

# Elsevier commitment to Universal Access

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Universal Access Relationship Manager



# Providing access **OPTIONS** and guaranteeing **QUALITY**



Elsevier is committed to support all researchers by providing **greater choice** as to how and where they can publish their research.

## 1. Access

- We exist to disseminate information
- We will identify where remaining gaps exist and find viable mechanisms to close them
- We will use a combination of different models to enable this access
- We believe subscription and open access publishing can co-exist

We carefully listen to the community's needs and **test and develop** publishing options accordingly.

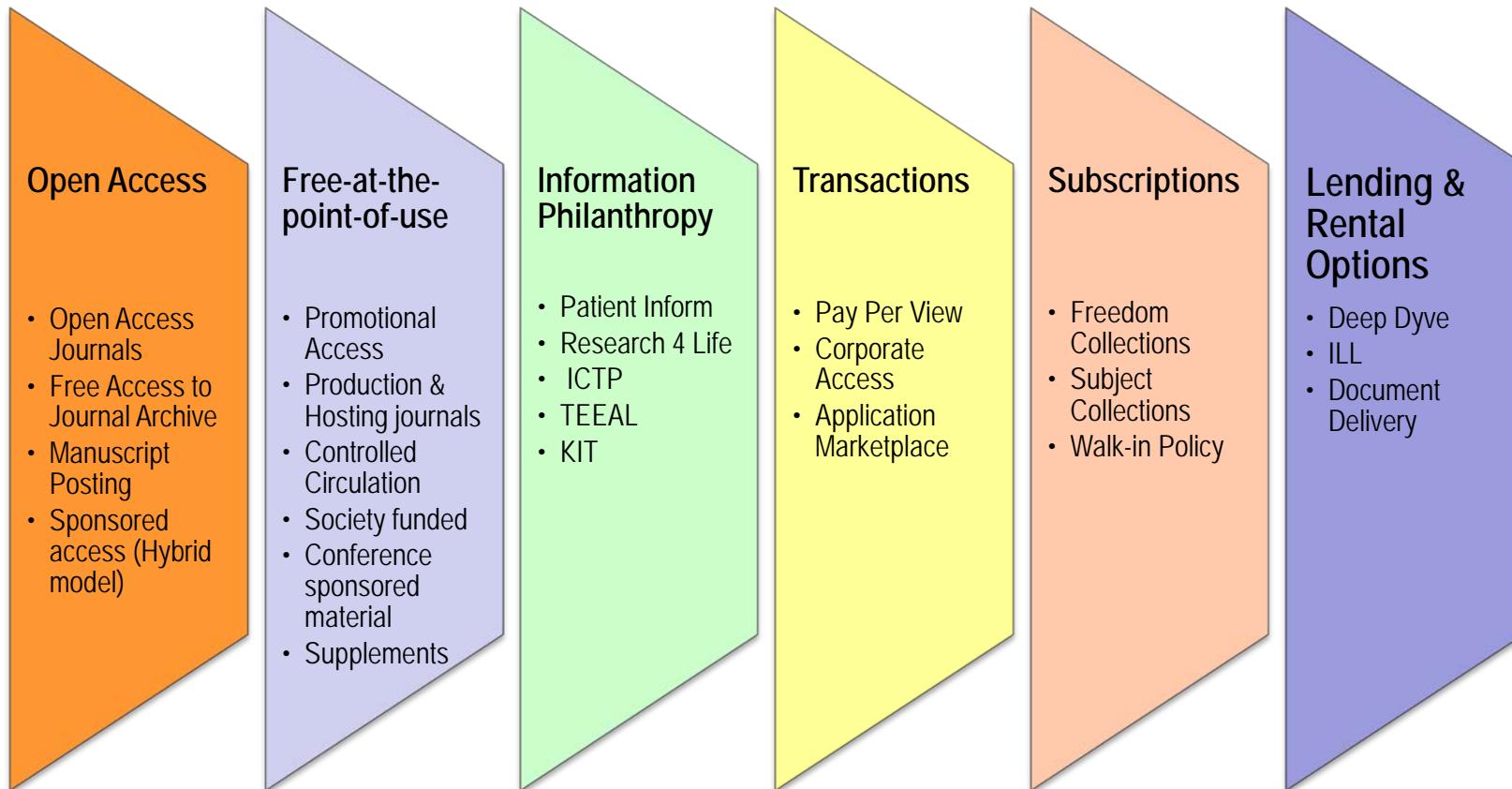
At Elsevier It is imperative that Peer Review and the publishing process provide essential **quality** controls, regardless of the access model implemented.

## 1. Quality

- Peer review provides essential quality controls and we remain committed to enabling it
- We will invest to innovate in technologies that increase researchers' productivity

