

2 September 2022

The Evolving Open Access Landscape

How Wiley is responding and what it means for your journal



Open Access – A growing, global movement

Grounded in shared Declarations

- Budapest Open Access Initiative Dec. '01
 - Convened by Open Society Institute (OSI)
 - www.soros.org/openaccess/
 - 30,000 signatories, but no enabling mechanisms
- Berlin Declaration Oct. '03
 - www.zim.mpg.de/openaccess-berlin/berlindeclaration.html
 - Combined science & humanities; signatories agreed on open archive principles and committed to enabling them at home
 - Started Registry of Institutional OA Self-Archiving Policies

Supported by policy changes



1000+ OA policies in place globally

Increasingly visible in the news

TheScientist
EXPLORING LIFE, INSPIRING INNOVATION

Home / News & Opinion
Universities in Germany and Sweden Lose Access to Elsevier Journals Home News Journals Topics Careers

German researchers resign from Elsevier journals in push for nationwide open access

nature
International journal of science

Search E-alert Submit Login

Radical open-access plan could spell end to journal subscriptions

Eleven research funders in Europe announce 'Plan S' to make all scientific works free to read as soon as they are published.

NEWS • 20 DECEMBER 2019

Rumours fly about changes to US government open-access policy

search ▾ UK edition ▾
The Guardian

Coronavirus and Ebola: could open access medical research find a cure?

Campaigners have argued for open access to scientific research since the dawn of the internet – so why is it taking so long?

The Shift to OA

Predictable
subscription
growth

Open Access



Journal



Library



Article



Author



Open Access: an overnight revolution 20+ years in the making!

Emerging policy landscape and publisher experimentation...

...OA goes mainstream; governments turn their focus to publishing...

2000-02

PMC and BMC launch
First major OA initiatives
and letters signed
First funders commit to
paying APCs

2003-4

Berlin declaration signed
UK House of Commons launches inquiry into journals and recommends green OA during review of gold

2005-6

Springer creates first position of Director of OA
Wellcome and some UK research councils introduce OA mandates
Publishers launch hybrid programs

2007-8

More funders introduce OA mandates, green and gold
Springer acquires BMC and becomes world's largest OA publisher
ResearchGate launches

2009-10

NIH's public access mandate made permanent by US Congress
PLOS One becomes the world's largest journal

2011-12

Wiley launches full gold open access program
SciHub launches
UK Finch report recommends Gold OA for publicly funded research

2013-14

Wiley signs JISC offset program
Major funders in China and India announce Green OA policies

2015-16

Gates Foundation launches Gold OA mandate
REF 2021 Open Access Policy comes into effect.
Wiley signs and implements first Read and Publish deal (VSNU)

...The pace accelerates...

2017

OA2020 targets amount of money in system.
Wiley signs transitional deal with KEMÖ (Austria)
German universities announce plan to cancel Elsevier contract

2018

Wellcome Trust and REF review of OA policies
French Consortia announce cancellation of Springer's journals
RSC announces Read & Publish deal with MIT July

2019

Wiley becomes first to agree a deal with **Projekt DEAL** and subsequently with Norway, Hungary and Sweden
University of California and Norway declare intention not to renew licence with Elsevier
More publishers sign deals: e.g. RSC with Spain and CUP with JISC (UK)

2019

Swedish funder and member of cOAlition S publish letter expressing concern about Plan S
Group project to explore potential strategies to help learned societies transition to OA and align with Plan S.
cOAlition S announced revised guidelines, delaying start to 2021

2020

Springer announce 'world's largest' transformative agreement with Projekt DEAL
Wiley signs agreements in Sweden, Finland, and with **Jisc in the UK**
UKRI launches policy review
cOAlition S announce Rights Retention Strategy
IET and **Wiley** announce partnership to flip 42 journals

2021-2022

cOAlition S Plan S comes into effect on Jan 1st 2021
Wiley announces new agreements, including **Italy, Ireland, Spain, Switzerland, Australia**, and many in the US
UKRI Announces new OA Policy from April 22

