Final Review of OAPEN
Luxembourg, 18 April 2011

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Margo Bargheer, Göttingen State and University Library
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Creating an Open Access publishing platform for academic publishers and other stakeholders in book publishing within Humanities and Social Sciences
OAPEN project scope

- 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
- Duration: 30 months
- September 1, 2008 – February 28, 2011
- Consortium: 7 University Presses and 2 Universities
- Coordinator: Amsterdam University Press, the Netherlands

Actions undertaken under the eContentplus Programme (2005-2008) to make digital content in Europe more accessible, usable and exploitable
OAPEN objectives

• Improve accessibility and impact of European research in HSS through promotion of OA for primary publications (monographs and edited volumes)
• Create and aggregate freely available peer reviewed HSS publications 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)
Overview of main results

- Studies (3)
- Workshops and seminars (3)
- Publication model for academic books
- OAPEN Library and publication platform
- Collection of OA books (800)
- OAPEN network (50); newsletter subscribers (400)
- Final conference (70+ participants)

> Extension of activities
Extending activities

- OAPEN Foundation
- Pilot projects: UK + NL
- Development of platform and services
- Collaborations: OCLC, PKP, OASPA, SPARC Europe

> Developing sustainability
WP3: Scientific Management
Scientific management

• OAPEN’s stakeholder approach
  – Mirrored in the setup of our work and architecture
  – OAPEN Library
  – Publication platform
  – Business model

• Function of the scientific management
  – Provide guidance to address each stakeholder appropriately
Scientific management

- Instruments and main results within WP3

Scientific Management

Scientific Board

External Stakeholder Group

Research Partners (with OAPEN)

Network Partners

Events

D 3.2.3 Round Table OA Models
Lund, September 2009

D 3.2.4 Seminar On Focused Studies
Amsterdam, June 2010

1st OAPEN Conference, Berlin, February 2011

Studies

D 3.1.5 User Needs report
January 2010

D 3.1.6 Best Practices and Recommendations
June 2010

D 3.2.3 Report on OA Models
Scientific management

• Characteristics of publishing in the HSS 2011
  – Heterogeneous, segmented, within language barriers
  – Relation of the author to his book reflecting on the role of the book in the discipline
  – Considerable knowledge gaps regarding OA
  – Cultural rift between the book and today’s digital information environment
  – No relevant preprint/post print-culture
  – Vulnerable market environment and mutual dependence of scientific communities, publishers and funders
  – Importance of public funding as subsidy to publishers
Scientific management

- Options to support OA in the HSS and OAPEN‘s approach
  - Hybrid publishing as long as the paradigm shift occurs
  - More research and stakeholders‘ inclusion to bridge the cultural rift between books and the digital world
    - Joint publishing experiments with publishers and research funders
    - Promoting a transparent market environment
    - Create OA awareness
- Recommendations/ Conclusions from OAPEN?
Scientific management

OA monographs in the HSS?

Digital Humanities?

Terra Incognita

OAPEN as pioneer

Exploratory character of the scientific work

Guidance and blueprints for OAPEN’s setup
WP4: Publication model
OAPEN publication model

- OA Publication Model
- Services
- Business plan
- Legal framework
Publication model

- Hybrid model:
  - OA edition + commercial editions
- Publication fee:
  - publishers charge for OA edition
- Author retains copyright:
  - CC-licenses
- Long term availability:
  - Repository infrastructure
  - E-depot National Library (KB)
Services

• Marketing services: standard
  – Google Scholar, Worldcat, Amazon, GBS

• Publication services: optional
  – PoD, DOI, XML, Review management

• Standard services:
  – Part of membership package

• Optional services:
  – Separate fees
Business plan

- Based on sustainability through fees from publishers
  - Covering true cost of platform + services
- Helpful exercise – but not successful:
  - Current market won’t accommodate sustainability through fees from publishers
- Not enough OA funding (especially books & HSS)
  - Therefore not enough OA publishers
- Remedial actions > Difficulties encountered
Legal framework for OA publishing

