Project DEAL: A Push for Open Access Transition by German Scientific Communities

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DEAL in Context:
The German Research Communities lined up for OA

Nationwide DFG-funded subscription licenses with Green OA component (Alliance licenses) since 2008

MPDL transformation agreements

DFG funding line for transformation licenses

National OA2020 contact point (OA2020-DE)

Project INTACT (including Open APC)

Open Access Strategy of the Federal Ministry of Education and Research

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

Negotiation Group

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

From 2014: Preparatory steps
- Establishing the project structure
- Selecting publishers
- Obtaining negotiation mandates
- Analyzing data
- Resolving legal issues

2016: Start of negotiations with Elsevier
2017: Start of negotiations with Springer Nature and Wiley
2018: Conclusion of agreements expected…
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 APC

• DEAL covers both **gold and hybrid** Open Access journals
DEAL Strategy: Key Elements

- **PAR model** with clear Open Access transformation agenda
- German Rectors‘ Conference in the lead (representing the Alliance of German Science Organizations): mandated by the **scientific community**
- Initial negotiations with the **three major STM publishers** (Elsevier, Springer Nature, Wiley)
- Internal **transformative cost distribution** scheme to enhance acceptance
- **Antitrust clearance** by the Federal Competition Authority
DEAL Negotiations: Elsevier

- Negotiations since summer 2016

- Elsevier’s offers have so far been incompatible with DEAL’s goals
  - Reading fees at the current spending level + extra fees for new institutions to join
  - Publishing fees for hybrid OA completely on top of previously paid subscription fees and at a high APC level
  - The publisher tries to keep the Publish and Read components strictly separate
  - Green Open Access publishing according to Elsevier’s standard policy
DEAL Negotiations: Elsevier

- **Non-renewal** of license agreements
  - Approx. 70 academic institutions cancelled their contracts for 2017
  - The number will **grow to about 200 for 2018**, including major universities and research institutes

- Elsevier partially kept access open in 2017 and approaches research managers, academics and politicians directly

- Renowned scientists have started to **resign from Elsevier functions** with more to come ([https://www.hrk.de/presse/pressemeldung/meldung/wissenschaftler-legen-herausgeberschaft-von-elsevier-zeitschriften-nieder-4232/](https://www.hrk.de/presse/pressemeldung/meldung/wissenschaftler-legen-herausgeberschaft-von-elsevier-zeitschriften-nieder-4232/))

- DEAL is prepared to continue negotiations at any time on the basis of its clearly defined goals
No Deal: German Universities Prepare For Cut-Off From Elsevier Journals

https://www.ip-watch.org/2016/12/16/no-deal-german-universities-prepare-cut-off-elsevier-journals/

RELX Group’s Elsevier fights open access in Germany

http://kevin.lexblog.com/2017/08/06/relx-groups-elsevier-fights-open-access/

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

DEAL Negotiations: Springer Nature and Wiley

- Negotiations since early 2017

- Productive discussions and agreement on the Publish & Read model (PAR) in principle
  - Both publishers acknowledge the transformative nature of the journals market
  - Challenges remain

- Next steps
  - Aiming at DEAL license to start during 2018
New Market Positioning: Elsevier vs. Springer Nature

Working towards a transition to open access

Thoughtful contributions from the Max Planck Digital Library and the University of California Libraries have shown how gold OA could play a central role; as the world's second largest gold OA publisher, we offer insights to make the transition possible

By Gemma Hersh  September 26, 2017

https://www.elsevier.com/connect/working-towards-a-transition-to-open-access

versus

Springer Nature is delivering on open access and calls for continued partnership

In four European countries, over 70% of Springer Nature authors now publish via gold open access

Monday 23rd October 2017

http://group.springernature.com/gp/group/media/press-releases/springer-nature-is-delivering-on-open-access-and-calls-for-conti/15152888
DEAL and our Times hold Interesting New Lessons

• Elsevier increasingly isolated in Germany
• risk of being exposed as the single lone bad guy
• Major publishers are not united in their positions and market behavior
• growing evidence that transformative agreements are possible
• …and at price points considerably below the ‘regular’ Elsevier margins

CONCLUSION:
There is a moment to be seized for the libraries and the research communities world-wide
Thank you for your attention …

… and please stay tuned and join in!!

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