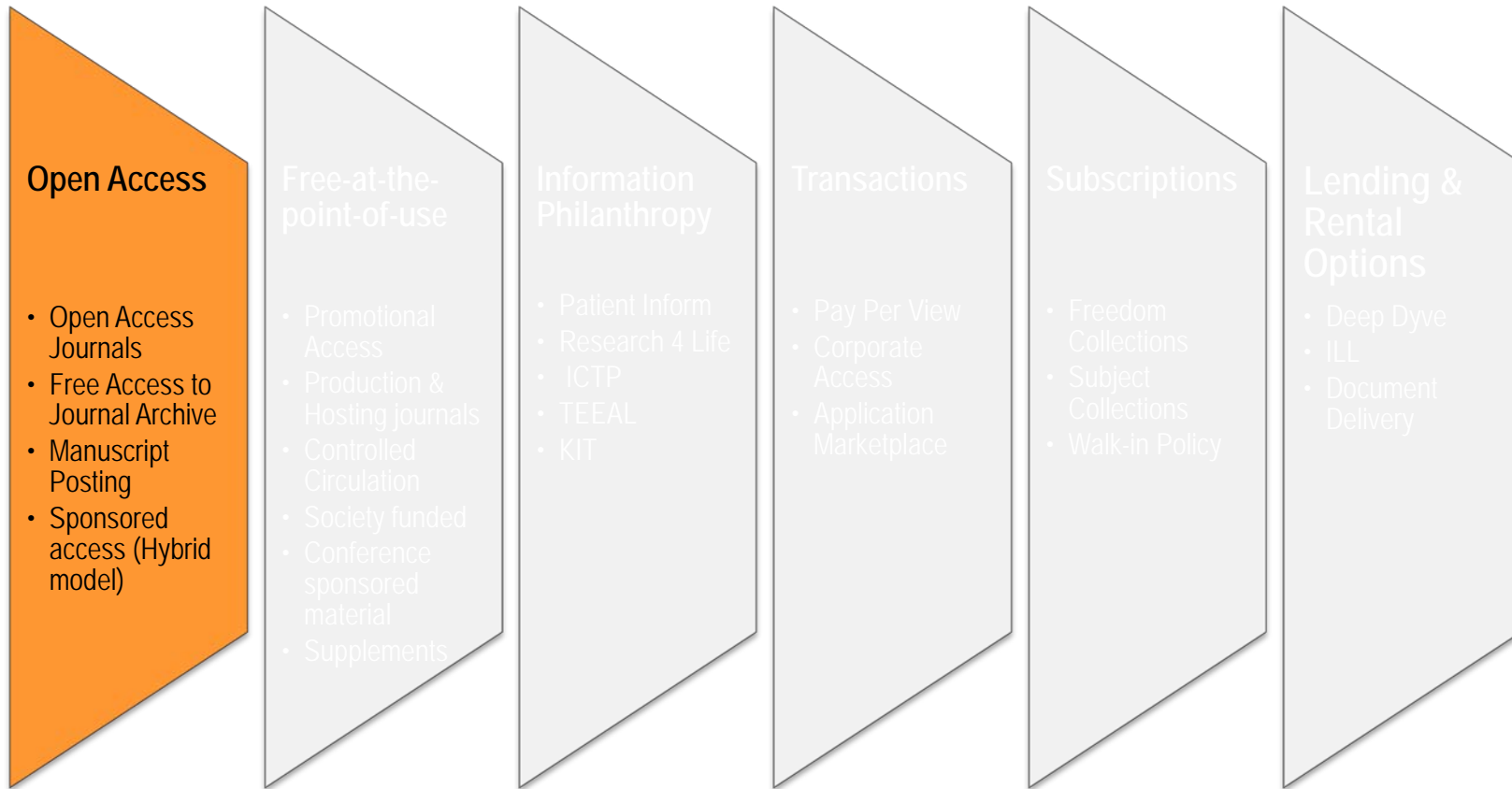
Elsevier supports the creation of different access models that prove to be **sustainable** for the entire science community and those who fund it.

# Our Access vision includes open access and much more...



Different scientific communities have different requirements.  
We're experimenting in all areas of Access to see what offers sustainable options while maintaining the quality provided by peer review

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# Elsevier's Open Access Journals



