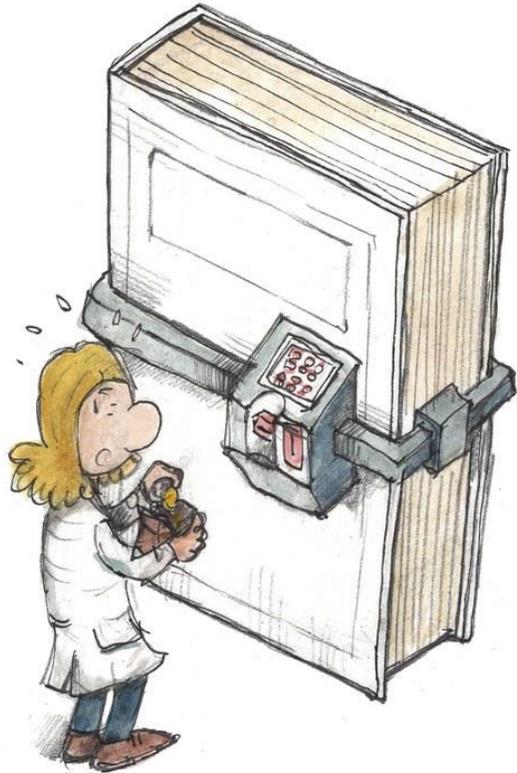


# The price of gold The KU Leuven Fund for Fair OA

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# content



OA support at KU Leuven before  
2018

why Fair OA?

KU Leuven Fund for Fair OA



# OA support at KU Leuven before 2018

# OA at KU Leuven before 2018

- in line with funder requirements and research policy in Belgium
- focus on Green OA (investment in both infrastructure and staff)
- obligation to deposit, no obligation to publish in OA
- focus on AAMs of journal articles
- institutional repository is used to realize Green OA, but only if authors and publishers allow this
- accommodating for publishers
- no real measures to fundamentally change scholarly communication

# OA at KU Leuven before 2018

beyond Green OA:

- Gold OA journals and monographs of Leuven University Press
- moderate support under the radar for Gold no-APC/BPC OA:  
e.g. *Open Library of Humanities*, *Language Science Press*
- (officially) no support for for-profit Gold OA (commercial APCs/BPCs, whether or not Hybrid)

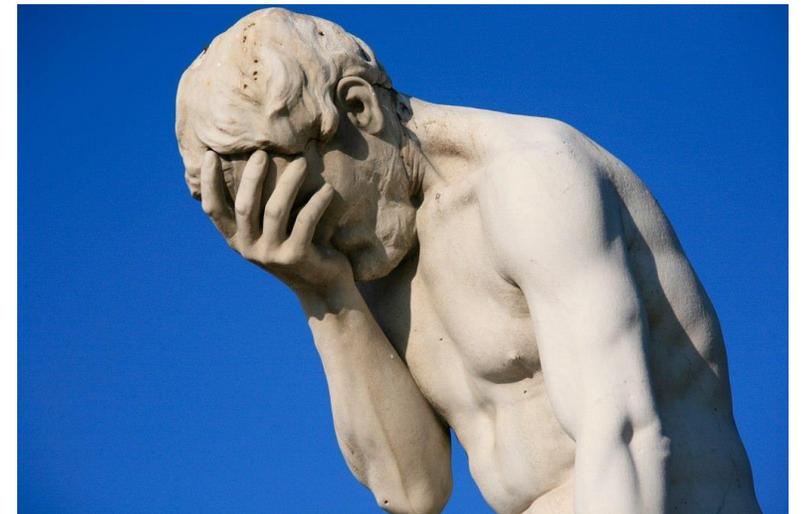
# OA at KU Leuven before 2018

in reality:

yearly spend on for-profit Gold OA for journal articles (APCs or other author fees paid outside of the library) at the very least 380.000€

N.B. on top of collection budget spent by KU Leuven Libraries – almost €9.000.000/year

N.B. on top of other costs for academic publishing (e.g. monograph fees) – cost unknown



# Why Fair OA?

# Why care about OA?

## 1. ethical reasons

- ✓ results of scholarly research available to general public  
regardless of whether the parties interested are affiliated with an university or not
- ✓ results of scholarly research available to scholars all over the world  
regardless of whether these scholars are affiliated with an institution which can afford to buy a lot of academic publications or not

# Why care about OA?

## 2. academic reasons

- ✓ better for scholarship, better for the scholar
- ✓ proven increase in impact  
e.g. research picked up easier by journalists, companies & policy-makers
- ✓ OA mandates from funders/governments – e.g. Plan S