• Based on Berlin declaration
  – Free use and reuse of information

• Creative Commons licenses:
  – Recommended: CC BY-NC (Hybrid publishing)
  – Accepted: All rights reserved (free access to backlist titles)

• Future: XML
  – facilitating true reuse
WP 5/6:
Library and Publication platform
About the OAPEN Library

Central place where Open Access books come together

Different views for looking at the library
OAPEN Library

• OAPEN Website (search engine: www.oapen.org)
• Repositories, harvester
  – Central OAPEN repository
  – Repositories of the partners with metadata and object files
  – Harvester for collecting and storing information from repositories
• Publication platform
  – Workflow tool
  – XML generator (from Word/Open Office to TEI XML)
  – XML to PDF generator
• Services
  – Printing-on-Demand support service
  – Marketing service
Publication tools

- XML transformation
  - Online upload of Word/OO doc
  - Transformation to TEI XML
  - Add figures, images
  - Add to Index
- PDF generator
  - Online upload of TEI XML
  - Add figures and images
  - Generation of PDF
Repositories of the partners

Metadata

Objects/ PDF

Repositories of the partners

Metadata

Objects/ PDF

Harvester

Philos

Upload tool: Word, ODF, XML, PDF

XML to PDF generator

XML Datastore

Search engine + Web publication

PoD Service: Shopping Cart Partners

Printer used by Partners

Marketing Service

ONIX

MODS

DC

BIC

ccREL
Repository Input Module
XML Generator

Metadata for ISBN: 9789067183253
Title: Order, ritual and social formation in West Papua: A configurational analysis comparing Karo and Asmat
Author: [Author Name]

Upload cover for 9789067183253

TEI.xml

Figures referenced from TEI.xml

Chapter 1
Promoting Utopias Selling Technology

Oproacht3 (2)

We will create a civilization of the mind in Cyberspace. Maybe more humane and fair than the world’s year governments have made before (Perry Barlow, “Declaration of Independence of Cyberspace”, 1996).

Platte tekst (3)

New technologies spread by word of mouth. Legends, myths and narratives accompany a new technology while it is still in development and announce it to a broader audience in society, to its potential users. Many stories have been told of imagining futures, drafting possible trends in the use and development of technology (Banerjee 2003). The attempts to bring technologies to perfection and to create a utopia through engineering has been recognized as an important agent of change (e.g. Peter 1995; Daniels 2002; De Vries 2006). Whether a positive or negative utopia are depicted depends on which terminology, images, and associations are chosen to imagine and present the new media. In view of participation, a negative utopia manifests itself as the dark side of the tempting promise for social progress, as the potential abuse of technology for repression.

However, popular discourse rarely touches upon this. Rather, it promotes a positive utopia. The new media, the Internet, the personal computer, but also the mobile phone and wireless communication entered popular discourse in tandem with a rhetoric of promise which envisioned a brighter future. Van der Oij points out four examples where technological design is related to popular discourse to illustrate notions of participation and social progress: The nation state in democracy in the 1990s, virtual communities and the new economy in the 1990s, and most recently the Web 2.0 (2000). Here, metaphors, associations and images create a certain image of technology. They are part of a rhetoric of progress that can be recognized in the representations of new media in popular discourse. Referring to past media revolutions or a culturally constituted imagination of technological progress, they are often familiar and thus comprehensible for audiences and easily employable for promoters. Science fiction texts from Jules Verne to William Gibson, alternative concepts of society from Thomas More to 1960s counter-culture, and images from Fritz Lang’s Metropolis to the Watchers in The Matrix contribute to this and are representative of the current debates. McLuhan described our limitation for perceiving the future only in terms of past developments, so if we looked “at the present through a rearview mirror” (1967:74), a rich cultural repertoire of images, associations and narratives informs the present rhetoric of progress that accompanies information technology.

