

How to transform scholarly journals from subscription to open access publishing – a proposal by OA2020-DE and Knowledge Unlatched

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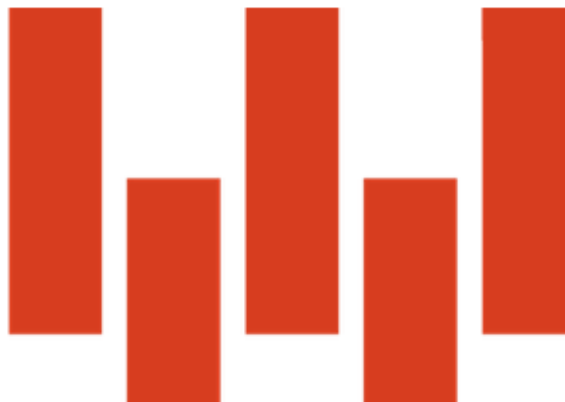
Project funded by the Alliance of science organisations

Strategic goal: create conditions for the large-scale open access transformation

<https://oa2020-de.org>



ENDORSE OA2020



take action

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[Expression of Interest](#)

[List of Signatories](#)

[14th Berlin Open Access Conference](#)

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If you agree that

- Researchers should retain full rights to share their work and the freedom to publish in the journals of their choice and participate in the publishing services they wish,
- The current subscription model, with its ever-rising paywalls, is an unsustainable barrier to the full fruition of scientific research and the fundamental objectives of open access,
- Scholarly publishing should be supported with economically sustainable and transparent business models and released from the constraints of an obsolete system of dissemination,

then encourage your institution or organization to endorse the OA2020 Expression of Interest, affirming these principles:

- We aim to transform a majority of today's scholarly journals from subscription to OA publishing in accordance with community-specific publication preferences. At the same time, we continue to support new and improved forms of OA publishing.
- We will pursue this transformation process by converting resources currently spent on journal subscriptions into funds to support sustainable OA business models. Accordingly, we intend to re-organize the underlying cash flows, to establish transparency with regard to costs and potential savings, and to adopt mechanisms to avoid undue publication barriers.
- We invite all parties involved in scholarly publishing, in particular universities, research institutions, funders, libraries, and publishers to collaborate on a swift and efficient transition for the benefit of scholarship and society at large.

Motivation

- Develop a model for flipping subscription/ hybrid journals to open access directly
- Use free Elsevier budgets from DEAL negotiations in Germany (about 35 mio. EURO) for transformation
- Create international support and participation
- Increase growth rate of gold oa publications

Growth rates of publications in gold OA journals 2008-2016 (INTACT project report)

Land	Anzahl Publikationen (2008-2016)	Anzahl Gold OA-Publikationen (2008-2016)	Gold OA-Publikationen (%)	Veränderung Anteil Gold OA (%)*	Rang
USA	3.730.737	297.216	7,97	0,89	1
China	2.028.043	233.319	11,50	1,39	2
UK	1.074.510	97.476	9,07	1,02	3
Germany	948.886	99.745	10,51	1,05	4
Japan	754.782	91.190	12,08	1,18	5
France	668.616	62.240	9,31	0,91	6
Canada	596.427	55.808	9,35	0,95	7
Italy	579.223	63.487	10,96	0,99	8
Spain	504.908	66.630	13,19	0,76	9
India	492.111	65.541	13,32	-0,23	10

* Angegeben wird hier die durchschnittliche jährliche Veränderung des Gold-OA-Anteils an den Gesamtpublikationen in Prozent.

Wohlgemuth M, Rimmert C, Taubert NC. *Publikationen in Gold-Open-Access-Journalen auf globaler und europäischer Ebene sowie in Forschungsorganisationen*. Bielefeld: Universität Bielefeld, <https://pub.uni-bielefeld.de/publication/2912807>, Tabelle 2.1

Proposal by OA2020-DE and Knowledge Unlatched

- Sustainably transform individual subscription journals to open access
- Journal selection based on quality indicators (IF, SNIP, etc.) and cost (range between €50,000 - €200,000 per year)

Model

- Total cost of a journal is financed via a 3-year commitment from open access transformation supporters
- Journals are published open access from 2019 on (*transformed backfiles are welcomed*)
- After the 3-year transition period, the journal continues to be published OA based on the APC business model
- The APC is calculated on the number of articles published in 2017 and the current total revenue per journal (numbers certified by an independent accountant)

Flipping model based on journal revenues: option 1

Journal (example)