2010

- International Journal of Surgery Case Reports

2011

- Results in journals



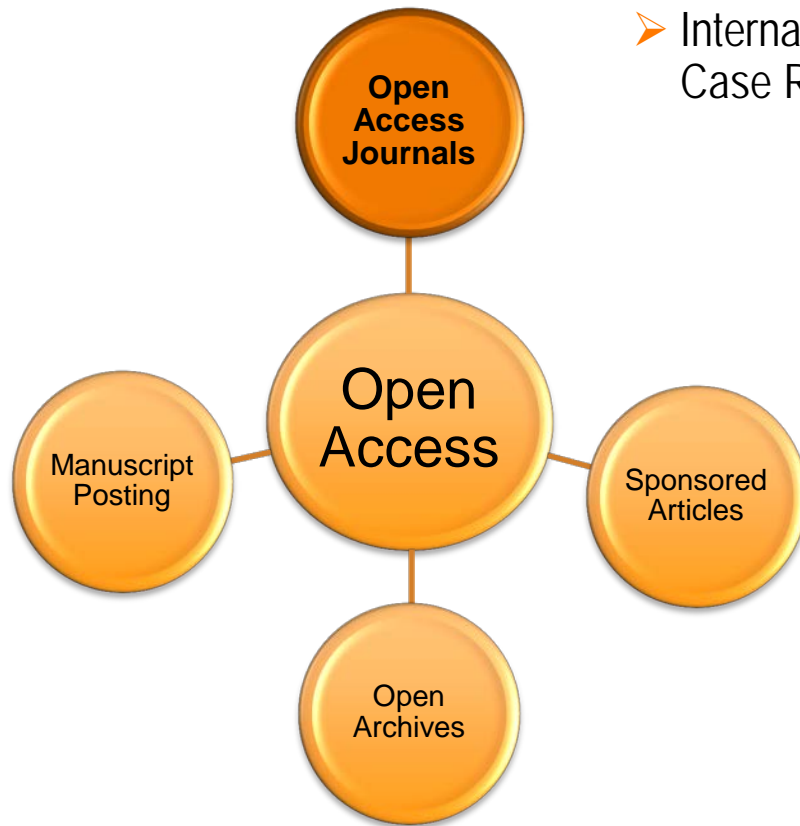
2012

- Cell Reports
- NeuroImage: Clinical
- 28 Open Access titles

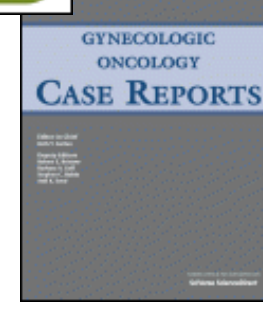
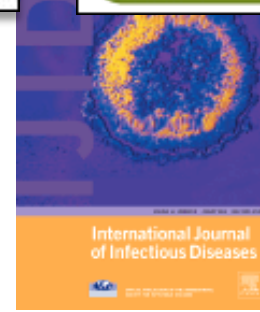
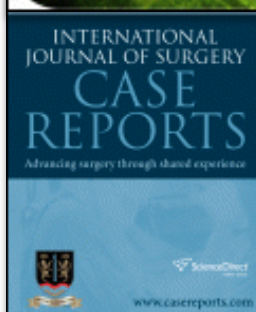
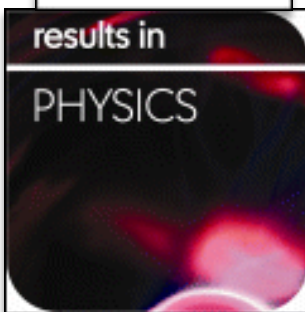
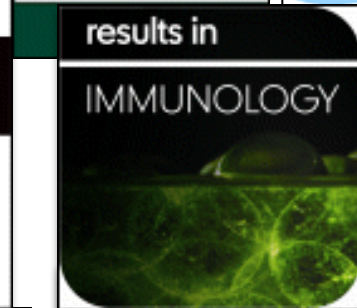
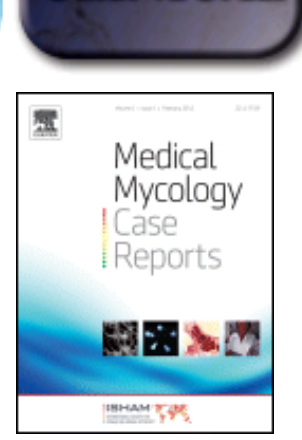
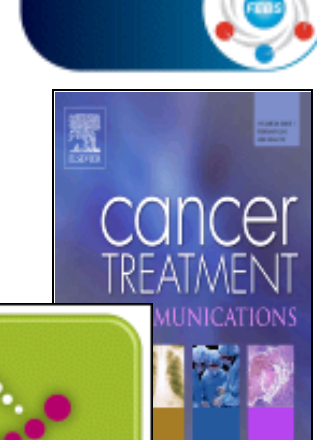
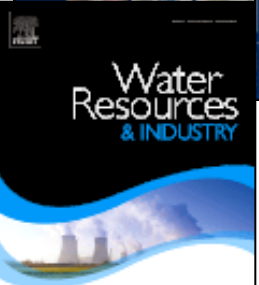


2013 and beyond ....

- 20+ titles currently in development...



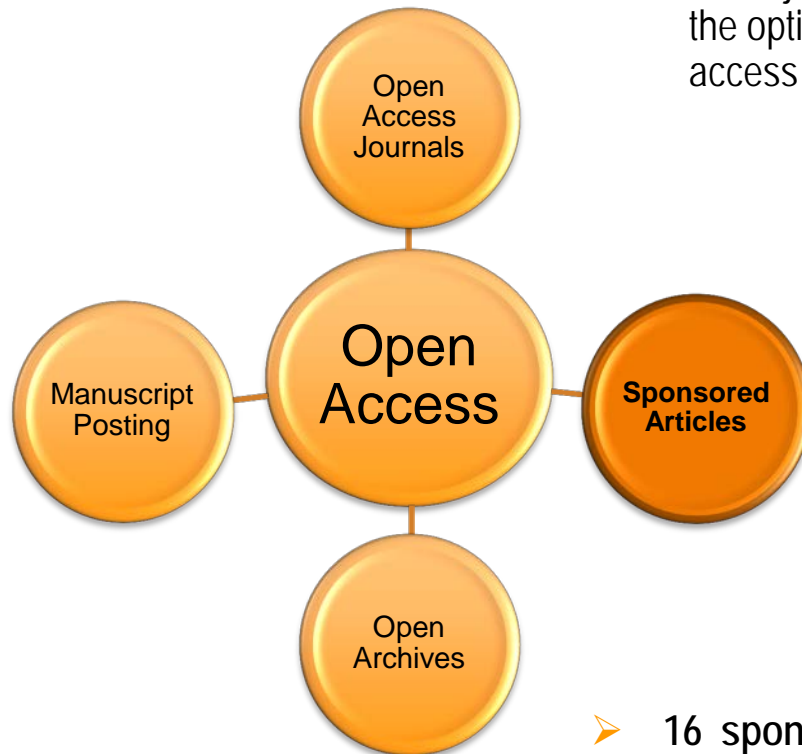
# Elsevier's Open Access Journals



# Sponsored open articles in Elsevier Journals



- Authors publishing in a subscription title have an option to pay for open access for their article
  - **1,500** journals offer authors the option to publish open access



- Uptake is low but growing primarily due to requirements by health and life sciences funding bodies. In 2011, Elsevier published a total of **1,014** sponsored open access articles, less than 1% of the articles in our subscription titles were sponsored open access articles.

- Elsevier committed to **'no double dipping'**. Elsevier amends its journal list prices to account for each and every sponsored open access article.

- **16 sponsorship agreements** with funding bodies including Wellcome Trust, FWF, and UK Research Councils. Others in discussion

# Elsevier has Agreements / Arrangements with



**welcome** trust

CANCER RESEARCH UK



The DUNHILL MEDICAL TRUST



E · S · R · C  
ECONOMIC  
& SOCIAL  
RESEARCH  
COUNCIL



FLWF

**Arthritis**  
Research UK

**DFID** Department for  
International  
Development

**mnda**  
motor neurone disease  
association



# Elsevier's Open Archives



- Subscription journals making articles freely available online after time delay. Also referred to 'delayed open access.

