



Open Access as a model to sustain academic book publishing

SPARC Europe meeting – June 29, 2011 - Barcelona

Eelco Ferwerda

Amsterdam University Press

Open Access as a model to sustain academic book publishing

Economic perspective:

- The scholarly communication system
- Costs and flaws
- The benefits of Open Access

The case for Open monographs:

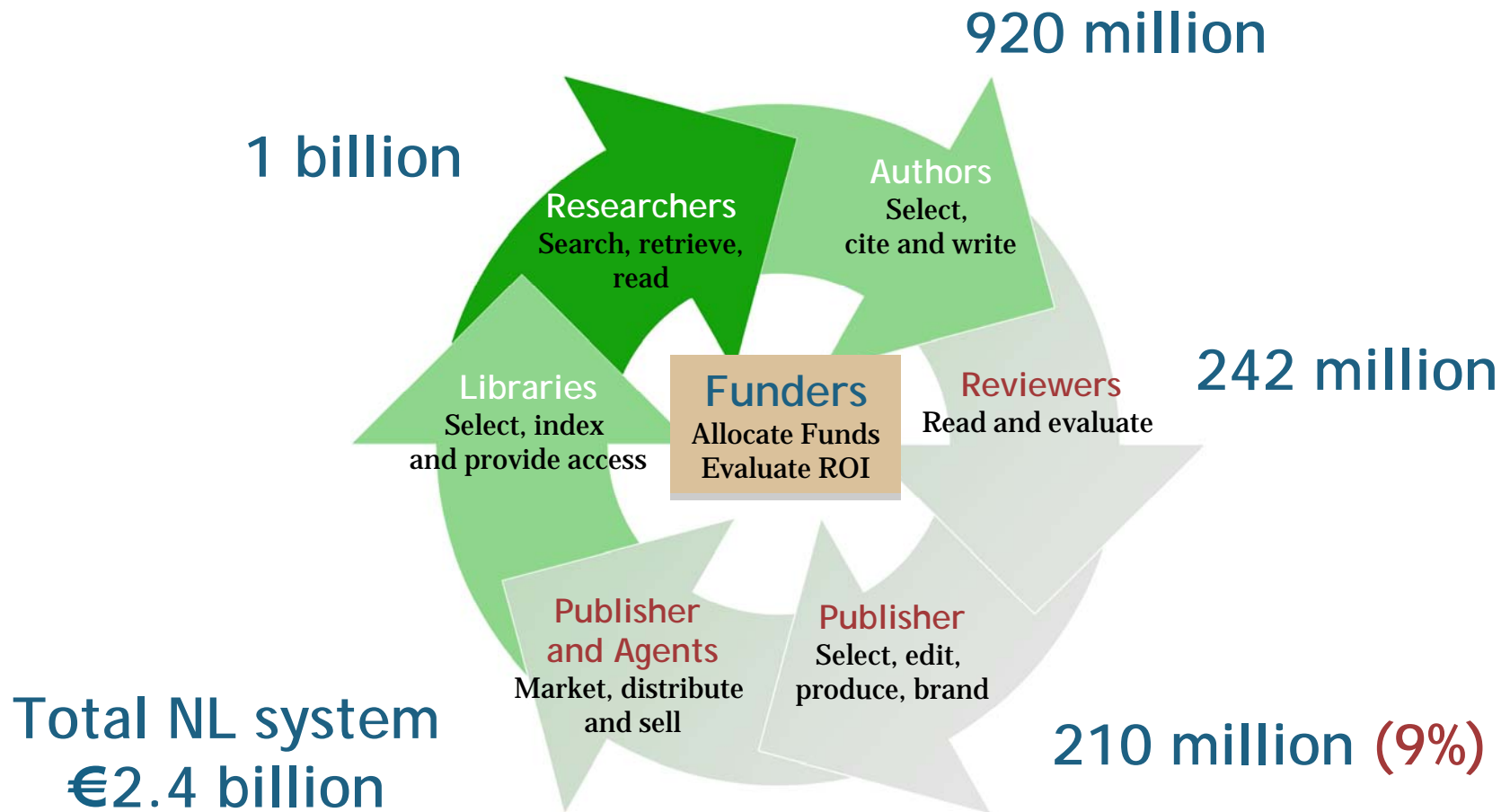
- Business models
- OAPEN
- OAPEN's approach to OA books
- Making the transition
- The role of libraries



