



Co-Creating Innovative Approaches to Open Access

Insights from Emerald's Open Lab

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Background

About Me

- Worked in academic publish for around 10 years
- Have been in open access since 2016
- Joined Emerald Publishing in October 2024

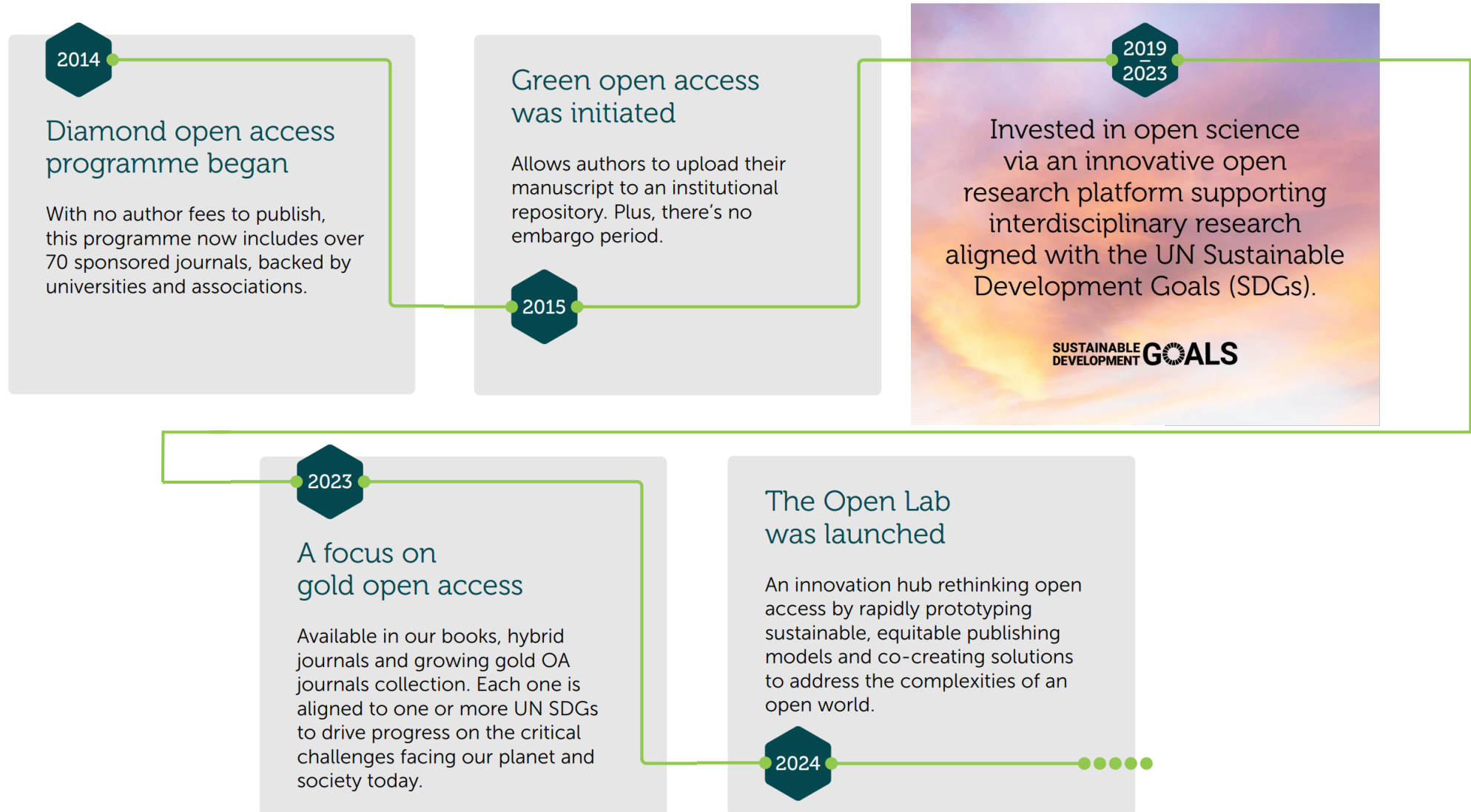


Who is Emerald?

- For nearly 60 years, our mission has been to publish research that has real-world impact, where all voices are heard and represented. We're driven by the belief that social science research can – and should – change people's lives.
- Building on our longstanding strengths in management and business, our publishing program now spans a wide range of applied social science via 400+ journals, over 4180+ books, and 3100+ business cases.