- Time to free access varies due to differences in subject fields

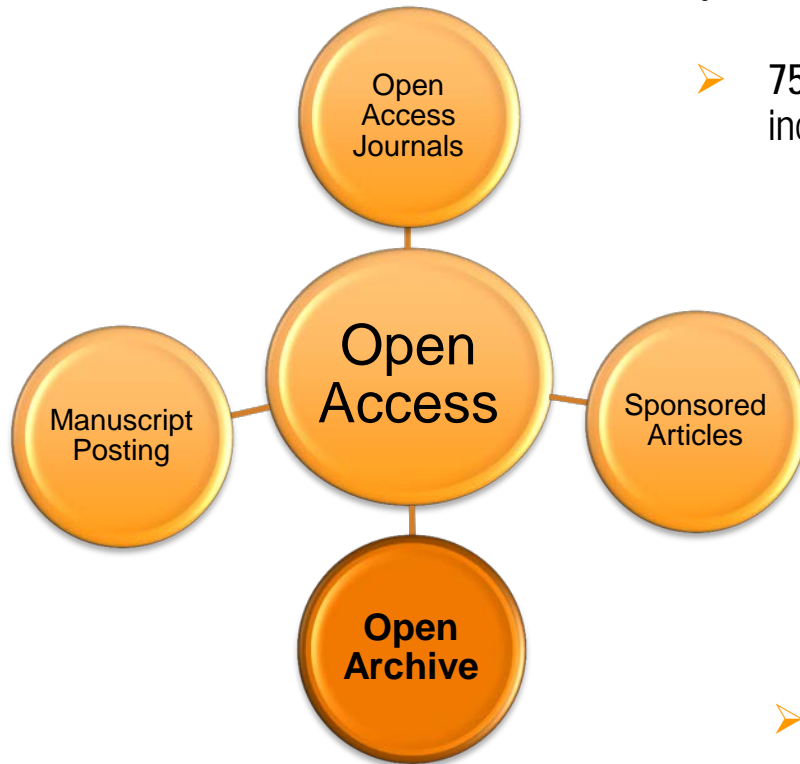
- **75 titles** are available after a delay, including Cell Press

- Subject areas – primarily life and health sciences

- Mathematics Journals back to Volume 1 Issue 1

- Pilots for institutional delayed access

- Often society owned or affiliated titles



# Manuscript Posting



➤ Often referred to as “green” open access

➤ Authors can voluntarily post manuscripts and preprints to personal websites and institutional repositories

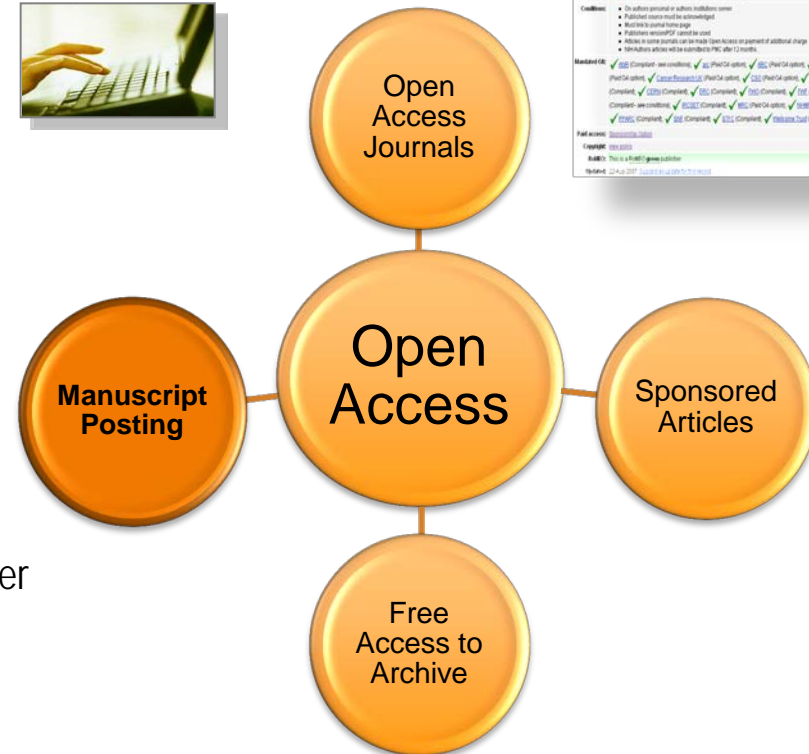


➤ We seek to engage with institutions and funding bodies to understand their needs and develop sustainable solutions. Posting agreements with Robert Koch Institute, National Research Council – Canada and Czech Academy of Sciences, World Bank. Others in development.