Scholarly Communication

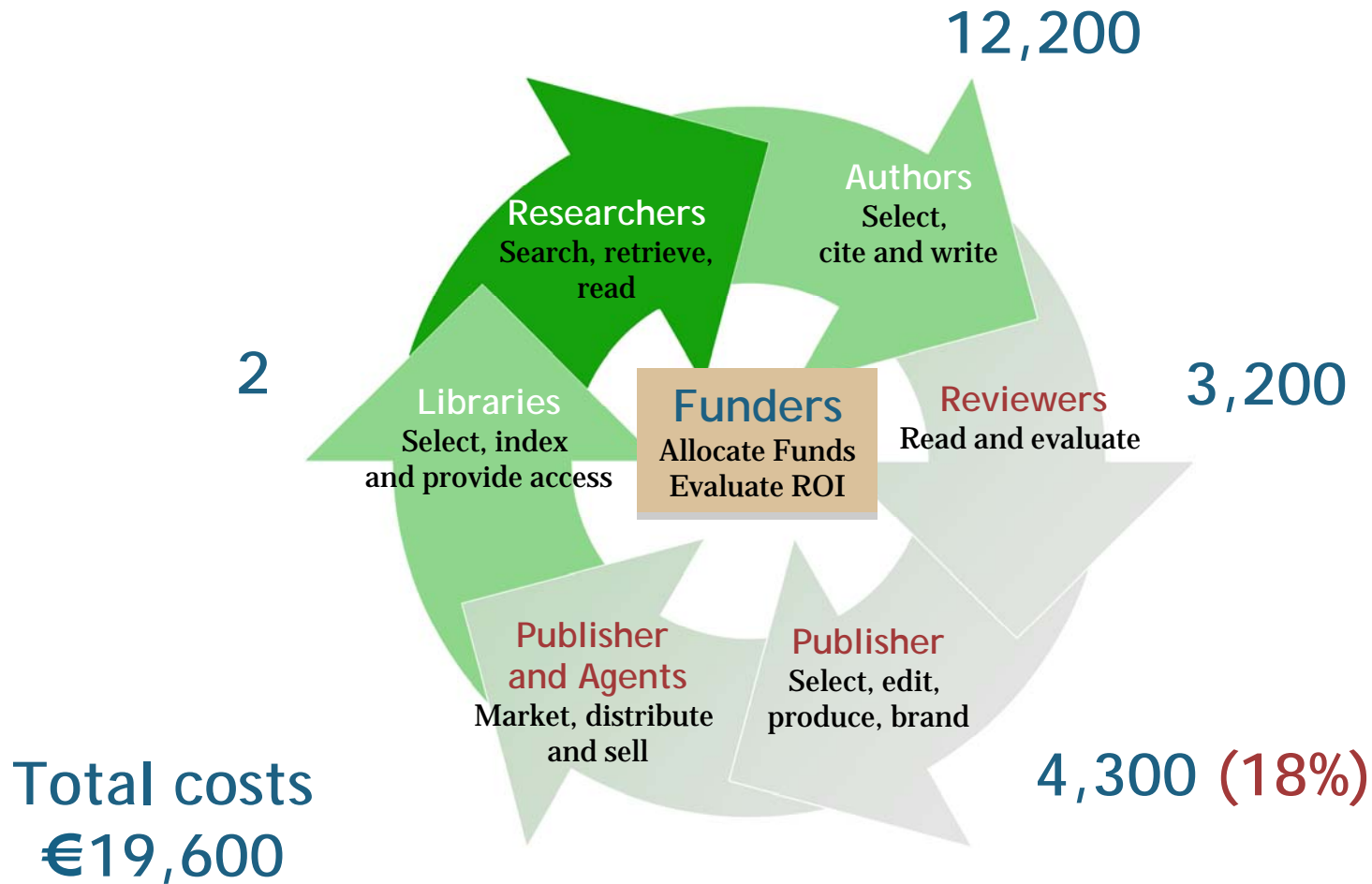


Houghton: activity costs in NL

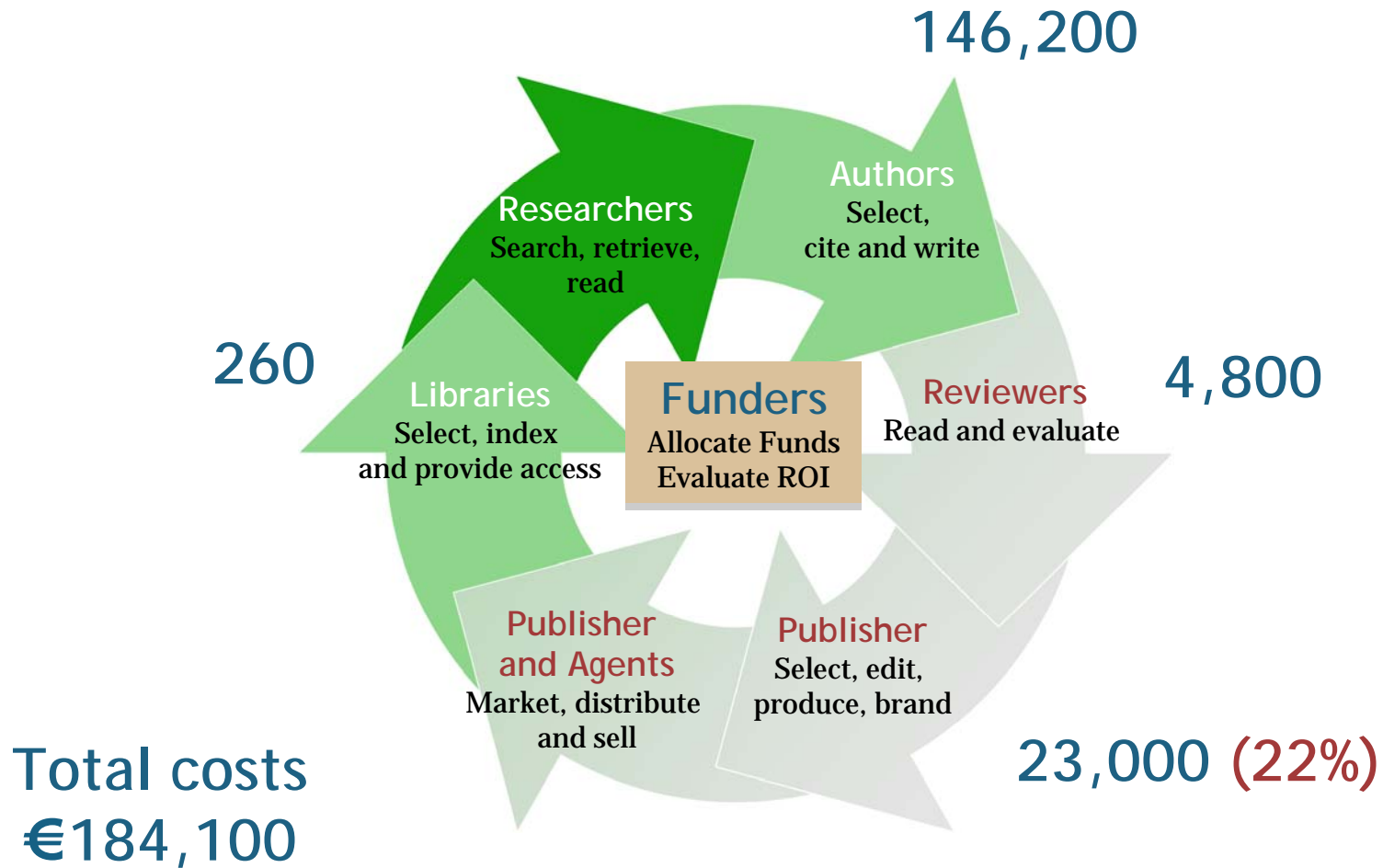


Source: Costs and benefits of research communication: The Dutch Situation, John Houghton (2009)

Per item costs: articles (NL)



Per item costs: books (NL)