The framers of new technologies occur in two kinds of discourse: a popular discourse, aimed at a broad audience which introduces and popularizes new technologies, and a professional discourse, aimed at a specialist audience which discusses and debates the social, cultural and technical implications of new technologies. The former is important to popularize new technologies and inform lay audiences. The latter is important to inform researchers in the social sciences and humanities and those in the technical community.
Chapter 1
Promoting Utopia/Selling Technology

We will create a civilization of the mind in Cyberspace. May it be more humane and fair than the world your governments have made before [Burry Barrlow, "Declaration of Independence of Cyberspace", 1996].

New technologies spread by word of mouth. Legends, myths, and narratives accompany a new technology while it is still in development and announce it to a broader audience in society, to its potential users. Many stories have been told of imagining futures drafting possible trends in the use and development of technology [Barbrook 2005]. The attempt to bring technology to perfection and to create a utopia through engineering has been recognized as an important agent of change (e.g., Peters 1989; Daniel 2002; De Vries 2006). Whether a positive or negative utopia is depicted depends on which terminology, images, and associations are chosen to imagine and present the new media. In view of participation, a negative utopia manifests itself as the dark side of the tempting promise for social progress, as the potential abuse of technology for repression. However, popular discourse rarely touches upon this. Rather, it promotes a positive utopia. The new media, the Internet, the personal computer, but also the mobile phone and wireless communication entered popular discourse in tandem with a rhetoric of promise which envisioned a brighter future [van Dijk 2005].
Philos (3)

and the demoscene, contexts where production often takes place independently from corporate companies. In the field of web design, many developers collaborate in informal and non-monetary-based networks on a global scale to produce resources and production means that are exploited at a local level in "creative industries". Frameworks for building web applications such as Django, written in the collaboratively developed programming language Python, are designed according to open-source principles by a community of programmers and web designers who are actually collaborating to build the necessary tools for their daily business of programming web applications. Deeply rooted in Internet media practices, these designers are aware of the need for cooperation.

Another overlap between the cultural industries and consumers has to be mentioned. In the field of modification of software-based artifacts, computer games, game consoles, hand-held devices and so on, consumer goods are exchanged by users. The "homemade software scene" is developing applications for industrial devices like the Xbox or the PlayStation Portable. In the field of software production, many official software companies and developing communities are discernible. For companies, a major advantage of users appropriating software is that the products become more useful, an aspect which the computer game industry stimulates by providing tools for editing game levels, among other things (Weiberg 2005). It is interesting to note that the construction of software leads to the establishment of structures for archiving and distribution. For homebrew software, such a platform is the downsource site, which provides hundreds of unofficial "new" applications. A popular platform for distributing open-source software is the website SourceForge.net, which houses over 152,000 software projects and offers an infrastructure for development, project organization, and representation. Within the domain of construction, traditional copyrights and the various copyleft licenses and other open-source and free licenses can be applied. Software is often released under copyleft licenses, assuming that the knowledge and its further development remains within the cultural resource. As I will explain in chapter 5, user practices that have been developed during the past decade are now successfully implemented and integrated into web applications and even business models.
The OAPEN collection

320 titles found

society and social sciences in subject [2]

modify search | new search

Sorted by: relevance

Page: 1 2 3 4 5 ... Next

1. Sozialperspektivität; theoretische Bezüge, Forschungsmethodik und wirtschaftliche Praktikabilität eines beziehungsdiagnostischen Konstrukts
   Streck, Micha

2. Vijfentwintig jaar later: De Toekomstverkenning van de WRR uit 1977 als leerproces
   Wetenschappelijke Raad Voor Het Regeringsbeleid; Duin, P.A. Van Der; Hazeu, C.A.; Rademaker, P. & Schoonenboom, I.J.

