Open Access 2020 is an international initiative that aims to induce the swift, smooth and orderly transformation of today's scholarly journals from subscription to open access publishing on a large scale. This transition is meant to change the business model and the financial streams only, while at the same time preserving the scholarly processes and exchange relationships between researchers, libraries, and publishers.

Worldwide Publishing Market

<table>
<thead>
<tr>
<th>Market today</th>
<th>Market transformed</th>
</tr>
</thead>
<tbody>
<tr>
<td>subscriptions</td>
<td>open access</td>
</tr>
<tr>
<td>€ 7.6 bn</td>
<td>€ 4.0 bn</td>
</tr>
</tbody>
</table>

Current worldwide spending on subscriptions vs. Estimated worldwide spending on open access publications after transition.

How does this transformation work?

The core idea behind OA2020 is to shift current payment streams from the subscription side (where readers have to pay for access) to the publishing side (where institutions would cover publishing fees for their affiliated authors). By simply reallocating the existing subscription budgets, the known and trusted scholarly journals can be maintained, authors will not have to change their publishing habits but will benefit from open access as well as the public at large.

The OA2020 roadmap proposes actions and mechanisms for research institutions to prepare for the transition, such as:

- Join the global OA2020 network of scholarly organizations supporting the transformation
- Get a better understanding of their publishing output and cost distribution
- Reallocate the existing subscription budgets to open access publishing
- Negotiate new transitional agreement types with publishers (e.g. "offsetting") and implement new workflows and services

What if the transition fails?

OA2020 is an offer to the publishers for an orderly transformation to finally end the artificial scarcity of scholarly content. And the time for changing the standard business model is ripe. Besides the need for open access, today's mode of scholarly communication seems outdated at a time when information is twittered around the globe in seconds, and in view of the growing popularity of piracy platforms and social networks.

If the orderly transformation is not being achieved in the next few years, it won’t be long until the next generation will simply pull the plug on the subscription system.

How to get involved?

Research institutions can become a supporter of the initiative by signing the Expression of Interest.

Learn more at and contact oa2020.org