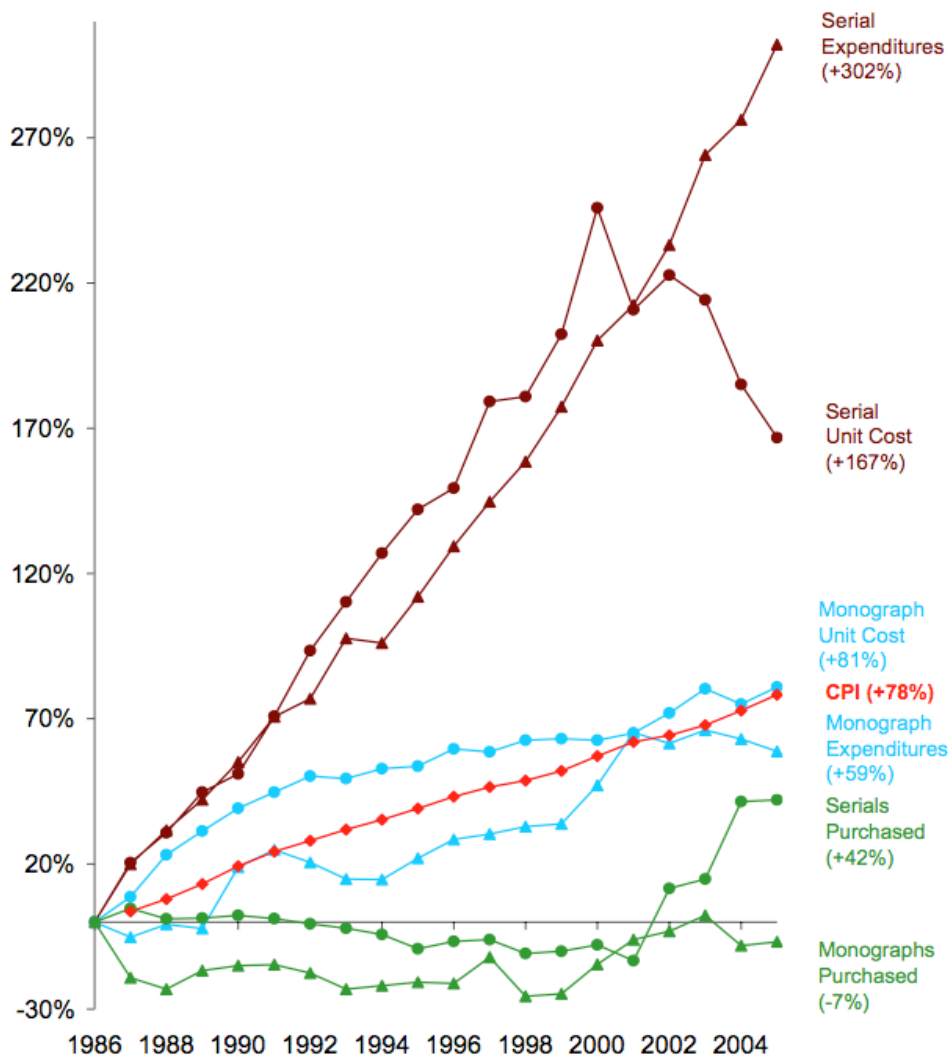
Traditional academic publishing

Largely dependant on public spending

**Research, authoring & reviewing paid for by
Research funders and Universities**

Subscriptions paid for by Libraries

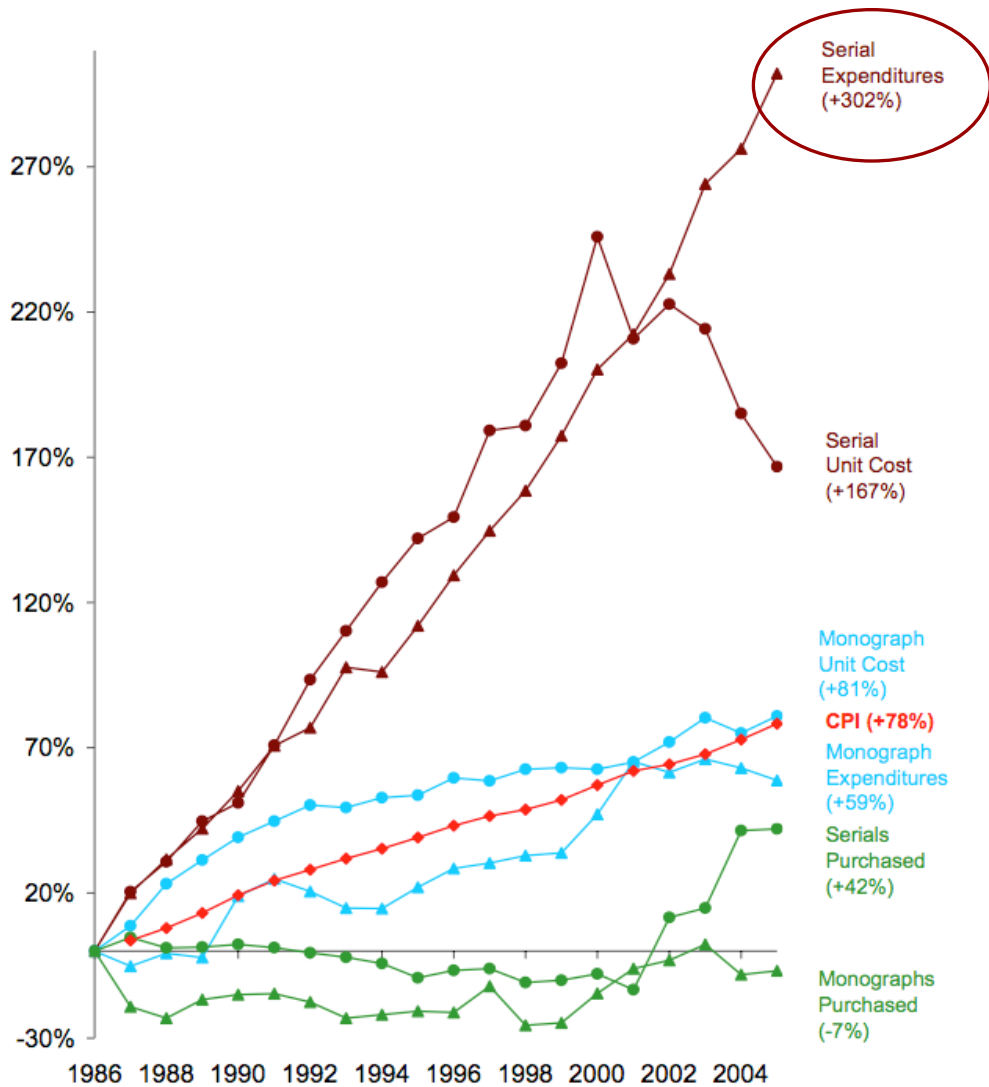
Monograph and Serial Expenditures in ARL Libraries, 1986-2005*



Source: ARL Statistics 2004-05, Association of Research Libraries, Washington, D.C.

*Includes electronic resources from 1999-2000 onward.