3. Klimaatstrategie - tussen ambitie en realisme
   Wetenschappelijke Raad Voor Het Regeringsbeleid

4. De geesteswetenschappelijke carrousel : Een nieuwe ronde in het debat over wetenschap, cultuur en politiek
<table>
<thead>
<tr>
<th>OAPEN partner</th>
<th>Number of books</th>
</tr>
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<tr>
<td><strong>Consortium partners</strong></td>
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<tr>
<td>Amsterdam University Press</td>
<td>308</td>
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<tr>
<td>Manchester University Press</td>
<td>101</td>
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<tr>
<td>Firenze University Press</td>
<td>132</td>
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<tr>
<td>Universitätsverlag Göttingen</td>
<td>136</td>
</tr>
<tr>
<td>Museum Tusculanum Press</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>702</strong></td>
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<td><strong>External publishers</strong></td>
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<tr>
<td>Huygens Instituut/ Brill</td>
<td>36</td>
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<tr>
<td>Leiden University Press</td>
<td>9</td>
</tr>
<tr>
<td>Aksant Academic Publishers</td>
<td>8</td>
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<tr>
<td>Academia Press</td>
<td>6</td>
</tr>
<tr>
<td>Aarhus University Press</td>
<td>5</td>
</tr>
<tr>
<td>Hamburg University Press</td>
<td>5</td>
</tr>
<tr>
<td>KIT Scientific Publishing</td>
<td>1</td>
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<tr>
<td>Kassel University Press</td>
<td>5</td>
</tr>
<tr>
<td>Universitätsverlag der Technischen Universität Berlin</td>
<td>5</td>
</tr>
<tr>
<td>Universitätsverlag Bamberg</td>
<td>5</td>
</tr>
<tr>
<td>DANS</td>
<td>3</td>
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<tr>
<td>Aalborg University Press</td>
<td>2</td>
</tr>
<tr>
<td>KITLV Press</td>
<td>2</td>
</tr>
<tr>
<td>University Press of Southern Denmark</td>
<td>2</td>
</tr>
<tr>
<td>Academia Press/ Vantilt</td>
<td>6</td>
</tr>
<tr>
<td>KITLV Uitgeverij</td>
<td>2</td>
</tr>
<tr>
<td>Universitätsverlag Chemnitz</td>
<td>2</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>104</strong></td>
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</table>
Performance Indicators
Measuring performance

- Two main targets: awareness and practical achievements
- Raising awareness
  - Perception and visibility of OA and OAPEN among stakeholders
  - Changing the mindsets of stakeholders

<table>
<thead>
<tr>
<th>Researchers</th>
<th>Libraries</th>
<th>Publishers</th>
<th>Funders</th>
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</thead>
<tbody>
<tr>
<td>• OA becoming an established model (but not in the HSS)</td>
<td>• Quite familiar with OA</td>
<td>• Traditional business and publishing models under pressure</td>
<td>• Importance of exemplary solutions and experiments</td>
</tr>
<tr>
<td>• Persistent importance of monographs as format</td>
<td>• No defined role in supporting HSS publishing</td>
<td>• Majority is adopting a ‘wait and see’- policy</td>
<td>• Can exercise leverage to re-route budgets in scholarly communication</td>
</tr>
<tr>
<td>• Reputation and reward system remains barrier</td>
<td>• Open to experiments but constrained resources</td>
<td>• Convincing and promotion still necessary</td>
<td></td>
</tr>
</tbody>
</table>

Target achieved? ✓
Measuring performance

• (2) Performance of the OAPEN Library
  – Practical implementation of (yet to come) OA publishing in the HSS
    • Availability of content: scarce but growing, strategic interest as condition
    • Spreading of OA business models: scarce, importance of funders
  – Scale of the library reflecting the relatively slow uptake of OA in the HSS
## Performance indicators OAPEN