Comparison – Gold OA vs Green OA



Gold OA



Green OA

Definition	The article is immediately, freely available online for all to read, download, reuse and share	The author self-archives a version of the subscription article in an online repository or website
Access	Free public access to the final published article Access is immediate and permanent	Free public access to a version of the article Embargo period (delay) may apply
Fee	An Article Publication Charge (APC) is typically applied. This may be covered by an institution or funde	No fee is payable by the author
Licensing and rights	Published under a Creative Commons (CC) license Author retains copyright	Authors retain the right to use their articles for certain purposes
Options	Publish in an Open Access journal Publish in a hybrid journal that supports open access Automatic export to PubMedCentral when appropriate	Link to the published version Self-archive the article

Overview of CC-BY Licenses

All of Wiley's fully open access journals and most of Wiley's hybrid journals with an open access option publish open access articles under a Creative Commons license. With Creative Commons licenses, the author retains copyright and the public is allowed to reuse the content. The author grants Wiley a license to publish the article and to identify as the original publisher. Most journals in our open access program offer one or more of three license types.

More details can be found here <https://authorservices.wiley.com/author-resources/Journal-Authors/licensing/open-access-agreements.html>

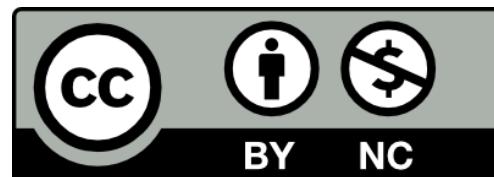


Creative Commons Attribution

This is the most accommodating of licenses offered

Recommended for maximum dissemination and use of licensed materials

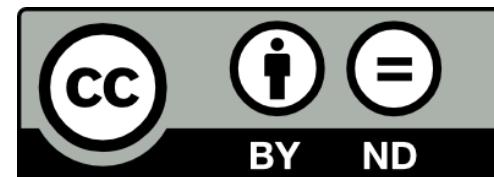
Places umbrella stipulation on all CC licenses requiring credit to original author(s)



Creative Commons Attribution-Noncommercial

Lets others remix, tweak, and build upon your work non-commercially, in any format

Derivative works must also provide proper attribution, a link to the license and the document indicate if any changes were made