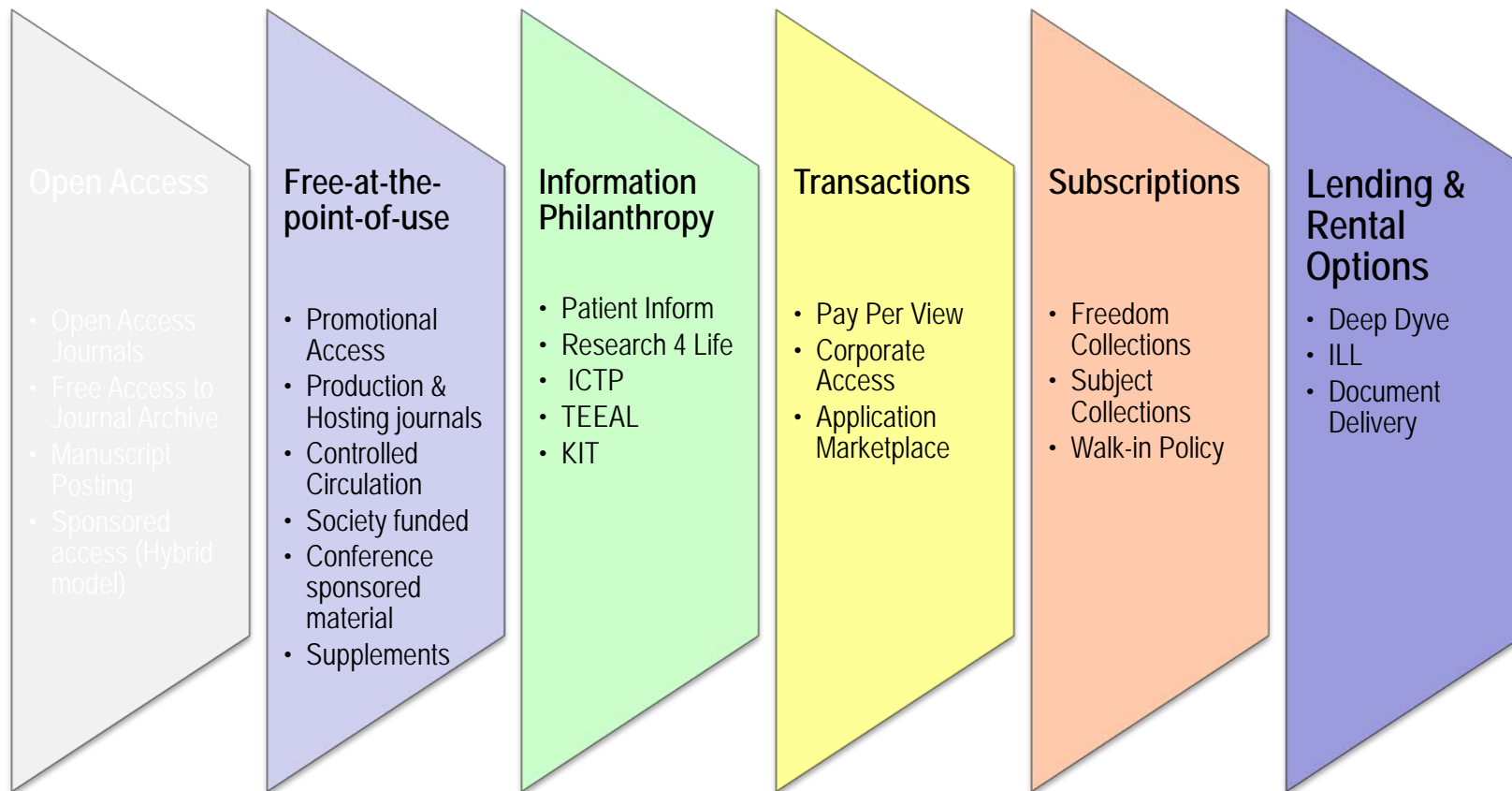
➤ As a service to our authors, since 2005, Elsevier has deposited author manuscripts for to NIH authors to PMC



➤ Elsevier is classified as a RoMEO “green publisher”