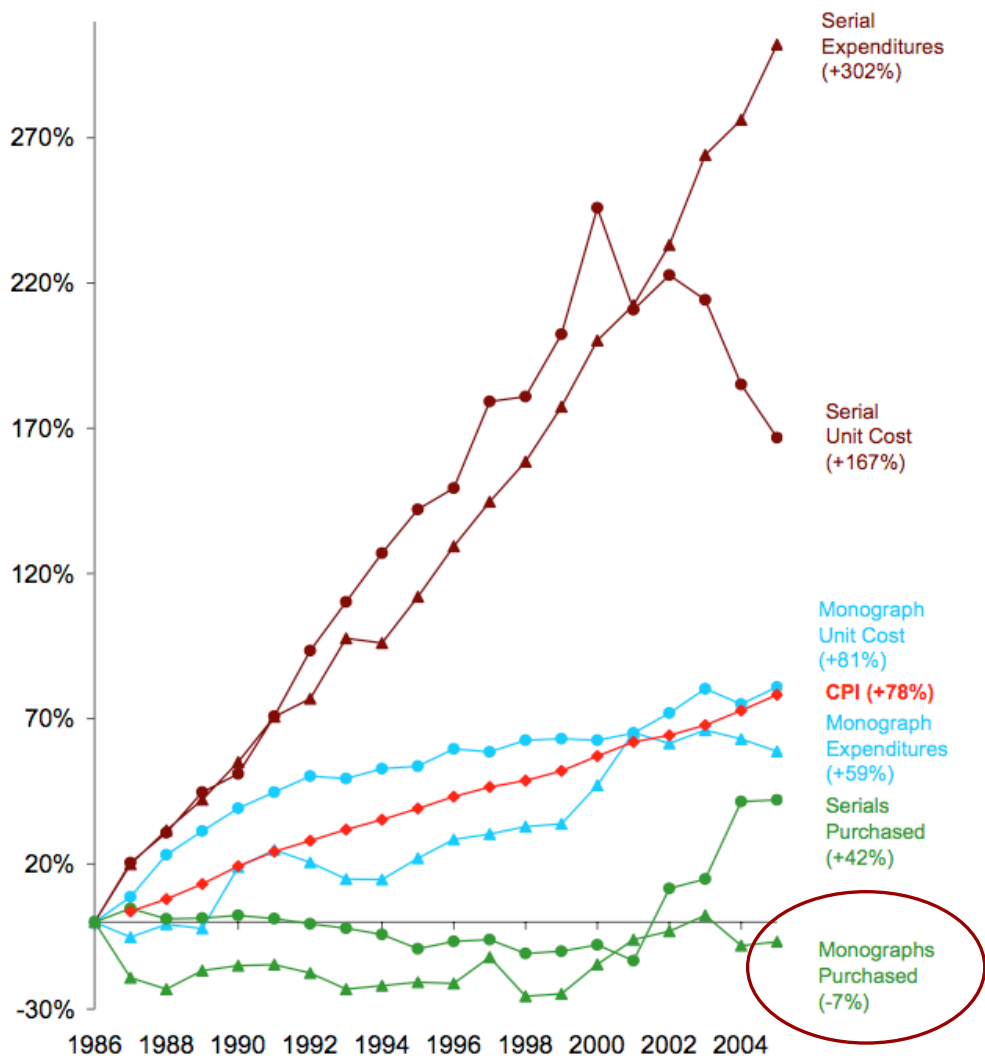
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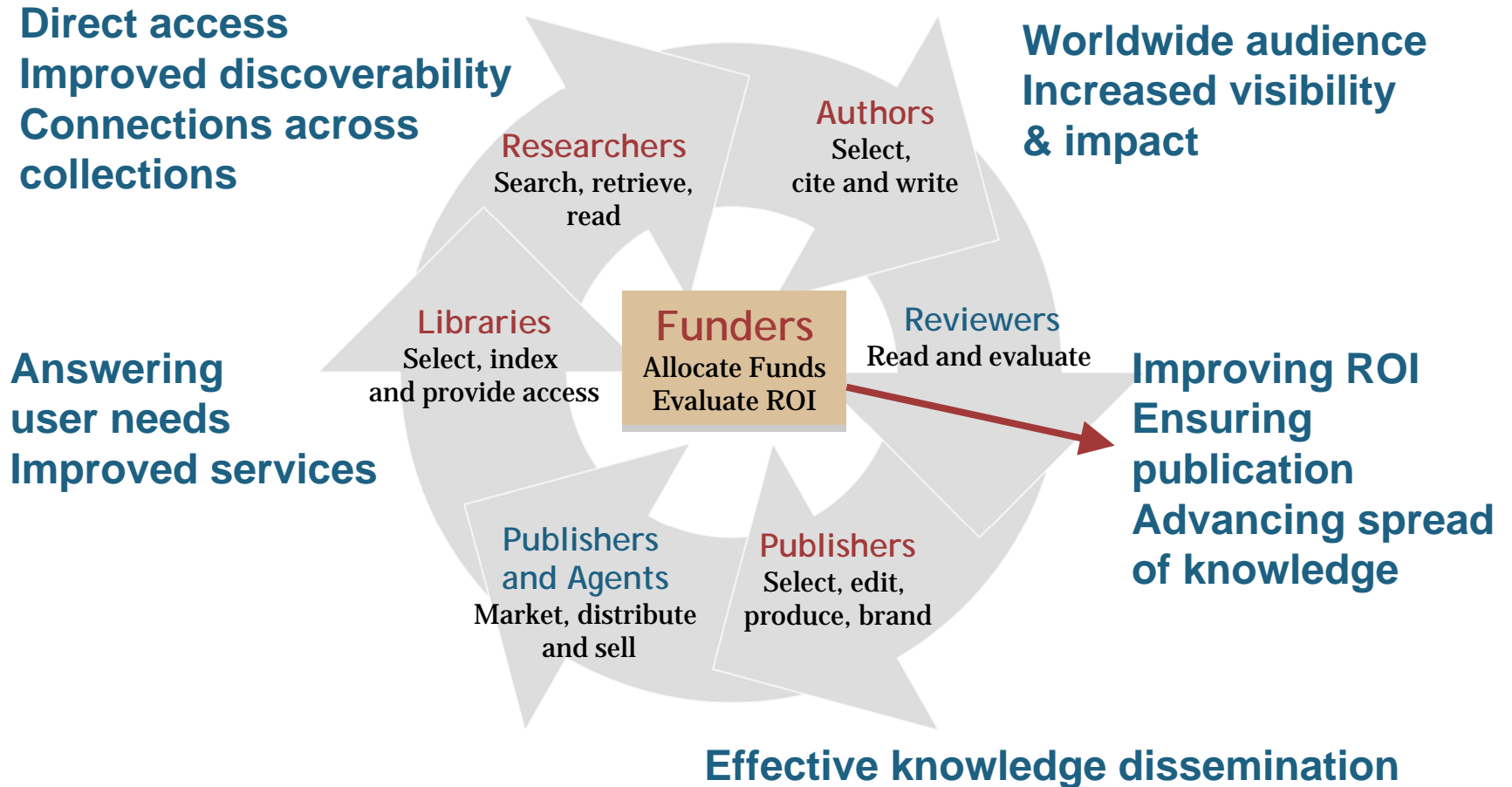
Traditional academic publishing

Losing it's sustainability

Commercialisation of STM journal publishing (+ growth of science)

- caused serials crisis (libraries)**
- lead to monograph crisis (book publishers)**

