It started as a core group of 14 people.

2:40:45

It's now got over 150 participants.

2:40:48

They have regular monthly meetings, share experiences, request advice and so on.

2:40:53

And this is across publishers, librarians, agents, funders and consultants.

2:40:58

And I would encourage people to visit the link in the bottom right hand corner and contact the community of practise and get involved because that's that's the way that we're going to drive subscribe to open forward.

2:41:11

That's going to work.

2:41:12

That's the way that we're going to drive Open Access publishing using subscribe to open forward.

2:41:19

So yeah, the adoption of the other subscribe to open model by other publishers.

2:41:24

So publishers are employing the subscribe to open.

2:41:27

There's a journal account since 2020, by the way, this this list is also on the the Community of Practise website.

2:41:35

It's regularly updated and it's maintained by John Wolinski who works out of Stanford University.

2:41:40

So thank you very much to him for for doing this.

2:41:44

So there's 28 publishers are using subscribe to open to publish OAOA journals.

2:41:50

And there's some well known names on on that list there, as you can see.

2:41:57

So the future of subscribe to Open or the future of Open Access publishing through Subscribe to open, I guess.

2:42:03

So as I just mentioned, there are 28 publishers using subscribe to open to deliver Open Access.

2:42:09

That's 567 volumes over the four years.

2:42:13

The future sees the adoption of subscribe to open by by even more popular publishers.

2:42:19

It's proving to be very popular with librarian partners.

2:42:23

I added this as a as a bullet point because it's something that I've experienced at meetings and conferences like UKSG and so on.

2:42:30

I admit it's anecdotally, but it's, it's still quite a powerful message.

2:42:37

We, we've had examples over the last few years of customers actually upgrading their collection subscriptions to be able to actually participate and subscribe to open even more.

2:42:52

And that's happened for me in my, in my, in the European region quite a few times.

2:42:57

I've had discussions with various consortia managers who are very keen to have a better understanding of what is happening across the world.

2:43:05

How you know, the usage has grown in countries like the Dominican Republic, Dominican Republic, like in sub-Saharan Africa, because that's quite an important part of their mandate and something they're really keen to see.

2:43:18

So it's not just such a, it's not just such a glib statement.

2:43:23

There is things to back it up.

2:43:26

The model originally seems suited to smaller publishers and societies and other non profit journal and book programmes.

2:43:32

However, we're now seeing larger publishers and aggregators using using subscribe to Open.

2:43:37

I don't know whether you noticed on the previous list there, but companies such as Degroiter and Project Muse and Bio One are beginning to use subscribe to Open model and then subscribe to Open Model has been mainly applied to existing journals.

2:43:52

However, the University of Toronto Press published the Journal of City Climate Policy and Economy.

2:43:59

It was launched in 2022 and they actually launched it using subscribe to open and they became the first publisher to do to do so.

2:44:06

So that's quite, quite an important move there After four years, sorry, after three years in in the 2024 volume is is very successful.

2:44:18

So that's great to see.

2:44:21

So conclusions, Open Access generates worldwide usage.

2:44:27

Therefore subscribe to open supporting Open Access generates worldwide, worldwide usage.

2:44:32

And for a growing number of publishers, the subscribe to open model has advantage over other transitional models in our opinion and to to match our our model of publishing.

2:44:44

So for instance, it's got advantages over Apcs and transformative agreements such as read and publish In three bullet points, we think it can be summed up as being simple, equitable and impactful.

2:44:57

And if there's any questions that would be great, I'll try and answer them.

2:45:05

Thank you, Mark, that was again another really interesting talk to finish presentation.

2:45:15

Has anyone got any questions from your end?

2:45:19

We haven't had any, any come in.

2:45:21

No, I'm aware where we're coming to the end of the session.

2:45:26

I think you answered all my questions, Mark.

2:45:29

I was interested in the spread of these in subscribing institutions by a country and you've shown that that's, that's really broad and beyond the UK and Europe.

2:45:41

And what was my other question about?

2:45:44

Oh, I was, yeah.

2:45:45

I wanted to ask about whether that was something that other publishers are mimicking.

2:45:48

And you've shown that.

2:45:49

Yeah, really thoroughly at the end.

2:45:51

So it's really interesting.

2:45:52

Really.

2:45:53

Yeah, really encouraging that other publishers are looking at this model.

2:45:58

Yeah.

2:45:58

I would encourage you to visit the the Community of Practise website as well, because there's Farmer, there's lots more information on that.

2:46:04

You may already be participating, I don't know.

2:46:10

No, but I'm going to go and have a look at that because that was, that was fascinating.

2:46:13

And yeah, it'd be interesting to see how this this goes to.

2:46:17

There's various administrators and you just say, you know, that you'd be, you could apply to join.

2:46:21

So I would encourage you to do that.

2:46:24

OK, OK, Well, thank you very much.

2:46:26

I'm sure if anyone does have any questions, we can, we can forward those on to you, Mark and, and all the other speakers.

2:46:33

And, and I'll just wrap up the end of this, this session.

2:46:37

I think it's been really, really interesting all, all the, all the talks.

2:46:41

I've certainly learned a lot, picked up on some things that I want to go away and explore later on.

2:46:47

And I hope everyone on the, on the in the seminar has enjoyed it.

2:46:51

And I'm looking forward to Wednesday's programme too.

2:46:56

So we look forward to seeing you there.

2:46:58

Thank you very much everyone.

2:46:59

Have a nice rest of day.