# Our Access vision includes open access and much more...



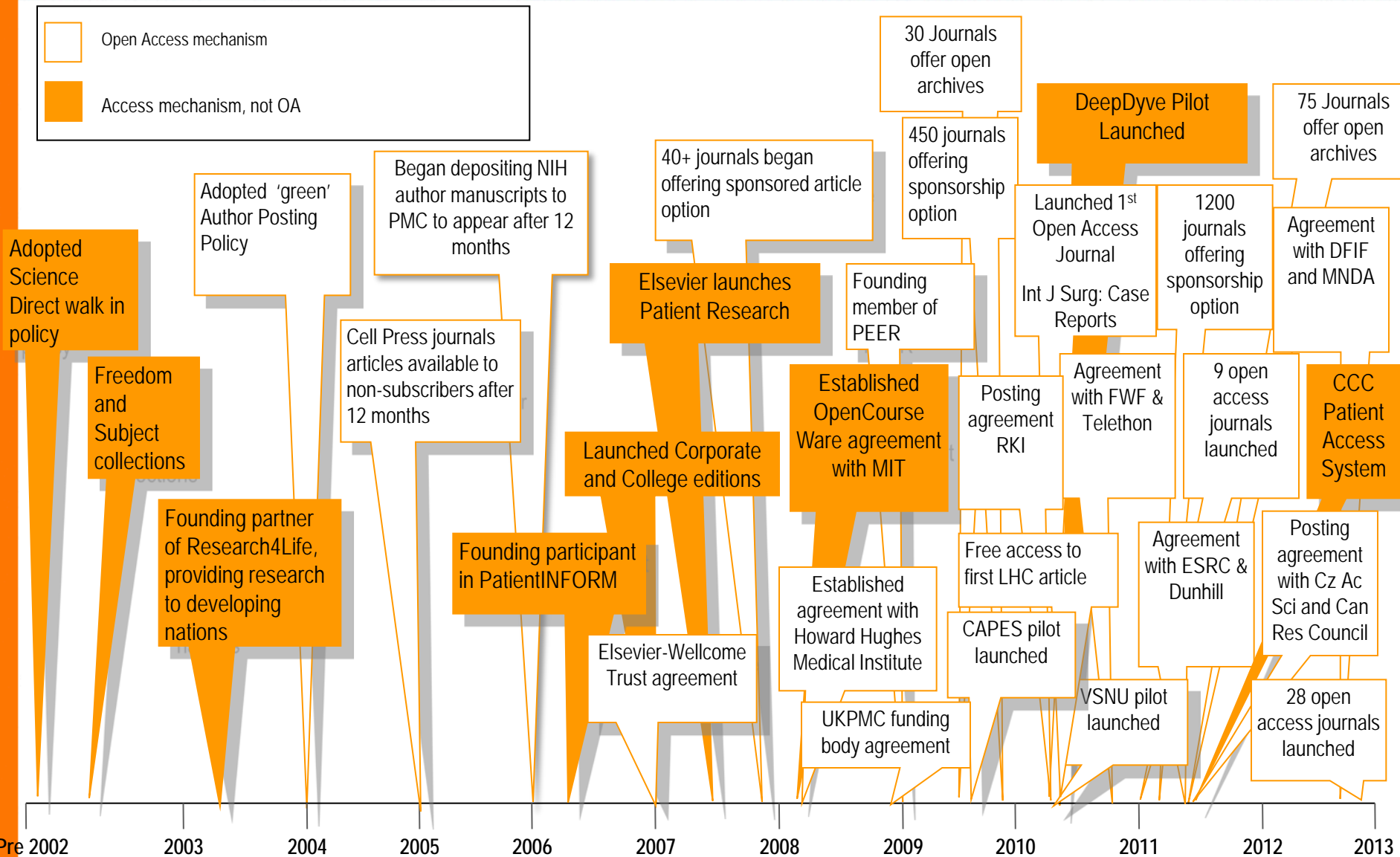
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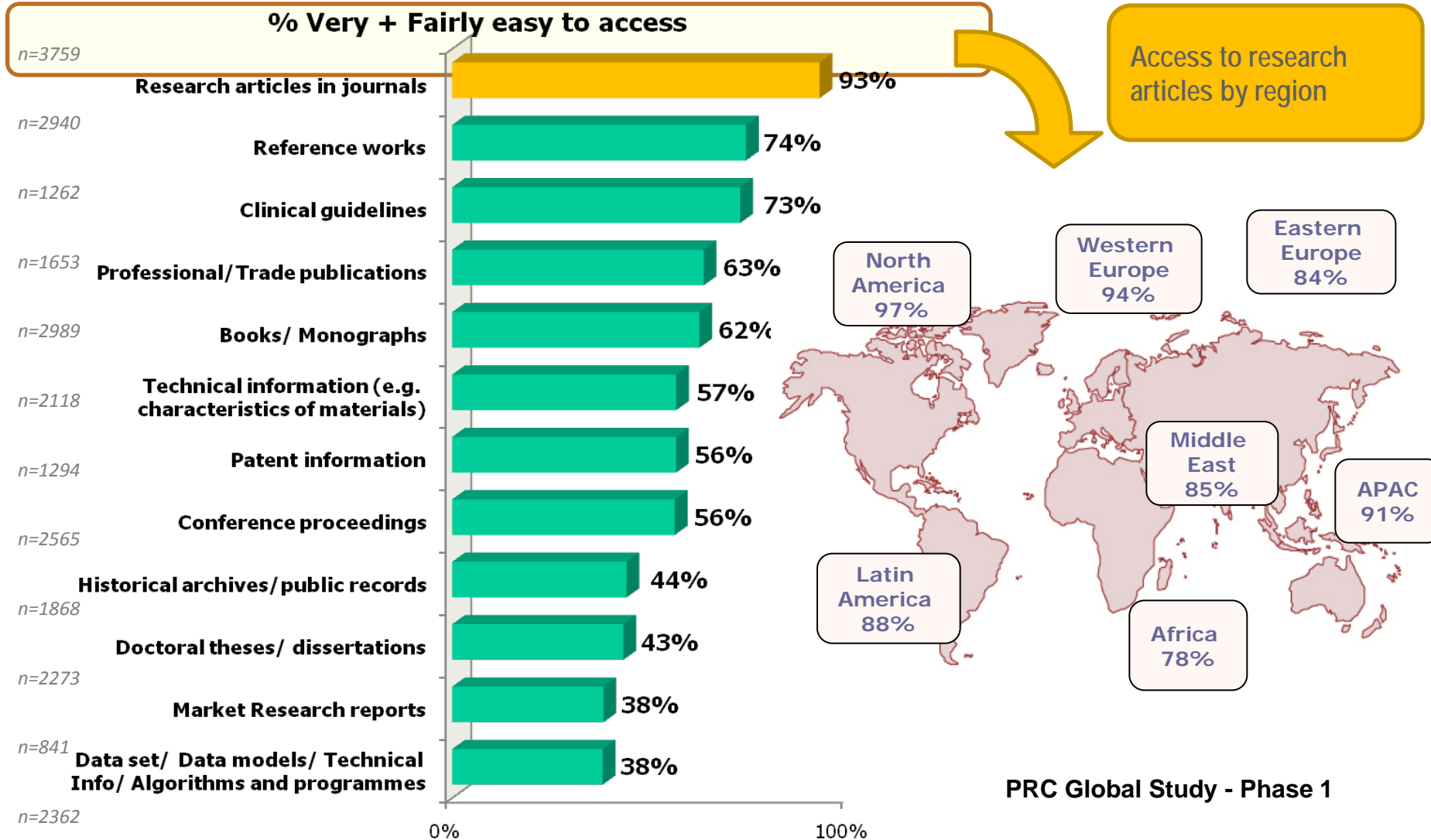
# Our recent history on ALL access types