Benefits of Open Access



Economic Benefits of OA: NL

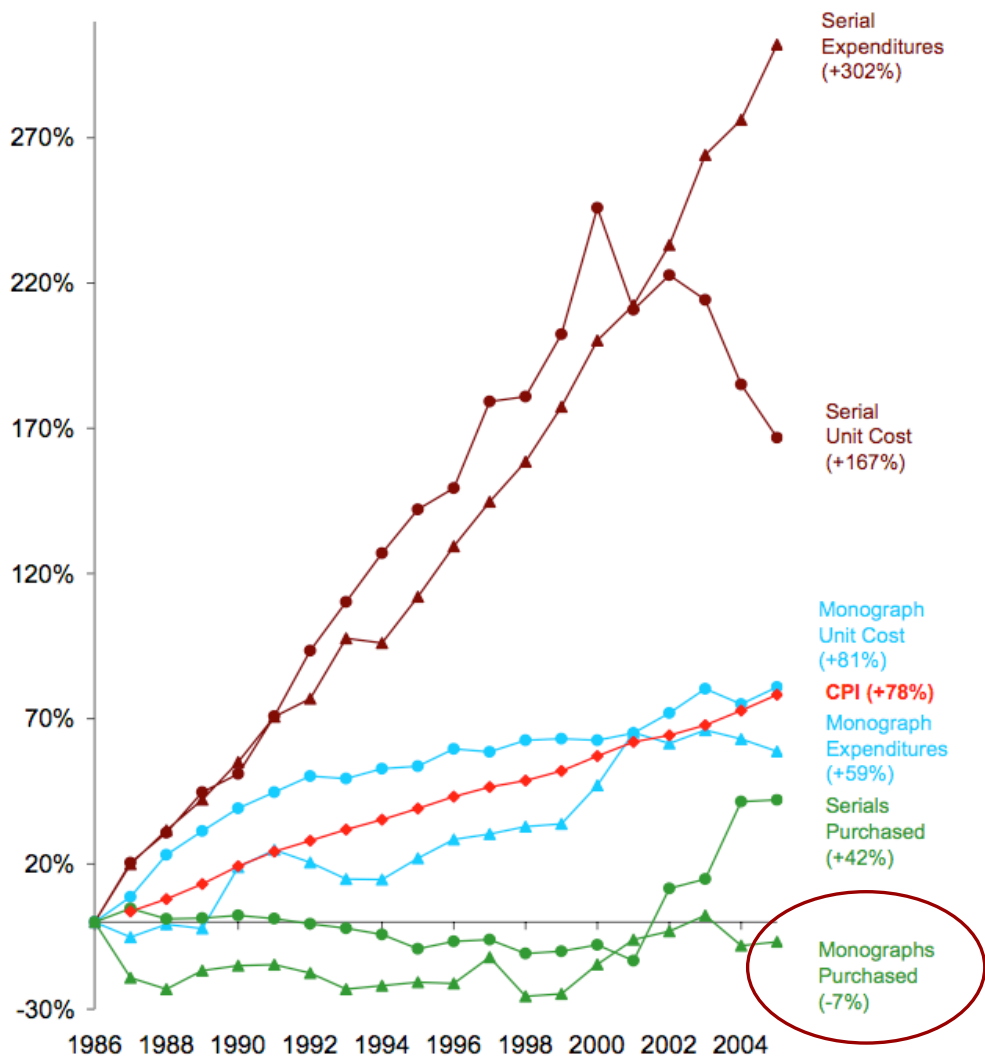
Worldwide OA
130 million



Unilateral OA
37 million

Source: Costs and benefits of research communication: The Dutch Situation, John Houghton (2009)

Monograph and Serial Expenditures in ARL Libraries, 1986-2005*



Source: ARL Statistics 2004-05, Association of Research Libraries, Washington, D.C.

*Includes electronic resources from 1999-2000 onward.

Traditional Monographs

Losing relevance and sustainability:

Between 1980 and 2000, sales to US Libraries dropped from 2000 to 500 (average)

Need for a new business model



AMSTERDAM UNIVERSITY PRESS

Average print runs last 5 years: < 600

Percentage of books in PoD: > 50%

Open Monographs: examples



Open Monographs: business models

- OA edition + sold edition - All
- Institutional support for press - Most
- Library-Press collaboration - Increasing
- Value added services - Few
- Publication fee - None

open
Open Access

Publishing in European Networks



- Developing an OA publication model for peer reviewed academic books in Humanities and Social Sciences
- Creating a large, freely available collection of current books in European languages in various fields of HSS
- Start as EU co-funded project coordinated by Amsterdam University Press
- Now a foundation, moving to the KB in the Hague

Objectives

- Improve accessibility and impact of European research in HSS through promotion of OA for books (peer reviewed monographs and edited volumes)
- Create and aggregate freely available HSS books from across borders in an **Open Access Library**
- Engage stakeholders in the publication process
- Develop common funding models for OA books
- Adopt common standards and metadata to improve retrievability and visibility of HSS publications
- Reuse and share infrastructure (OAPEN platform)

OAPEN's approach to OA books

Hybrid model: Online *and* Print

- Basic online edition is free (OA edition)
- Other editions (print or PoD) are sold

Publishers can charge publication fee for OA edition

Authors retain copyright

- Recommending CC licenses

Long term availability Online

- Based on repository infrastructure (UvA) and E-depot (KB)

OAPEN's approach

Who pays publication fees?

- Research funder
- University
- Library (or library consortia)

OAPEN's approach

Who pays publication fees?

- Research funder
- University
- Library (or library consortia)

Why?

- To ensure publication of peer reviewed research results
- To ensure effective dissemination and unrestricted access
- To advance the spread of knowledge

Publishing OA Books: cooperation

Publishers

- Organize peer-review
- Offer services for OA publication based on calculation of costs
- Publish and sell other editions
- Share revenues on sales with funders?