# Why care about OA?

## 3. financial reasons

cost of academic publishing

focus mostly on subscription cost (“serials crisis”)

1927 (Association of American Universities): remarkable growth in periodical literature, resulting in vastly increased demands on library funds

1977 (Richard De Gennaro): ‘Escalating Journal Prices: Time to Fight Back’

rise in cost of monographs considered less problematic (but of course: if subscription cost rises, there is no budget for monographs)

# How?

## (1) for-profit OA

hybrid or full gold OA

APCs/BPCs: author or institution for whom author works or funder pays (sometimes in combination with payment by reader)

price of APC/BPC is determined by profit margin



# For-profit publishing

## commercial publishers

focus on maximizing profit (if need be at the expense of scholarship)

non-OA: profit margins on subscriptions and book sales

OA: profit margins on APCs/BPCs (full gold OA) or profit thanks to combination of APC and subscriptions (hybrid gold OA)

KU Leuven: min. 380.000 € / year on APCs + ca. 9.000.000 € / year on acquisitions (mostly commercial)

## fake publishers

pretend to provide a professional service but do not, with the intention to defraud scholars (and their institutions/funders)

non-OA: vanity publishing

OA: APCs for fake journals

KU Leuven: c. 30.000 € / year



# For-profit OA

ethical reasons for OA

*± for-profit OA provides solution for access (at great cost for research intensive institutions), but introduces a new barrier on the side of the authors*

academic reasons for OA

*± for-profit OA provides short-term solution (at great cost for research intensive institutions), but it will become unsustainable*

financial reasons for OA

*- for-profit OA does not provide a solution (quite the opposite)*



*“the goals of increasing access and achieving a sustainable and competitive OA market are distinct and not necessarily synergistic”*

*“it may well be that the current commercial publishing model cannot be adapted to full OA publishing”*

# For-profit OA

do not expect a for-profit market for academic publishing funded by APCs/BPCs to be better than a for-profit market funded by subscriptions and book sales



# How?

## (2) non-profit OA

### green OA

self-archiving, typically delayed OA of less attractive version (AAM)

### black (a.k.a. illegal, rogue) OA

distribution of scholarly research regardless of copyright law

### fair (gold) OA

non-commercial academic publishers: mission-driven rather than profit-driven

OA through cost-effective APCs/BPCs or through subsidy model (a.k.a. diamond/platinum OA)



# Green OA

ethical reasons for OA

+ *green OA provides solution*

academic reasons for OA

± *green OA provides partial solution*

financial reasons for OA

- *green OA does not provide a solution*



# Black OA

## ethical reasons for OA

*± black OA provides solution for access, but breaks the law*

## academic reasons for OA

*± black OA is an indication that the present system of scholarly communication is broken, but not really a long-term solution*

## financial reasons for OA

*+ black OA provides a solution*



# Fair OA

ethical reasons for OA  
+ *fair OA provides solution*

academic reasons for OA  
+ *fair OA provides solution*

financial reasons for OA  
+ *fair OA provides solution*



# KU Leuven Fund for Fair OA

# KU Leuven Fund for Fair OA

- we wanted to stimulate an approach that ticks all three boxes
- we wanted an approach which not only works for journal articles but also for monographs
- we wanted to support a real challenge to the commercial grip on academic publishing
- we agree with the conclusion of the Open AIRE 2020 report that exclusively choosing Green OA and/or supporting for-profit OA are not general or sustainable solutions, and we believe that the best results can be expected from a combination of Green OA and non-profit Gold OA

# KU Leuven Fund for Fair OA

three parts:

## 1. monographs

BPCs for OA monographs with Leuven University Press (i.e. publisher respecting Fair OA principles)

## 2. articles

APCs for non-profit Gold OA according to Fair OA principles (regardless of publisher)

## 3. non-profit OA initiatives



# BPCs



LEUVEN UNIVERSITY PRESS

- BPC covers true cost of publishing
  - academic value guaranteed: evaluation of possible OA support completely separated from peer review evaluation of manuscript
  - in combination with a (paid) POD option
  - available to everyone (not only authors from KU Leuven):
    - KU Leuven-affiliation: 1/3 own means\* + 2/3 support from fund
    - no KU Leuven-affiliation: 1/3 support from fund + 2/3 own means
- \* fee waiver possible

so far (8 months in): 13 book projects approved (9 KU Leuven authors, 4 external authors)