Open Access mechanism  
 Access mechanism, not OA



# Going forward... We will continue working to closing remaining gaps

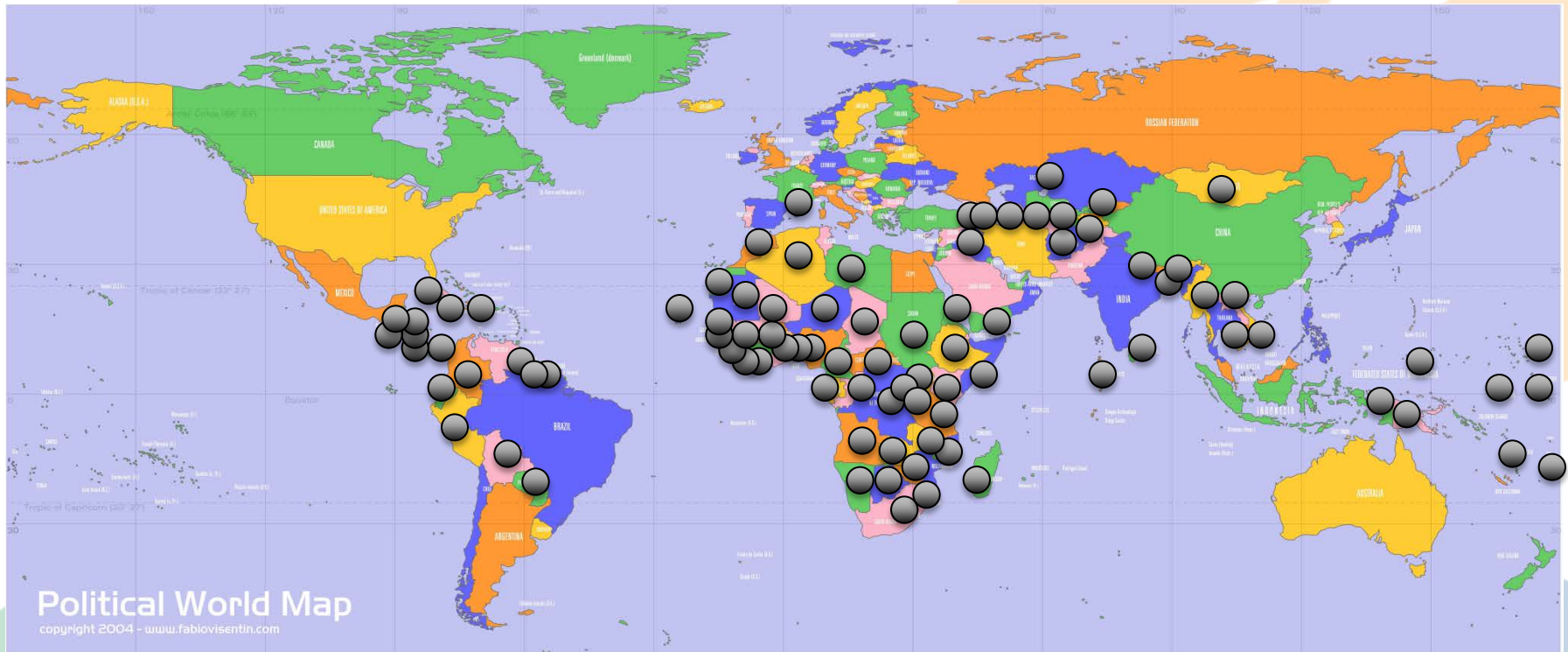


- Research4Life provides developing countries with free or low cost access
- Eligible libraries and their users benefit from:
  - Online access to **17,000** peer-reviewed international scientific journals, books, and databases, including Elsevier's **2,000 journals** and its **7,000 e-books**
  - Full-text articles which can be downloaded for saving, printing or reading on screen
  - Searching by keyword, subject, author or language
  - Training in information literacy and promotional support
- Research4Life is a public-private partnership of the WHO, FAO, UNEP, Cornell and Yale Universities and the International Association of Scientific, Technical & Medical Publishers.
- In 2012, R4L will also offer selected institutions based in countries excluded from the wider programme to access content under the same framework.

• Elsevier is the single biggest contributor of articles to Research4Life

# ...via philanthropic activities in specific areas

(Research4Life – map of geographical Access)



# Tropical Disease Research Access



- In 2011, Elsevier and the Royal Tropical Institute (KIT) in Amsterdam signed a memorandum of understanding to give researchers and librarians from **150 underfunded developing world institutes** access to SciVerse ScienceDirect and SciVerse Scopus.
- KIT works closely with these institutes in countries across the world and collaborates closely with the Research4Life training team.



**Signing the memorandum of understanding:** Jan Donner (left), CEO of the Royal Tropical Institute and David Ruth, Executive Director of the Elsevier Foundation and Senior VP of Global Communications.

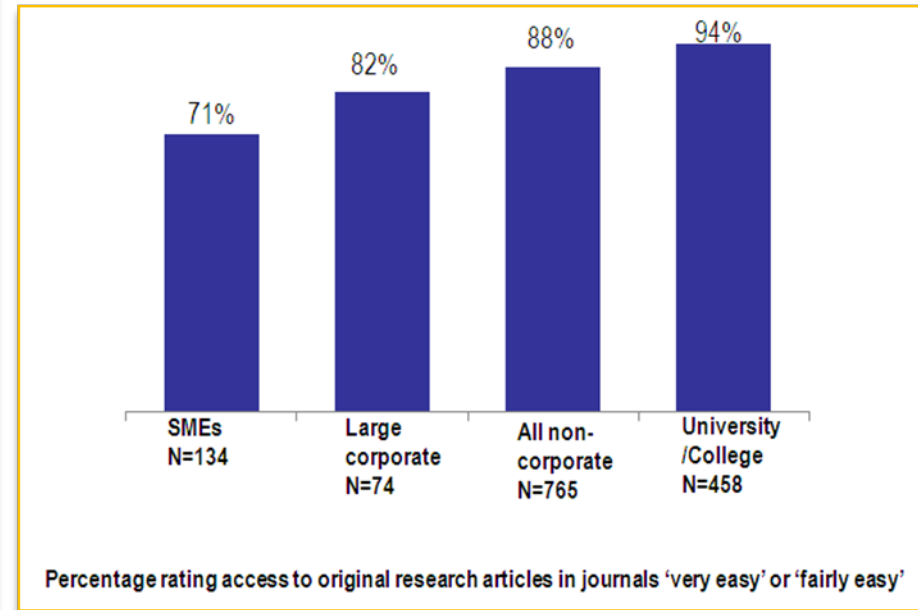
- Active in fields such as **tropical medicine and sustainable development**, the scientists are able to apply the information available in ScienceDirect and Scopus to the treatment and prevention of diseases such as HIV/AIDS, malaria and tuberculosis; promoting rural development with improved water, sanitation and food security; and other areas relevant to the UN Millennium Development Goals.
- This targeted initiative complements Elsevier's overall effort with Research4Life and the commitment to provide clinicians, researchers and policymakers in the developing world with access to the information they need to address critical health and sustainability challenges
- The new agreement will expand access for five years, while sharing best practices in research and training with the Research4Life training group.