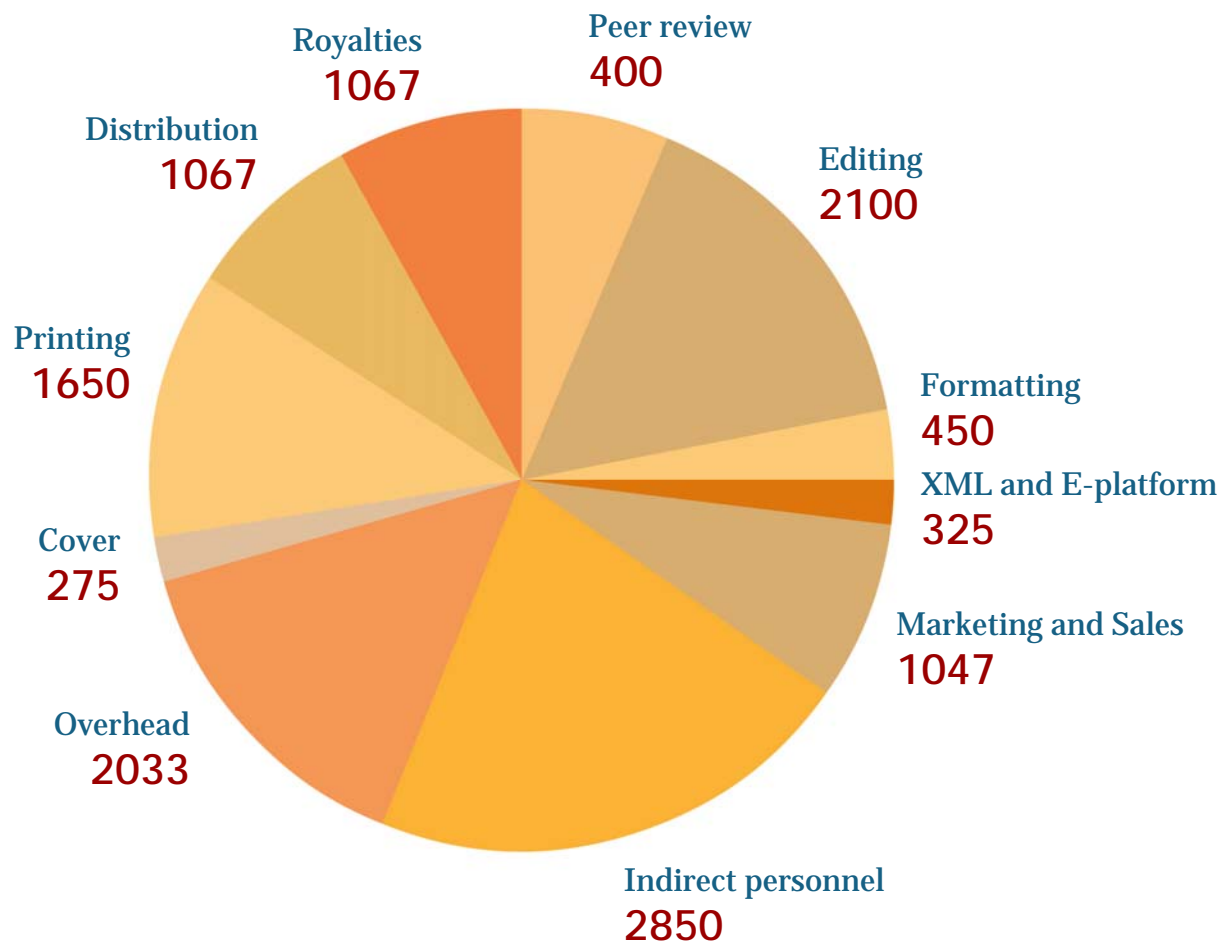
Funders

Set criteria for OA publications

- Quality standards
- Reasonable publication fee

Provide publication funds

Calculating the OA and printed edition (example AUP)



Example: Paperback monograph, 250 pages, no illustrations

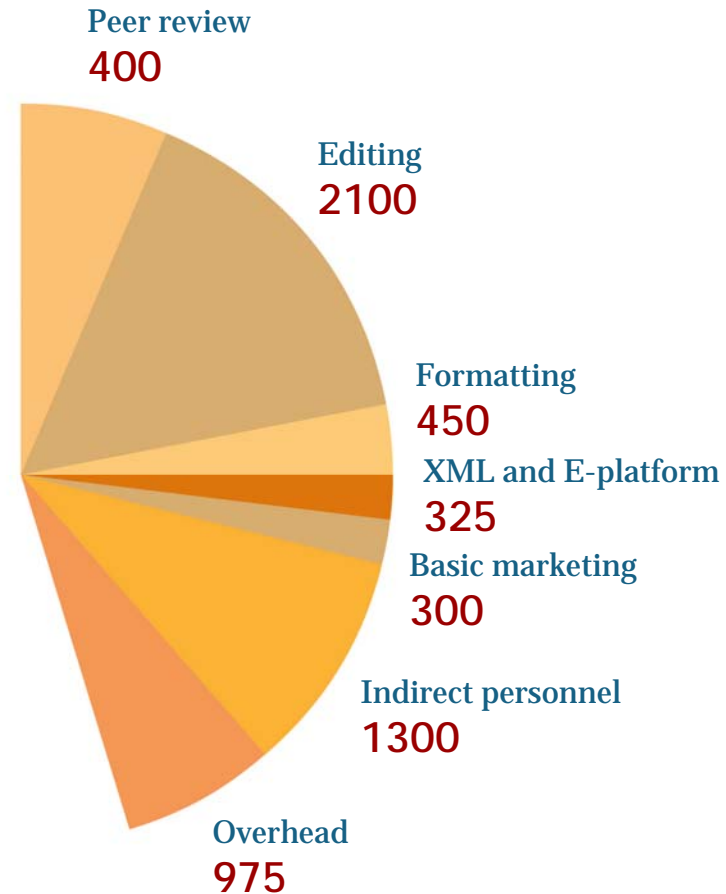
Total costs: € 13,263.

Calculating the OA edition (example)

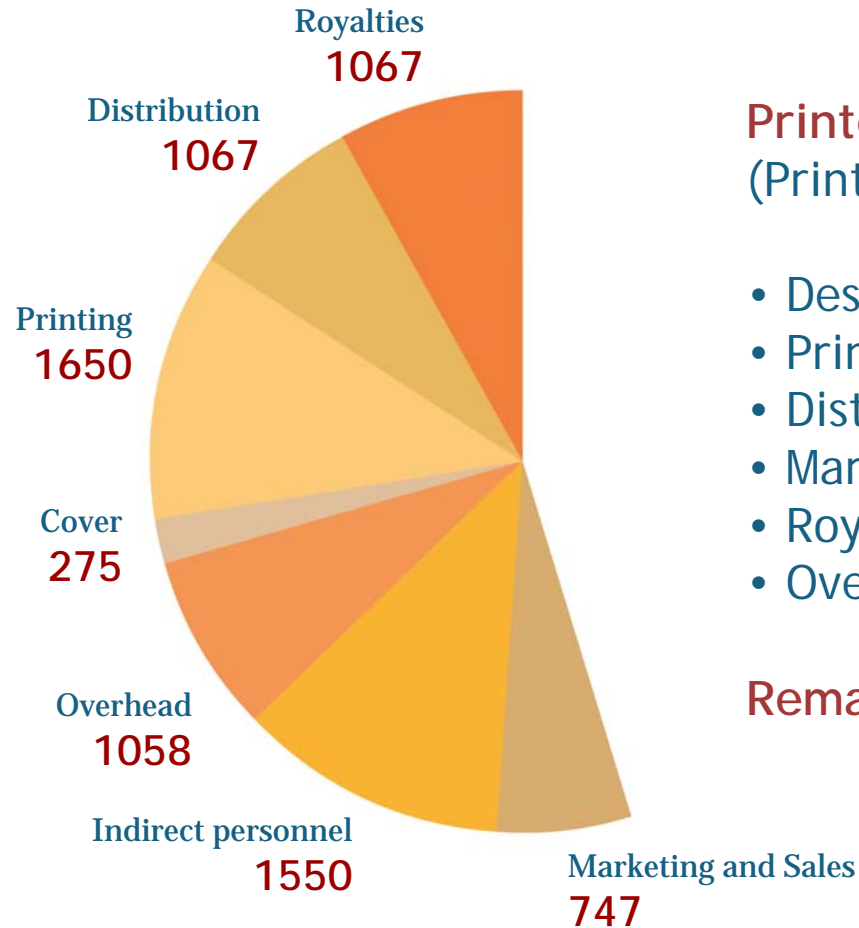
OA edition:

- Organizing peer-review
- Editing
- Formatting
- E-platform costs
- Basic Marketing
- Overhead