Hybrid or
subscription

Revenue =
€100.000 per
year

100 articles per
year

Quality indicators

Open Access for 3 years

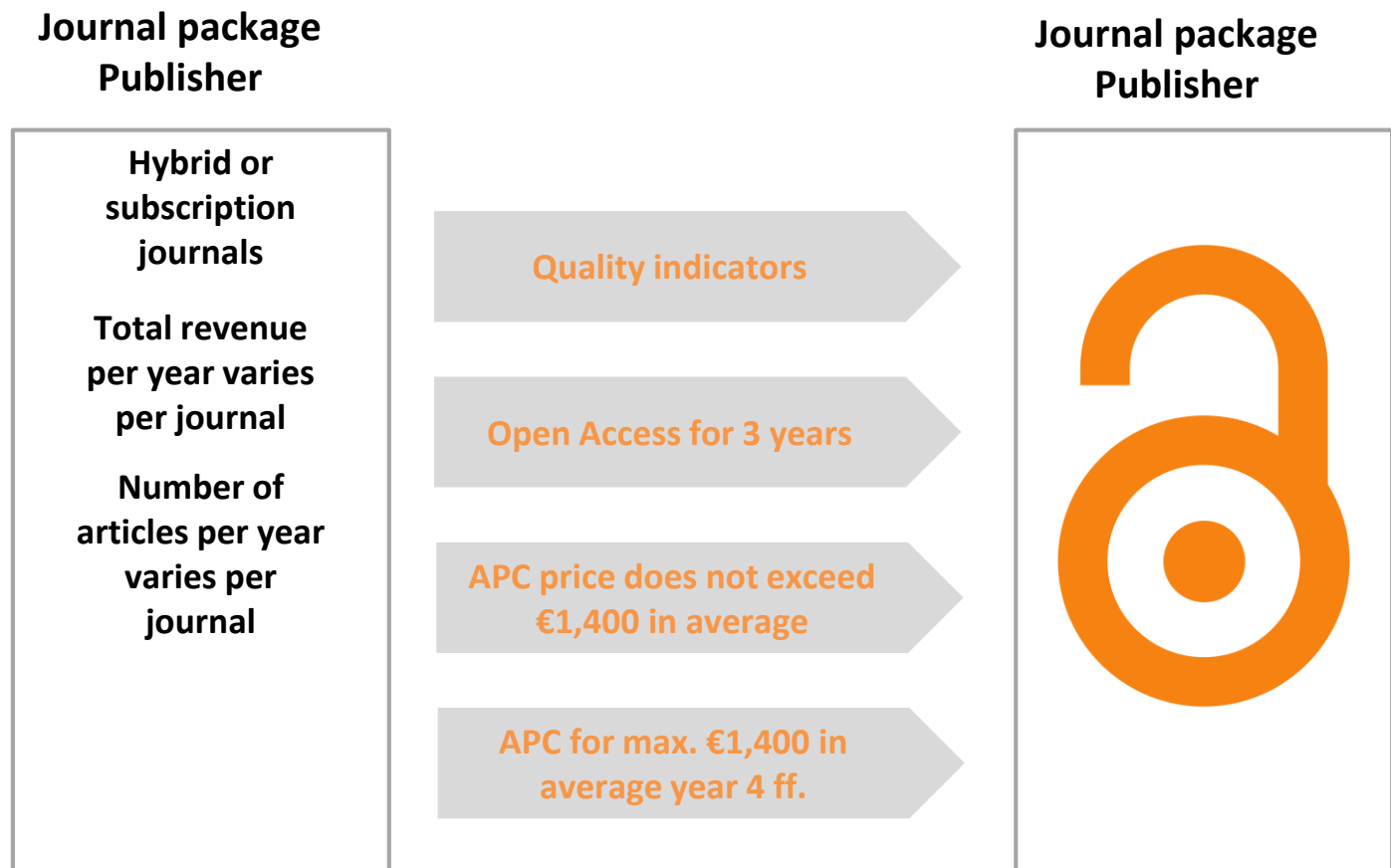
Sustainable APC price level
(this example: €1.000)

APC model year 4 ff.

Journal (example)



Flipping model based on journal revenues: option 2



Model

- After the transformation from subscription/hybrid to pure gold open access, the cost per article (APC) will remain in line with principles of Consortium for a Transparent Transition to Open Access ([TTOA](#)) and [OpenAPC data](#) (currently €1,400 on average)
- OA2020-DE evaluates titles proposed by publishers formally; a title selection committee (e.g. out of the OA2020 community) will be established

Model

- OA2020-DE and Knowledge Unlatched provide relevant data for title selection committee
- OA2020-DE proposal: ranking according to SNIP value and APC price to distribute the overall pledge amounts on the journals and to instigate competition amongst publishers



Journal list with ranking

Model

- Subscription fees already paid for 2019 will be refunded (or diverted to credit for APCs of other journals by the publisher if the institution wishes)
- Knowledge Unlatched operates publisher contracts and payments of the institutional open access transformation supporters with the assistance of OA2020-DE

Results

- AIP, Benjamins, Berghahn, Brill, De Gruyter, Emerald, IOP, Karger, Portland Press, Sage, Taylor & Francis proposed 50 titles (volume €4 million/year) for open access transformation to Knowledge Unlatched
- Model provides incentives for publishers to offer “better” journals for reasonable prices
- Calculated APC prices are below APC list prices of the publishers

Results

- OA2020 community (plus consortia, libraries) could convert about 1 million EURO per year toward the concrete open access transformation of about 25 journals for 3 years
- If pilot successful, Knowledge Unlatched and OA2020-DE will build up an international governance structure for libraries and consortia in 2019

Benefits for publishers

- Transparent economic framework for the decision to flip journals to open access
- Opportunity to make journals ready for the requirements of [Plan S](#) / [cOAlition S](#)

Benefits for libraries

- No reading fees, direct flip of journals
- Potential to transform journals on a larger scale
- APC price cap according to TTOA/OpenAPC prevents disproportionate price increases
- Opportunity to invest budgets into open access in line with OA2020



Thank you! Questions?

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