1. Preliminary remarks
Why Max Planck?

- OA is a researcher driven commitment of the Max Planck Society
- Regarded as essential component and prerequisite of 21st century research system
- After all, only 1-2% of research budgets effected
- Perception: In the current system, the tail is wagging the dog

➢ Need to regain control of the scholarly communication system
Common sense in the publishing industry

– To my surprise, the fact that the U.S. will by far be the greatest beneficiary of an OA transformation is not broadly debated
– The U.S. contributes roughly one third of the global journal contributions but is responsible for 50+\% of the publisher revenues (cf. STM annual reports)
– This is what the major publishers keep telling in the European context. Do they in the US as well?
2. The OA dilemma
The distinctive OA dilemma

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

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

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

— only about 14% OA without delay
— subscription system as prosperous as ever

*(Lehman Brothers did more damage to publisher revenues than OA so far)*
3. Time to think about a new activation energy
OA has been a story of trying to activate researchers. Through a variety of measures such as advocacy, mandates and support efforts the researchers should be moved to OA.
How about a new activation energy?

OA shall be brought to the researchers by means of switching the business model of the existing corpus of journals
Bringing OA to the natural habitat of researchers

Not the researchers shall change but the publishing system, and in particular the underlying business model
4. Moving beyond the dilemma
Getting out of the dilemma

Open Access on a large scale can only be accomplished if and as soon as we change the business model of the dominant subscription system.
5. What is this transformation about?
Global level view

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

Global subscription journal budget
7.6 bn EUR p.a.
(≥3,800 EUR/article)

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

Global open access journal base budget
4 bn EUR p.a.
(2,000 €/article)

Assuming 90% conversion
Global level view

The global scholarly journal market and its financial dimensions

Scenario of transformation based on current global operating numbers per year

Market today (subscription)
- Total budget: 7.6 bn €
- 1.5 M scholarly articles in WoS; up to ~2 M overall
- 5,000 €/article WoS; 3,800 €/article overall

Market transformed (Open Access)
- Base budget: 4 bn € plus ~45% buffer
- 2 M scholarly articles
- 2,000 €/article

based on realistic APC expectations\(^1\)
available for new & improved services, remaining subscriptions etc.

An OA transformation seems to be possible without financial risks

\(^1\) The empirical values of SCOAP3 are ~1,100 €/article; for MPG and for DFG funded universities in Germany they are ~1,250 €/article
New grip on data needed

Publishing data

- including corresponding author shares
- publisher distribution
- on institutional or country level

APC data

- continuously growing evidence available
Universities and research institutions globally are invited to contribute their APC expenditure data to Open APC in order to build up a comprehensive data set that allows for extensive analyses and fosters transparency on the evolving APC market.
6. Building a coalition
Staging the Open Access Transformation of Subscription Journals

Invitation of selected research institutions from around the world (North America – Europe – Asia)

International meeting with 100 delegates from 19 countries plus int’l org

Berlin 12
8-9 December 2015
1. Expression of Interest (the political expression)
   - Published with list of initial signatories on 21 March 2016
   - Domain http://oa2020.org/
   - Seeking further institutional signatories (total of 67 as of today)

   ▪ Transform a majority of today’s scholarly journals from subscription to OA publishing
     - in accordance with community-specific publication preferences

   ▪ Convert resources currently spent on journal subscriptions into funds to support sustainable OA business models
     - re-organize the underlying cash flows

   ▪ Establish transparency with regard to costs and potential savings

   ▪ Adopt mechanisms to avoid undue publication barriers
2. **Roadmap** (the practical expression)
   - Establishing a network of National Contact Points (concept & network borrowed from SCOAP3)
   - Taking practical steps at the local institutional level, e.g.:
     - Data analysis (publication & financial data)
     - Consolidate subscription and OA responsibilities under one management & budget
     - Take publisher relations to new level (e.g. engage in combined model, i.e offsetting)
OA2020 – The Initiative

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

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

The practical steps that can be taken towards the envisaged transformation are outlined in a Roadmap.

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

This important initiative is open to further institutional signatories. Please consider offering your support.
Berlin 13 meeting already announced

21-22 March 2017
Harnack House Berlin, Germany
It is time to re-plug the system

We need to discontinue the subscription system and to find new ways to finance the publishing services that are wanted and needed in the 21st century.