Total costs: €5,850



Calculating the printed edition (example)



Printed edition
(Print run of 500)

- Design
- Printing
- Distribution
- Marketing & sales
- Royalties
- Overhead

Remaining costs: € 7,413

Making the transition: principles

Research and dissemination of results belong together

- Research funding should include dissemination costs

Funders' OA policies should be extended to include OA publishing (green *and* gold)

- Budgets for OA publishing should be open for articles *and* books

Publishers should develop OA Publishing as a service to the Scholarly community

Funding OA Publications

The need for an OA funding mechanism is being recognized

Funding OA articles and books:

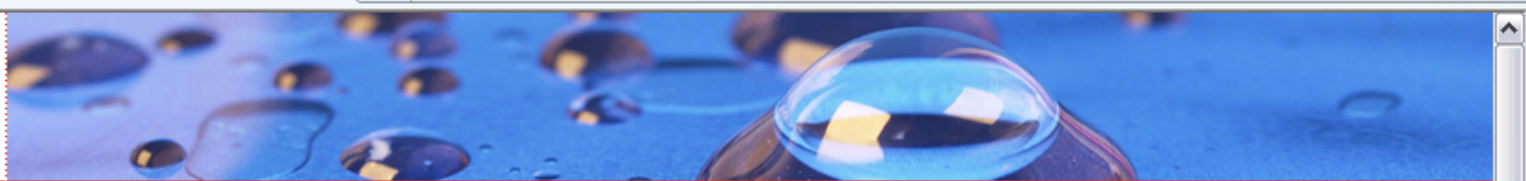
- NWO – Netherlands Organisation for Scientific Research
- FWF – Austrian Science Fund



- ▶ **Strategy**
- ▶ **Internationalisation**
- ▶ **Theme development**
- ▶ **Subsidy Guide**
 - Programmes and Projects
 - Individual
 - Cooperation/Exchange
 - Investments
 - Use of Large-Scale Facilities
 - Publications
- ▶ **Research**
- ▶ **Work at NWO**
- ▶ **Press and Public**
- ▶ **Organisation**

Shortcut to NWO Divisions ▼

The Netherlands Organisation for Scientific Research (NWO) funds thousands of top researchers at universities and institutes and steers the course of Dutch science by means of subsidies and research programmes



Incentive Fund Open Access - Publications

Line of action : Opportunities for researchers
 Secretariat : NWO
 Participants : ACTS, ALW, CW, EW, GW, MaGW, ZonMw, N, NGI, STW, WOTRO, FOM, ICTRegie, NIHC

Apply : Yes, you can apply now

Objective

The aim of this fund is to increase awareness of Open Access and to encourage the Open Access publication of NWO results.

Application

Who can apply

All main applicants from the NWO bodies ALW, CW/ACTS, EW, FOM, GW, MaGW, N, NCF, STW, WOTRO, ZonMw and the temporary taskforces ICTRegie, NGI and NIHC. Projects have an end date after 1 January 2008.

What can be applied for

Only the fee that must be paid for the following items may be requested:

- a) publication in peer-reviewed scientific Open Access journal, or
- b) purchasing the rights for Open Access of an article that has been published in a peer-reviewed scientific journal that is not, or is not entirely Open Access, or
- c) the Open Access publishing of a peer-reviewed book/monograph (not a thesis) by a scientific publisher or in a scientific series,

under the condition that the publication has arisen from a research project funded by NWO and has not yet been published on the date the application is submitted.

A maximum budget of € 5000 is available per project.

When can be applied

Apply now

- ▶ electronically/Iris

Projects

- ▶ overview

Other Information

- ▶ documentation

Relevant

- ▶ Incentive Fund Open Access - home

Duration

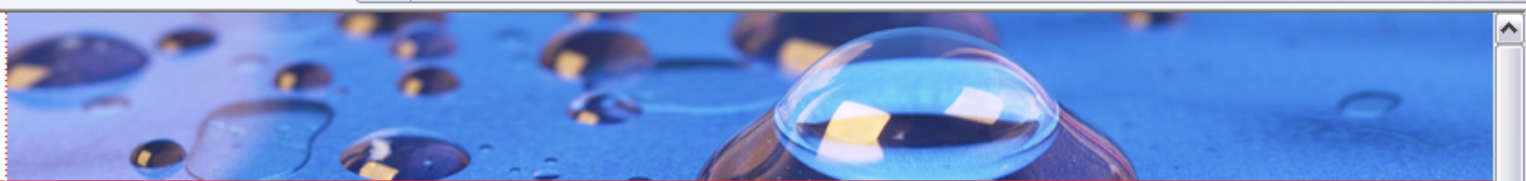
2010-



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Support for Scientific Publications and for Science Communication

Peer-Reviewed Publications

Target group Leaders and co-workers of all FWF projects of any discipline

Goals Grants to cover the costs of peer-reviewed publications that result from projects supported by the FWF, up to a limit of 3 years after conclusion of the project

Requirements For the publishers [Wiley-Blackwell](#), [BioMedCentral](#) (incl. Chemistry Central, Springer Open) and [Elsevier](#) publication costs are directly transferred by the FWF to the publishers with no charge payable by the authors. (For the arrangements between the FWF and the publishers, see hyperlinks in publisher's name).
For all other publishers, the publication costs are transferred by project holders to the publishers and then reimbursed by the FWF to the project holders. For this, the resources of all running FWF projects can be used:

a) formless application (see [application information](#))

b) Open access: Timely open access to



Shortcut

select a funding program...

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subject areas, written reviews may be prepared by the editorial board. Such cases require that the editorial board is sufficiently large (at least 10 members) and that at least half of its members do not reside in Austria. The review process must be described in a transparent manner on the Web site of the publishing organization or publisher.

In any case, the FWF must be mentioned in the Acknowledgements as following: **Austrian Science Fund (FWF): project number(s)**

Length

Dependent on the form of the publication; in any case, an economical arrangement should be negotiated. As a rule, the costs of journal articles should not exceed EUR 3,000.00. (upon consultation with the FWF, exceptions may be made in some cases). For proceedings, collections and monographs, an additional amount of up to EUR 8,000.00 can be requested if an identical open-access copy of the publication is published simultaneously, up to EUR 6,000.00 if the open-access copy is made available within a maximum of one year of the print publication date.

