Open Access of publications
a cost-effective scientific must

Prof. Dr. Gerard Meijer
Fritz-Haber-Institut, Berlin
Member of the DEAL negotiation team
DEAL in Context

High profit margins of large STM publishers

MPDL White Paper on OA Transformation (http://dx.doi.org/10.17617/1.3)

OA principle in EU’s Horizon 2020

Global alliance OA2020 (https://oa2020.org/)

Project DEAL: Negotiating nationwide licensing agreements for the entire e-journal portfolio of major academic publishers on a publish&read basis

Transformation applied to established publication channels

Negotiation style reloaded / scientists get engaged

Open Access publishing as the only effective remedy against piracy

Berlin Declaration on Open Access 2003: „Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society.“

Transformation applied to established publication channels

Negotiation style reloaded / scientists get engaged
Serial crisis and its consequences

Market share of big publishers

Total spending on journals at German Universities in 2015

(Source: Project DEAL)
Towards a more transparent cost structure

Worldwide Publishing Market

Market today subscriptions:
- € 7.6 bn
- Current worldwide spending on subscriptions

Market transformed open access:
- € 4.0 bn
- Estimated worldwide spending on open access publications after transition

45% Buffer

€ 2,000 x 2m

# 2m
- Number of scholarly articles

open access

possible within the current financial system

# 2m
- Number of scholarly articles

€ 3,800
- Current price per article publication

€ 2,000
- Estimated realistic price per article publication

(Source: MPDL)

APCs in comparison

https://raw.githubusercontent.com/OpenAPC/openapc-de/master/figure/boxplot_oa.png
OA 2020 in Germany

DEAL:
Conclude nationwide license agreements including OA components with major STM publishers

OA2020-DE:
Create conditions for the large-scale open access transformation (complementary to DEAL by developing new OA business models and by stabilizing the funding of articles in pure OA journals)
DEAL Negotiation Goals

- **Eligible institutions**: all mainly publicly funded academic institutions in Germany

- **PAR model (Publish&Read)**
  - All publications by corresponding authors of eligible institutions become open access immediately upon publication (CC-BY) (PUBLISH component)
  - DEAL institutions obtain perpetual access to the complete e-journal portfolio of the publisher (READ component)

- **Fair pricing** according to an innovative formula that is solely based on the publication output and calculated with an adequate PAR fee

- DEAL covers both **gold and hybrid** Open Access journals
DEAL Project Structure

Initiator
- Alliance of Science Organizations in Germany (Allianz der deutschen Wissenschaftsorganisationen)
  - represented by: German Rectors’ Conference (Hochschulrektorenkonferenz)

Steering committee
- takes strategic decisions (“vision and goals”)
- supervises the project’s progress (“milestones”)
- communicates to the stakeholders

Project team
- project planning and control
- communication with participating institutions
- preparation of negotiations

Participating Institutions
- universities, universities of applied sciences, research institutions, state libraries, ...

Publisher(s)

Negotiation Group
DEAL Timeframe

From 2014: Preparatory steps

- Establishing the project structure
- Selecting publishers
- Obtaining negotiation mandates
- Analysing data
- Resolving legal issues (including antitrust clearance)

2016: Start of negotiations with Elsevier

2017: Start of negotiations with Springer Nature and Wiley

2018: Interim agreements with Springer Nature and Wiley
Continued negotiations with all publishers
DEAL Negotiations: Elsevier

- Negotiations since summer 2016
- **Non-renewal** of licence agreements by about 200 academic institutions, including major universities and research institutes for 2018 (partly starting in 2017)
- **Access** was initially kept open until mid 2018 and cut off in the course of the interruption of negotiations (https://www.hrk.de/press/press-releases/press-release/meldung/deal-and-elsevier-negotiations-elsevier-demands-unacceptable-for-the-academic-community-4409/)
- **Major issues**: principle agreement on the PAR model, its transformative nature and the cost associated with it
  - Negotiations can be resumed at any time on the basis of DEAL’s clearly defined goals
DEAL Negotiations: Springer Nature and Wiley

• Negotiations since early 2017

• Agreement on the Publish & Read model (PAR) in principle
  – Both publishers seem to acknowledge the transformative nature of the journals market
  – Challenges remain, including the financial framework and workflow issues

• Interim continuation of current agreements with frozen prices in order to gain time for concluding the negotiations

• Specific issues around Nature-branded journals

• Negotiations continue
DEAL Strategy: Key Elements

• **PAR model** with clear Open Access transformation agenda

• German Rectors‘ Conference (representing the Alliance of German Science Organisations) in the lead: mandated by the *scientific community*

• Initial negotiations with the **three major STM publishers** (Elsevier, Springer Nature, Wiley)

• Internal **transformative cost distribution** scheme required to enhance acceptance

• **Transparency**: agreements must be made publicly available

• **International dimension**: Possible role model for OA transformation process, which requires global support
Thank you for your attention

https://www.projekt-deal.de/