# Going forward....we will continue working to closing remaining gaps and address specific needs



- Access to research at small and medium sized enterprises (SMEs) was identified by the PRC Access report as having the lowest percentage rating of access being easy of all constituents contacted.
- As an example of publisher's commitment to investigate access levels with SMEs, Elsevier and Springer entered into a project with the Dutch Government, the Dutch Publishers Association to assess the needs of SMEs in The Netherlands.
- This project involved providing **full access to ScienceDirect to a set of 12 SMEs** to assess their access needs.
- This project has now been running for eighteen months and apart from one SME that is affiliated to and provides research to the University of Leiden, full text usage for these SMEs has been extremely low. Within ScienceDirect we have observed on average 15 downloads per month for this project in 2010.



- These results may indicate that whilst SMEs indicate that access is important, when provided with full access to journal content their use is very low and sporadic.
- We do not find these results surprising, due to the likelihood that access to journal content would only be necessary at particular stages of product development cycles within these types of companies.

# Access to Patients



- Elsevier is continuing to experiment with transactional business models and in 2010 launched a pilot with the **DeepDyve article rental platform**.
- Through DeepDyve, members of the public can gain access to articles from **over 250 of Elsevier's journals** at a very low cost.
- A **24-hour article rental** to read-only PDF is provided on a rental price per article between **\$0.99 and \$3.99**.
- To assist in enabling access to medical articles, Elsevier has transitioned those journals that were previously included in the PatientResearch programme to DeepDyve.
- Not only does this facilitate access, but it has also meant a reduction in the cost of this access from \$5.00 per article to the prices listed above.

The screenshot shows the DeepDyve website interface. At the top, there is a search bar with the text "Physics Letters A" and a search button. Below the search bar, there are tabs for "DeepDyve Results" and "Web Results", and a filter for "for: Physics Letters A". The search results are displayed in a list format, with each entry including the article title, journal information, and a rental price. The results are as follows:

Article Title	Journal	Rental Price
<b>Dynamic origin of quantum mechanics (Physics Letters A 230 (1997) 253)</b>	Physics Letters A, Volume 233 (4) Elsevier - Sep 1, 1997	\$3.99
<b>Algebraic shape invariant models (Physics Letters A 248 (1998) 109)</b>	Physics Letters A, Volume 251 (6) Elsevier - Feb 6, 1999	\$3.99
<b>Duality and scaling in quantum mechanics (Physics Letters A 233 (1997) 274)</b>	Physics Letters A, Volume 237 (6) Elsevier - Jan 19, 1998	\$3.99
<b>The canonical partition function for quons (Physics Letters A 195 (1994) 39)</b>	Physics Letters A, Volume 198 (5) Elsevier - Mar 13, 1995	\$3.99
<b>Types I and II intermittencies in a cascade model (Physics Letters A 206 (1995) 359)</b>	Physics Letters A, Volume 209 (5)	\$3.99

On the right side of the page, there are several advertisements, including "Scientific Paper Seminar", "Medical Writing Jobs", "Cooper Repco Ltd", "Psychics - Free to Start", "Learn Physics in 24 Hours", "The Science", "The Writing School", and "Williams Words in Science".

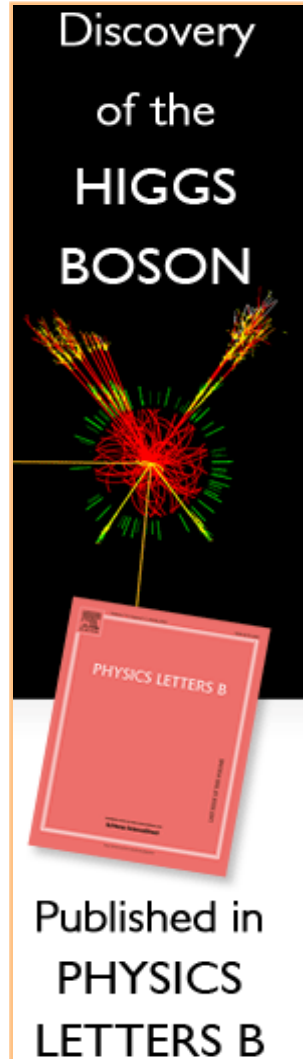
# We will continue to enable free access to groundbreaking discoveries



- It is established practice at Elsevier to make articles of noticeable impact to research communities freely accessible to non-subscribers on ScienceDirect.
- As an example, every year we open up articles from **Nobel Price Laureates** to support a broader showcase of their noteworthy research outputs.

[://www.elsevier.com/about/history/nobel-tribute/2011/economics/articles](http://www.elsevier.com/about/history/nobel-tribute/2011/economics/articles)

- Similarly, we have opened up access to all articles published in Physics Letters B which report results from all four LHC collaborations in partnership with **CERN**. This is a significant step that Elsevier has taken to support access to breakthrough research.



- We are open to any mechanism that can close remaining access gaps while ensuring our ongoing commitment to **quality** and **sustainability**
- A high-quality and sustainable scholarly communication system results from a **balanced mix** of access mechanisms, and not any single mechanism.
- Challenge of **integrating into a much wider community** – researchers, universities, libraries, funding organisations, corporations, governments, societies and the wider public
- We will continue to encourage **active engagement** and discussions about access and use an **evidence-based approach** to develop our access policies. We are investing our resources in developing new initiatives, expanding our open access and other access initiatives, and in developing our policies.



Thank you!



Questions?



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