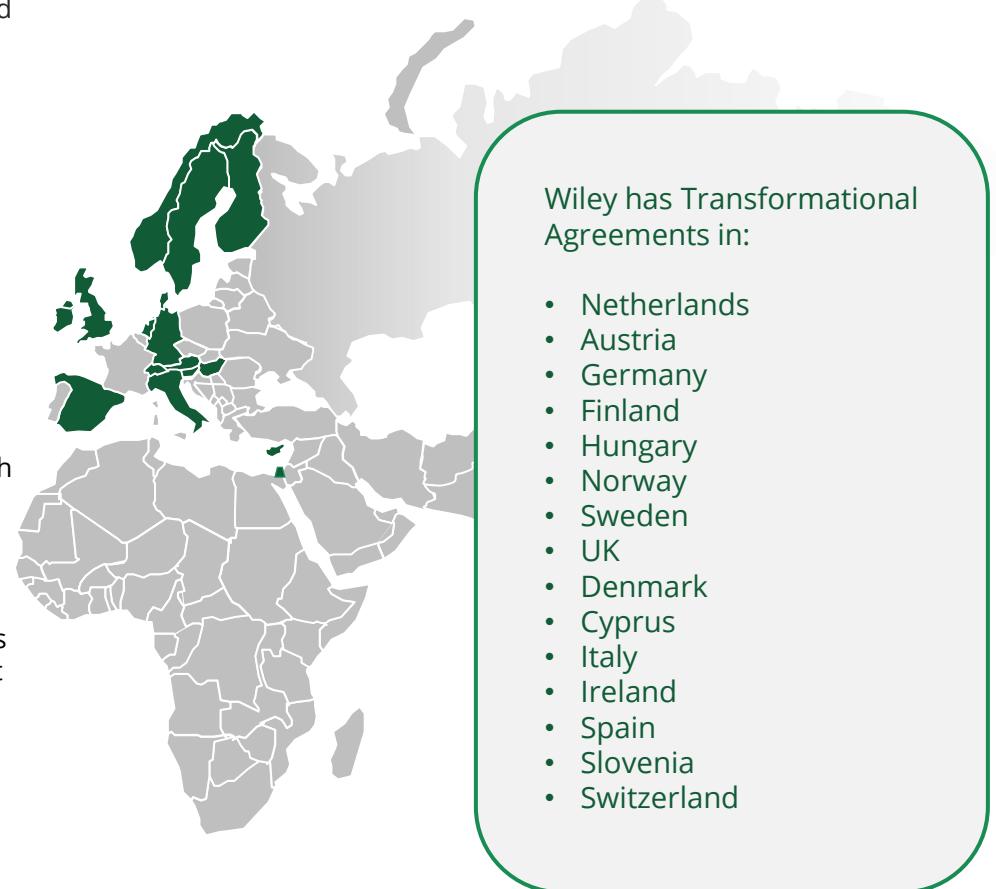


Creative Commons Attribution-No Derivative Works

Allows for redistribution, commercial and non-commercial, in any format, as long as proper attribution is given, a link to the license is provided, and the document indicate if any changes were made

Europe

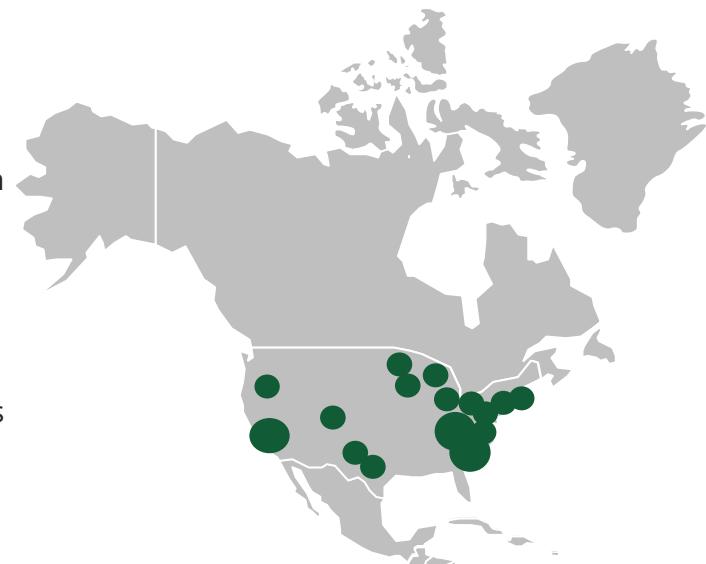
- Each European state currently developing their own approach. The distribution of current Transformational Agreements suggest a stronger drive towards Gold Open Access in northern and western Europe, while eastern and southern Europe at present appear content to encourage use of Green access.
- The majority of Wiley's Transformational Agreements are in Europe, providing gold open access publication at no cost to authors
- cOAlition S is driving change through Europe. [Plan S](#) has been signed by 20+ funders and foundations around the world mandating immediate access to articles, through Gold OA journals or zero-embargo Green. OA publishing in hybrid journals only allowed where author is covered by a Transformational Agreement.
- The German Council for Science and the Humanities (Wissenschaftsrat) have called for Gold OA to be an integral part of the research process with Gold OA and the Version of Record as their preferred route.
- In the UK, the latest [UKRI OA](#) policy requires all research funded by UKRI to be made Open Access, immediately with a CC BY license. From April 1st 2022 all peer reviewed articles that acknowledge UKRI funding need to comply with UKRI's new open access policy - Wiley's TA in the UK with Jisc provides UKRI-funded authors with a compliant route to publishing in Hybrid journals. Gold journals are compliant but must offer the CC BY license.
- The four UK higher education funding bodies have launched a Consultation open until 6 May 2022 on the principles underpinning the design of a future UK wide research assessment system to replace the current REF. It is likely that any open research policies to come out of this will be closely aligned to the new UKRI OA policy.
- The new EC [Horizon Europe](#) programme contains a strong commitment to the principles of Open Science, and the EC overall currently favours Gold OA.
- Austria published its Open Science policy in 2022. Austria actively supports the principles of Plan S – 'all scholarly publications on the results from research funded by public or private grants provided by national, regional and international research councils and funding bodies, must be published in Open Access Journals, on Open Access Platforms, or made immediately available through Open Access Repositories without embargo.'



The Americas

North America

- US Government Funders still currently favouring Green OA, however the impact of the resignation of Dr Eric Lander from the OSTP and the effects on the US open science position and in particular the issue of embargo periods, is still to be determined. There were moves to mandate for zero-embargo green OA under the previous administration – Wiley and many partners previously responded to the consultation to outline concern for the implications of the proposal.
- There is a growing desire for Gold OA from institutions and consortia as they explore the required processes and workflows, as demonstrated by the increasing number of Transformational Agreements in the region.
- Private funders such as Gates Foundation and the Chan Zuckerberg Initiative are making high profile transitions to full Gold.
- Canada is making moves that favour OA, and bibliometric data highlights an increase in OA published articles.



