

open access

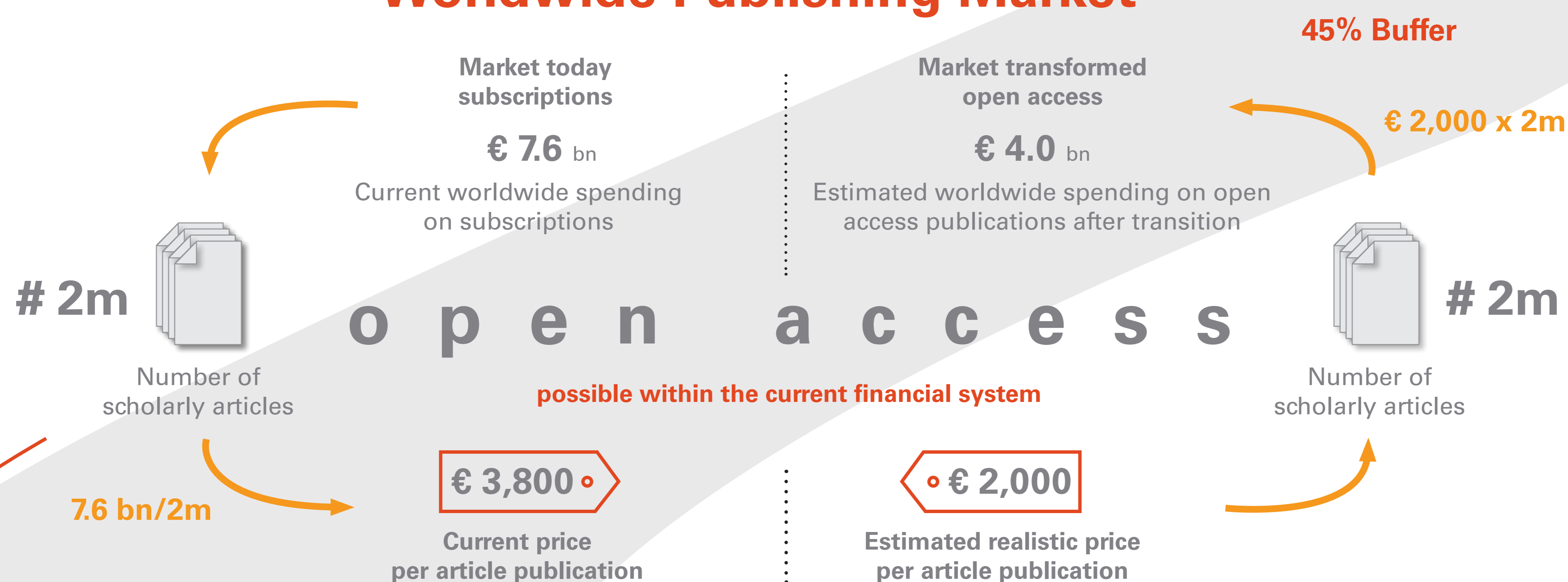
2020

The final road to open access

What is OA2020?

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



What's new about this initiative?

The last decades of the open access movement have made open access become strong as a principal - but weak in practice. Despite the many recommendations, mandates, guidelines, and alternative publishing routes the prevailing subscription system with which scholarly journals are distributed continues to exist.

Only about **15 percent** of scholarly articles per year are currently available via open access. Globally, research libraries still spend around 7.6 billion Euros annually on subscriptions.

With OA2020 we aim to move the focus to a new concrete goal: converting the default business model of scholarly publishing from subscription to open access.

Is OA2020 feasible?

From a financial perspective it has been shown* that current libraries' subscription budgets would be sufficient to finance each of the about **2 million** annually published scientific articles up to a cost of nearly **4,000 Euros** per article.

However, we can expect the mean value of an article fee to be much lower given the current evidence from open access publishers.

So there is not only a potential for savings but an opportunity to reinvest these savings in new services and in publishing models for currently under-funded disciplines such as the humanities and social sciences.

* Schimmer Ralf, Geschuhn Kai Karin, and Vogler Andreas. „Disrupting the subscription journals' business model for the necessary large-scale transformation to open access”, 28. April 2015. doi:10.17617/1.3.

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