Emerald's Open Access Journey





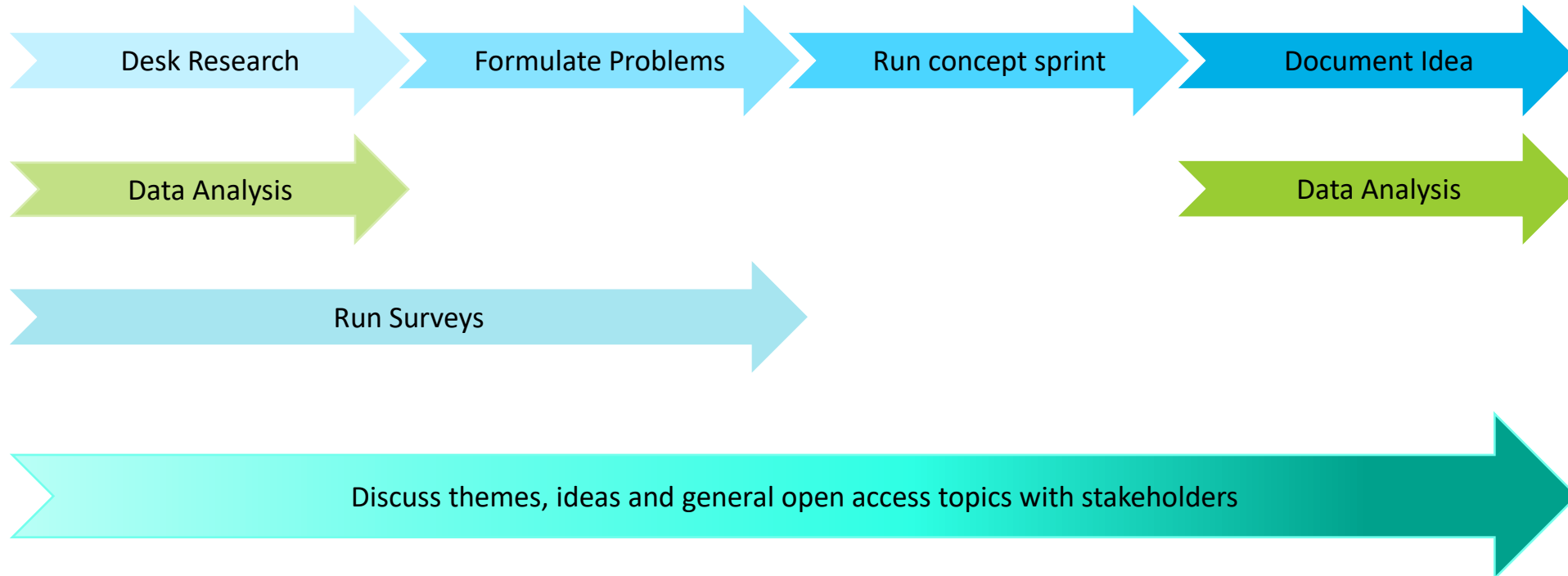
The Open Lab

About the Open Lab

- Launched in late 2024 to address problems in the open access market, and find solutions tailored to the social sciences
- We had some key goals:
 - Generate new ideas
 - Learn from our stakeholders across the research lifecycle
 - Share our learnings with the wider community



Our Way of Working



Themes identified

Market problems

Theme

Is open research having a real-world impact?

- Translating research to impact

Existing OA models exclude certain groups of authors

- Participation

APC-based OA no longer seems to be sustainable

- Alternatives to APCs

TAs are not suitable nor sustainable for many customers and no longer seen as acceptable by some bodies

- Beyond Transformative Agreements

There is an industry drive towards a flip to open access

- Sustainable journal conversion





Co-Creation and What We Learned

Who did we speak to?

Stakeholder Groups

Academia:

- Librarians and Researcher Services
- Researchers, lecturers and professors
- Deans and Department Heads
- PhD Students
- Journal editors

Industry and third-sector:

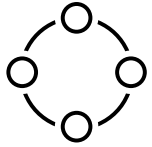
- Directors
- Engineers
- Economists
- Presidents and Founders
- Trustees
- Research Managers

Where were they based?

- Austria
- Bangladesh
- Denmark
- Ethiopia
- Germany
- Netherlands
- Poland
- Switzerland
- UK
- USA

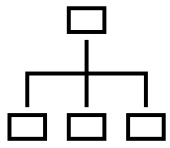


Our ideas



Alternative Indicators

Create a bucket of indicators to demonstrate the different values of scholarly work.



Open Sponsored Themes

Create a sponsored collection including a variety of artifacts from the research lifecycle in order to answer a specified question.



Research Digest

Push out tailored content to end-users in a summarised form. Payment for the service would support flipping the articles to open access.



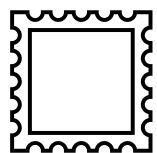
The News Room

A 'ticker' of the latest research hosted on the Emerald platform and translated by AI, with content tailored to the user's role and interests.



TempOA

Authors can opt to make their research free-to-read at any point from publication for a temporary period of time for a small fee (e.g. \$150-\$200).



Submission Fees

Implement a small submission fee (e.g. \$100-\$200) on full open access journals in lieu of an APC, to help distribute costs.



Thoughts on co-creation

- Co-creation has given us the space to engage with our communities to find solutions that work for them
- Starting the conversations early means you can keep your stakeholders front and centre of idea generation
- Stakeholders are all at different stages with their relationship to open access, and we need to ensure that the path isn't entirely dictated by a small group of Northern European voices



So?

- Diversity meets everybody's needs. But this is difficult for publishers to manage, it changes our capacity to deliver service.
- We must keep the conversation going and allow it to evolve



What is next?

For our ideas:

- We will reexamine our ideas based on the feedback we have received from the market.
- Look to pilot those ideas that show promise
- Some ideas will need a little bit more development, or may need their focus shifting

Other activities:

- Look specifically at the needs of different geographical markets.
- We will spend time fleshing out ideas that could not be given attention in the sprint format.

We want to hear from you!



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