Latin America

- Funders support Green OA.
- Strong national tradition of institutional support for OA journals without an APC (Diamond OA).
- Governments supporting repository developments and introducing mandates.
- Data for several countries in the regions shows growth in OA in the last few years, but the overall picture remains mixed.

In the US, Wiley has Transformational Agreements with:

- Big Ten Academic Alliance
- California Digital Library
- Baylor University
- Carnegie Mellon University
- Carolina Consortium
- Colorado State University
- Iowa State University
- John Hopkins University
- Loyola University
- MIT
- OhioLINK
- SCELC
- Texas State University
- US Department of Energy
- VIVA
- Washington State University
- University of Vermont

Asia Pacific

Australia

- NHMRC opened consultation on a new Open Access policy in 2021, actively aligning with many Plan S principles.
- An 'Open Access Strategy for Australia' is to be developed over the next 12 months, in conjunction with Australia's Chief Scientist Dr Cathy Foley

China

- Currently green (12-month embargo) however authors will pay to publish in high impact journals.
- Ministry of Science and Technology ([MOST](#)) introduced new policy in 2020 encouraging publication in domestic journals or the highest quality international ones.
- There is a continued focus on APC levels, with NSL and CAS developing tools to illustrate 'reasonable APCs'
- China Association for Science and Technology (CAST) working on establishing an open science alliance to conduct OA policy research. They plan to invite related domestic and international institutions to be the members. Wiley is currently exploring ways to be involved in and have signed an MOU with CAST to explore a series of virtual meetings and surveys aimed at improving our shared understanding of the pain points for researchers in China.

India

- Two main funders have Green OA with 6 (STM) and 12 (HSS) month embargoes. Broader concerns on predatory Gold OA.

Japan

- Japan Science and Technology Agency released Green OA policy in 2017, but permits Gold. Government supporting flips to OA for some journals.
- Bibliometrics show OA publishing in Japan is beginning to increase.



Wiley has Transformational Agreements in:

- Australia & New Zealand (CAUL & CSIRO)
- Republic of Korea (NST)
- Japan (OASIS)

What are funders and libraries looking for in this changing landscape?



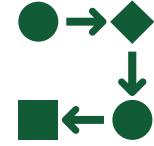
Predictable
(reduced!)
spend



Accelerated
migration
to OA



Access to
content



Intuitive
workflows



Least
restrictive
licensing

How is Wiley responding?



New Journal
Launches

Transitioning
Journals to OA

Influencing Policy

Transformational
Agreements

Transformational Agreements - Primer

What is a Transformational Agreement?

Transformational Agreements (sometimes also referred to as Transitional Deals or Transformative Agreements) are contracts negotiated between institutions (libraries, national and regional consortia) and publishers that transition the business model over a period of time, moving from one based on paywall access (subscriptions) to one in which publishers are paid for their open access publishing services. This enables institutions, researchers and publishers to transition to a more open future in a sustainable way

How do they work?

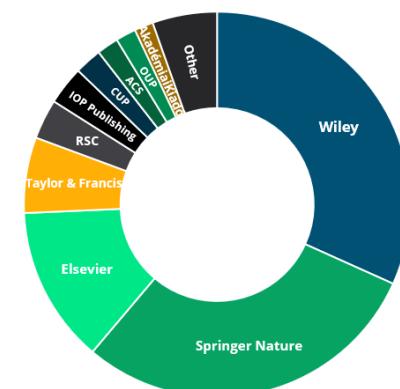
Although each agreement is unique, they share many common elements, and combine read access with Open Access publishing

Read-and-Publish is an agreement in which a publisher receives payment for reading and payment for publishing, combined in a single contract. Over the term of the agreement, the payment for publishing increases, while the payment for reading decreases. An example of this is Wiley's agreement with Jisc (UK)

Publish-and-Read is an agreement in which the publisher receives payment only for publishing, and reading is included for no additional cost. An example of this is Wiley's agreement with Projekt DEAL (Germany)