Applications

accepted continuously

Allocation

continuous

Processing time

approx. 4-8 weeks

Contact

Journal Publications
[Bettina Reitner](#)

Monographs, collections, proceedings
[Doris Haslinger](#)

Making the transition to OA books

OAPEN:

- Developing an OA model
- Building a network
- Aggregating a collection of OA books

OAPEN Library:

- 20+ publishers
- 1000+ OA books

OAPEN pilot projects:

- OAPEN-NL: 7-9 publishers, 50 OA books
- OAPEN-UK: 6-7 publishers, 30 OA books

Making the transition: OAPEN pilot projects

Proposal for pilots in OA book publishing:

- Set up limited publication funds for books (1-2 years)
- In various European countries
- Cooperation of research funders and publishers
- Test models, compare and evaluate results
- Come up with guidelines and recommendations for OA books
- First countries: NL (NWO) and UK (JISC collections)

Goal: Establish a European framework for OA books

Making the transition: OAPEN Library

OAPEN Library:

- Organize content
 - Set standards (metadata, licensing)
 - Quality control (peer review)
- Create critical mass
 - Promote OA
 - Pull in publishers, aggregate content
- Increase visibility & retrievability
 - Web presence (Google, Europeana)
 - Library integration (WorldCat, online catalogues)



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- History

Welcome to OAPEN

online library and publication platform

OAPEN (Open Access Publishing in European Networks) is a collaborative initiative to develop and implement a sustainable Open Access publication model for academic books in the Humanities and Social Sciences. The OAPEN Library aims to improve the visibility and usability of high quality academic research by aggregating peer reviewed Open Access publications from across Europe.

Search the library

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Featured titles



New Germans, New Dutch : Literary Interventions
Amsterdam University Press



Sex and Gender in Biomedicine
Universitätsverlag Göttingen



Partiti e gruppi parlamentari nell'ordinamento spagnolo
Firenze University Press



Changing anarchism: Anarchist theory and practice in a global age
Manchester University Press



Smag for etik (Vol. 4): På sporet efter fødevareetikken
Museum Tusulanum Press

Publishers in the OAPEN Library



Museum Tusulanums Forlag
Museum Tusulanum Press



Hamburg University Press



Universiteit Leiden



AALBORG UNIVERSITETSFORLAG

Aarhus University Press



Universitätsverlag Göttingen

MANCHESTER
1824

Manchester University Press



GEORG-AUGUST-UNIVERSITÄT
GÖTTINGEN



kassel university press GmbH

SCHOLARLY EDITING AND RESEARCH
Huygens Instituut
HISTORY OF LITERATURE, SCIENCE AND SCHOLARSHIP

Making the transition: The role of Libraries?

Research Libraries are key players in the transition to Open Access:

- Developing Green OA
 - Policies
 - Repositories
- Helping researchers
 - Liscensing options
 - Pointing to OA publication funds
 - Pointing to OA content
- Supporting scholarly communication
 - Setting up / managing OA publication funds
 - Setting up publishing services
 - Collaborating with University Press

Making the transition: The role of Libraries

Working with OAPEN:

- Setting up OA publishing services
 - Using OAPEN platform and online library
 - Supporting publishing programmes at university
 - Example: Leiden University Press
- Helping researchers
 - Pointing to OAPEN collection
 - Integrating OAPEN collection into library catalogue
 - Example: Ghent University Library



Leiden University Press

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Levende Beelden

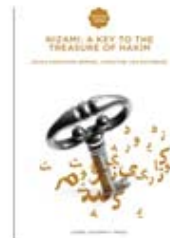
In *Levende beelden* we meet viewers from ancient Greece who tried to sleep with Praxiteles' statue of Aphrodite and a Venetian aristocrat who spoke daily to the portrait of his beloved. In each case, the authors reconstruct how viewers and contemporaries made sense of these reactions, and draw on present-day insights from anthropology and psychology to understand what made people attribute life, personhood and agency to inanimate objects.

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HIGHLIGHT

The long-awaited fourth volume in the series *Mauritiana - Brazilië in de Nederlandse archieven* is now available. A rich view into the historical relation between the Netherlands




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- The arts (1)

Language

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Publisher

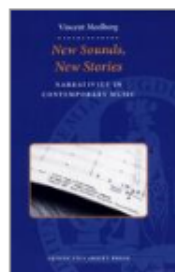
- Leiden University Press [x]



Friends, Acquaintances, Pupils and Patrons : Japanese Intellectual Life in the Late Eighteenth Century: A Prosopographical Approach

Beerens, Anna

Subjects: Society and social sciences, Society and culture: general Humanities, History Society and social sciences, Sociology and anthropology



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Meelberg, Vincent

Subjects: The arts, Music



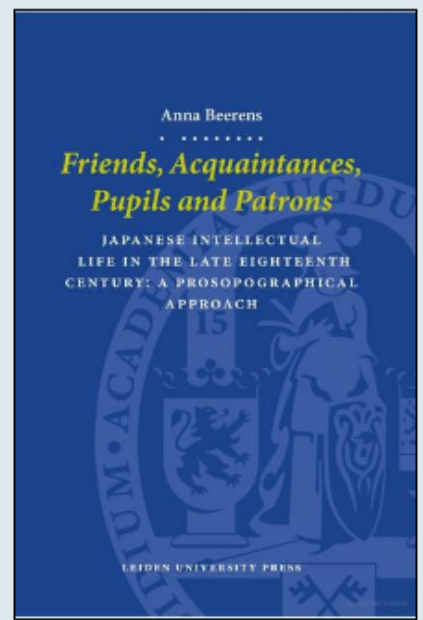
Friends, Acquaintances, Pupils and Patrons : Japanese Intellectual Life in the Late Eighteenth Century: A Prosopographical Approach

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Author(s) [Beerens, Anna](#)

Publisher [Leiden University Press, Leiden](#)

Published 2006

Subjects [Society and social sciences](#), [Society and culture: general Humanities](#), [History](#)
[Society and social sciences](#), [Sociology and anthropology](#)



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Abstract This study of the social circumstances of Japanese intellectuals in the last quarter of the eighteenth century is based on biographical data concerning 173 individuals. It deals with the image of intellectual life of that period in current scholarship, and with the self-image and ethos of scholars, authors, poets and artists. That self-image and ethos, however, often clash with the realities of their everyday lives. This prosopographical investigation offers a new look at intellectual life on a basic level. The current image of intellectual life in the Tokugawa period is one of dissatisfaction and withdrawal, whereas the



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2008.

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2005.

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2006.

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Periode

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Recht und Religion in Europa - zeitgenössische Konflikte und historische Perspektiven.

Author [Langenfeld, Christine](#)

Author [Schneider, Irene](#)

Publisher S.l. : Universitätsverlag Göttingen, 2008.

Note <http://creativecommons.org/licenses/by-nd/2.0/de/>

Note German

Subject [OAPEN](#)

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****Summary** What correlations exist between law and religion? To trace this relationship in selected periods and regions (the old East / Ancient, modern Europe, Islamic world) is the goal of this



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For Libraries and Aggregators

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OAPEN enables Libraries and Aggregators to use the metadata of all available titles of the OAPEN Library. Metadata is (or will be soon) available in the undermentioned formats and procedures. If you have questions or want to implement formats we don't offer yet, please write [Ronald Snijder](#). Of course we're pleased if you inform us that you use our metadata.

- [ONIX - XML](#)
- [MARCXML - based on MARC 21 XML Schema](#)
- [CSV - comma delimited text file](#)



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e.ferwerda@aup.nl

info@oapen.org