Author(s)	Title	FOA contribution
M. Becker	The Frankenbite: Ethics and Reality in Factual Programming	2.650€
J. Braun (ed.)	#masshysteria. Hysteria, Politics, and Performance Strategies	3.100€
L. d'Haenens et al. (eds.)	Images of Immigrants and Refugees in Western Europe	5.600€
B. Dogramaci (ed.)	Arrival Cities: Migrating Artists and New Metropolitan Topographies	3.220€
A. Gileir – A. Fefurne (eds.)	Strategic Imaginations, The Gender of Sovereignty in European Politics and Aesthetics	6.055€
S. Loosen et al. (eds.)	The Figure of Knowledge: Conditioning Architectural Theory, 1960s-1990s	6.320€
S. Pektas – J. Leman (eds.)	Militant Jihadism: Today and Tomorrow	5.700€
K. De Witte et al.	The Funding Formulas in Primary, Secondary and Special Needs Education in High Performing Countries	5.510€
J. Tinius – M. von Oswald (eds.)	Post-Anthropological Representations: Museums, Contemporary Art, and Colonialism	3.012€
<b>A. Langer – U. Ukiwo (eds.)</b>	<b>Oil Wealth and Development in Uganda and Beyond: Prospects, Opportunities and Challenges</b>	6.314€
<b>M. Kohlraus</b>	<b>Brokers of Modernity. Modernist Architects in East-Central Europe, 1910-1950</b>	5.000€
L. Rock	“As German as Kafka?” On identity and singularity: responses to the imperative of identity in German-language literature around 1900 and 2000	9.324€
A. Kuhk et al. (eds.)	Participatiegolven. Reflecties op social-ruimtelijke kwesties	6.298€

# APCs

- publication in full OA (no hybrid)
  - fair character guaranteed (in theory all journals eligible, in reality many journals do not comply)
  - academic quality guaranteed: DOAJ in combination with WoS or VABB-SHW
  - author must retain copyright, publication preferably CC-BY
  - maximum €1.000 for full APC (no partial funding)
- reserved for KU Leuven staff

# APCs

so far (8 months in):

28 applications:

7 tenured professors, 21 ECRs

16 applications approved, 12 applications rejected (reason: APC not cost-effective but for-profit)

division:

SET: 13 – 8 approved, 5 rejected

HSS: 12 – 8 approved, 4 rejected

BMS: 3 – 3 rejected

average APC: 734,56 EUR (incl. VAT)

# temporary conclusions

BPC part works well

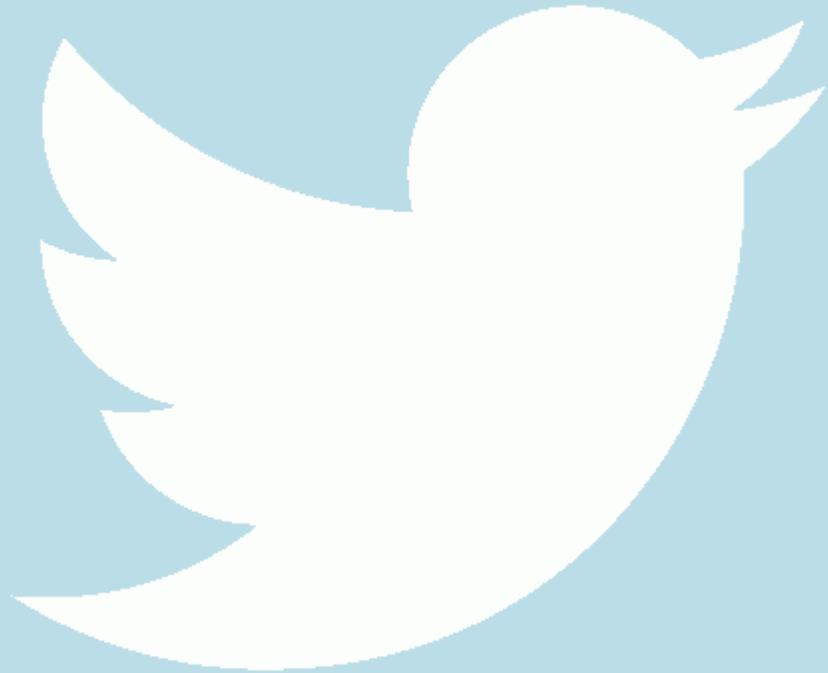
APC part mostly intended to create awareness about for-profit vs. non-profit academic publishing, informing and activating academic authors

# temporary conclusions

main results:

- new wind for OA at KU Leuven
- Fair OA high on the agenda of KU Leuven and part of our international branding
- KU Leuven Libraries recognized as centre of OA expertise





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