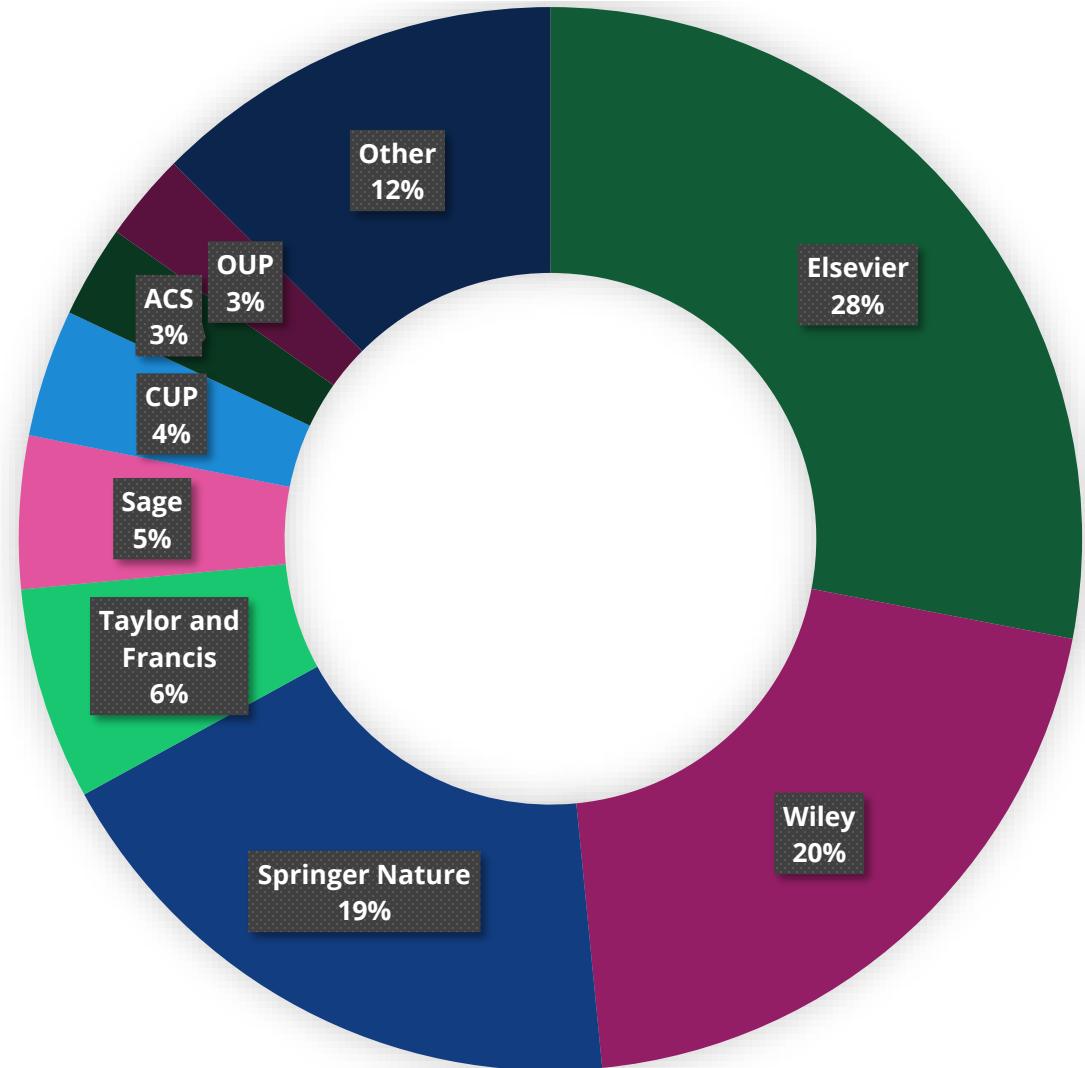
How prevalent are they?

Wiley has 42 – in the UK, Ireland, France, Germany, Austria, Hungary, The Netherlands, Sweden, Finland, Norway, Denmark, Italy, Spain, Switzerland, Slovenia, Cyprus, Israel, Japan, South Korea, South Africa, Australia, New Zealand, Mexico and the USA.



Transformational Agreements

- Wiley is also committed to delivering Open Access options on a larger scale via the negotiation of country-level agreements combining access (reading) and publishing.
- A diverse range of publishers have now entered into transformational agreements which now cover almost 150,000 articles.
- ESAC TA registry lists 276 transformative agreements
- These range from covering 1 article (Company of Biologists and Austria) to 9500 (Wiley-DEAL and Jisc)



Transformational Agreements - EMEA



Country	Consortium	Approx Wiley Output	Eligible Institutions	Read Access	Hybrid OA	Gold OA	Discount on Gold APCs?
Netherlands	VSNU	2400	15	✓	✓	✗	✗
Austria	KEMO	650	24	✓	✓	✗	✗
Norway	Unit	250	50	✓	✓	✓	✓
Germany	DEAL	9500 hybrid (plus full gold)	707	✓	✓*	✓	✓
Hungary	EISZ	500	13	✓	✓	✓	✗
Sweden	Bibsam	1850	45	✓	✓	✓	✓
Finland	FinELib	865	22	✓	✓	✓	✓
UK	Jisc	9,500	151	✓	✓	✓	✓
Italy	CRUI	2800	65	✓	✓	✗	✗
Italy	Bibliosan	350	68	✓	✓	✓	✓
Ireland	IReL	530	10	✓	✓	✓	✓
Spain	CRUE-CSIC	2900	68	✓	✓	✗	✗
Switzerland	CSAL	1600	46	✓	✓	✗	✓
Israel	MALMAD	880	24	✓	✓	✗	✗
Slovenia	CTK	125	10	✓	✓	✗	✗
Denmark	RDL	1000	30	✓	✓	✗	✗
Cyprus	CLC	50	8	✓	✓	✗	✗
South Africa	SANLiC	800	24	✓	✓	✗	✗
France	COUPERIN	3200	130	✓	✓	✗	✗
Portugal	B-ON	1300	63	✓	✓	✗	✗

Transformational Agreements - Americas



Country	Consortium	Approx Wiley Output	Eligible Institutions	Read Access	Hybrid OA	Gold OA	Discount on Gold APCs?
United States	Iowa State University	160	1	✓	✓	✓	✓
United States	Johns Hopkins University	500	1	✓	✓	✗	✗
United States	VIVA	720	55	✓	✓	✓	✓
United States	Carolina Consortium	700	41	✓	✓	✗	✗
United States	MIT	190	1	✓	✓	✗	✗
United States	Texas State University	60	1	✓	✓	✗	✗
United States	US Dept of Energy	75	3	✓	✓	✓	✓
United States	Carnegie Mellon University	150	1	✓	✓	✓	✓
United States	SCELC	620	61	✓	✓	✗	✗
United States	Loyola Univ. Chicago	50	1	✓	✓	✗	✗
United States	Big Ten Academic Alliance	2700	34	✓	✓	✗	✗
United States	Colorado State University	200	1	✓	✓	✗	✗
United States	Baylor University	60	1	✓	✓	✗	✗
United States	OhioLINK	1100	81	✓	✓	✗	✗
United States	CDL	600	5	✓	✓	✓	✓
United States	Washington State University	160	1	✓	✓	✗	✗
United States	University of Vermont	70	1	✓	✓	✗	✗
United States	University of Georgia	230	1	✓	✓	✗	✗
Mexico	Universidad Nacional Autónoma de México	250	1	✓	✓	✗	✗

Transformational Agreements - APAC



Country	Consortium	Approx Wiley Output	Eligible Institutions	Read Access	Hybrid OA	Gold OA	Discount on Gold APCs?
Republic of Korea	NST	150	25	✓	✓	✗	✗
Australia & NZ	CAUL	6000	52	✓	✓	✗	✗
	CSIRO	100	1	✓	✓	✓	✓
Japan	OASIS	345	4	✓	✓	✗	✗

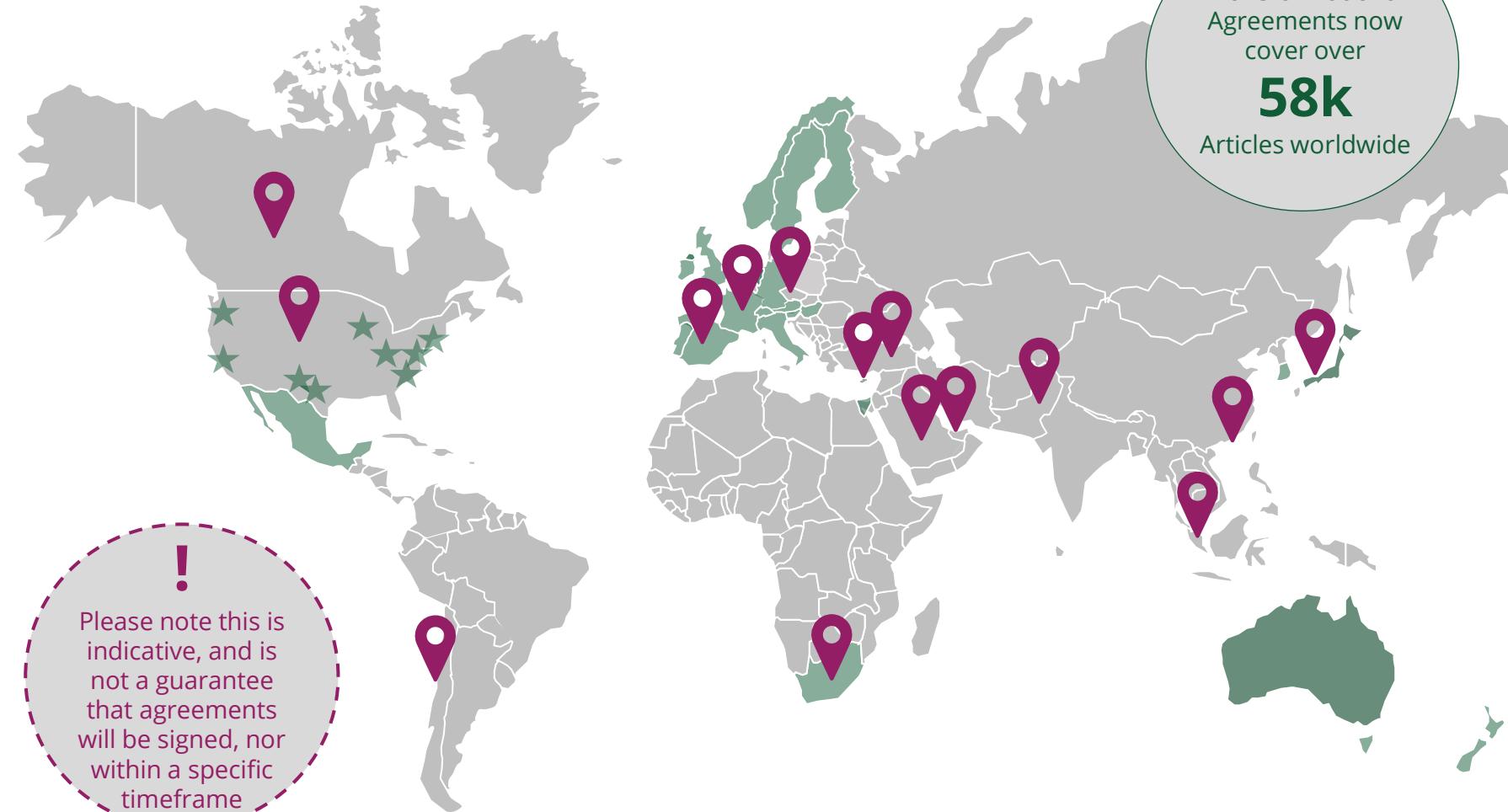
Transformational Agreements – What's Next?

Agreements already in place

CY23 Pipeline

Country	Articles	Institutions
Canada	4726	74
Chile	405	94
Cyprus	41	6
Czech Republic	709	51
Egypt	946	44
France	790	99
Hong Kong	1064	8
Japan	2620	28
Pakistan	619	396
Qatar	191	7
Saudi Arabia	147	1
Singapore	256	2
South Africa	17	4
Spain	20	15
Turkey	2744	179
United States	8575	89

! Please note this is indicative, and is not a guarantee that agreements will be signed, nor within a specific timeframe



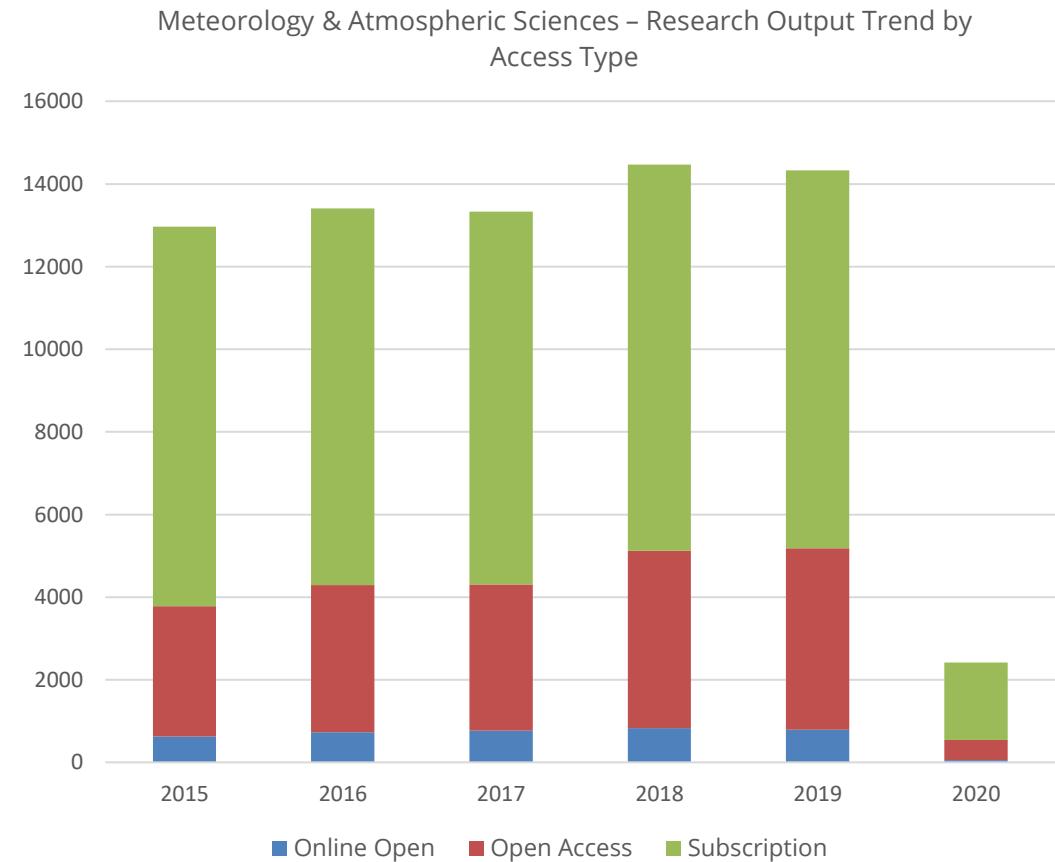


How well prepared is your
journal for an article-based
economy?

WILEY

Preparedness: points to consider...

- APC setting
- Submission by country
- Published papers by country
- Article types published – APC bearing article-types
- Rejected articles – Refer & Transfer networks
- How efficient is your journal?
- Funding/output trends





What can you do to be
better prepared?

WILEY

In an article-based economy, additional considerations come into play



Growing your output

- Revenues will be directly proportional to the number of APC-bearing articles you publish
- Increase output, increase submissions from 'X' region
- APC strategy



Improving efficiency

- Author experience: peer review to publication
- Workflows and Licensing



Engaging with open research

- Flip journal to OA (if appropriate)
- Data-sharing policies, mandate ORCID for authors



Diversifying/sustaining your revenue

- Introduce new article type to attract new author type
- Diversify your audience – more content from e.g. China, target countries, growth areas, OA areas
- Limit Bronze OA

Is my journal ready to flip?

- There are a number of criteria that we need to consider to assess a journal's readiness to transition to open access, including:



MEMBERSHIP AND
EDITORIAL
ATTITUDES



AVAILABILITY OF
FUNDING



SUBJECT
COMMUNITY
ACCEPTANCE OF OA



GEOGRAPHICAL
DISTRIBUTION OF
AUTHORS



ARTICLE TYPES
PUBLISHED



CONTENT GROWTH

The background of the slide is a high-angle aerial photograph of a lush green forest. A single, light-colored road or path cuts through the trees, curving from the bottom left towards the center of the frame. The forest consists primarily of coniferous trees, with some deciduous trees showing autumnal colors like yellow and orange.

Thank you

Alison Bell
Journal Publishing Manager,
Wiley

alibell@wiley.com

WILEY