<table>
<thead>
<tr>
<th>Performance Indicators</th>
<th>Expected vs. Actual</th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>OAPEN started in September 2008</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Year 1 (exp.)</td>
<td>Year 1 (act.)</td>
<td>Year 2 (exp.)</td>
<td>Year 2 (act.)</td>
<td>Year 3 (exp.)</td>
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<tr>
<td></td>
<td>Network partners</td>
<td>Content providers</td>
<td>Content providers</td>
<td></td>
<td></td>
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<tr>
<td>Publishers providing OA publications/joining OAPEN</td>
<td>7</td>
<td>23</td>
<td>11</td>
<td>17</td>
<td>23</td>
</tr>
<tr>
<td>Commercial publishers involved in OAPEN</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Countries represented within OAPEN’s network</td>
<td>6</td>
<td>12</td>
<td>9</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Languages covered by OAPEN’s network</td>
<td>8</td>
<td>8</td>
<td>11</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>HSS publications made available in OA</td>
<td>-</td>
<td>-</td>
<td>750</td>
<td>539</td>
<td>1500</td>
</tr>
<tr>
<td>Unique visitors of OAPEN’s Online library</td>
<td>-</td>
<td>-</td>
<td>4000/ month</td>
<td>-</td>
<td>8000/ month</td>
</tr>
<tr>
<td>Downloads of OA publications</td>
<td>-</td>
<td>-</td>
<td>1000/ month</td>
<td>-</td>
<td>2000/ month</td>
</tr>
</tbody>
</table>
Difficulties encountered and remedial actions
Difficulties encountered

1. Organizational difficulties
2. Technical difficulties
3. Business development
Organizational difficulties

> delayed delivery of results

- Lack of qualified personnel
  - Development team
- Change of staff
  - Various partners
- Project workload next to regular tasks
  - All partners
- Organizational changes among partners
  - Changing commitments
Organizational difficulties

> actions

• Shifting workloads among partners
  – UvA, AUP, UGOE

• Planning activities
  – ‘Cascading’
  – Studies > model > development

• Coordinating tasks
  – Task forces
  – Regular telco’s
Technical difficulties

> delayed delivery of results

• Lack of qualified personnel
  – Underspent budget

• Publication tools
  – Generation of PDF too inflexible

• Content aggregation
  – Establishing proper harvesting turned out difficult
Technical difficulties

> actions

• Lack of qualified personnel
  – finish work after project period

• Publication tools
  – use different strategy (Philos)

• Content aggregation
  – devoting more hours
  – Switching to manual aggregation (one-time-conversion)
Business development

> first movers dilemma

- Traditional publishing model for books is losing sustainability
- Recognition of need for change
  - ‘Monograph crisis’

However:

- Lack of funding opportunities for OA publishing
  - In HSS
  - For academic books
- Very few publishers actively publishing OA books
Business development

> actions

• Trial memberships
  » For limited period / books

• Pilot projects
  » Limited experiments
  » Funders + publishers
  » National scope (different countries)
  » Outside DoW

• Extending activities
  » Buying time
  » Additional funding
  » 3 years support in NL > Future activities
Dissemination & Awareness
Awareness: overview of activities

- OAPEN Network
- Workshops, seminar, conference
- Newsletters
- Project website
- Public reports, studies
- Leaflet and Brochure
- Presentations at conferences
- Stand at Book Fair
- Articles
Features of the OAPEN Library

- Full-text HTML is ready to be downloaded
- Multi-lingual search
- Keywords and abstracts for each document
- Subject browsing and advanced full-text search
- Central metadata, ensuring the long-term preservation
- Up-to-date platform

Who can join the network?

Scholarly publishers not yet in the OAPEN Library are encouraged to contact Silke Didden for information on how to join the network. For the latest updates on the project, please visit www.oapen.org .

About the project

OAPEN is led by the International Digital Library Federation (IDF) and includes several European libraries, publishers, and networks. The project is supported by the European Commission through the OAPEN-Hub initiative.

Join the New Online Library for Open Access Monographs in the Humanities and Social Sciences!


Open Access
Peer-Reviewed
- Showcase of European Monographs in the Humanities and Social Sciences
- Bringing Researchers, Publishers and Libraries Together
- A Amazing Collection of Digital Monographs

Results of the 1st OAPEN Conference, Berlin

Published on Wednesday, 03 March 2011 by OAPEN. Written by Stefan Buddingh.

1st OAPEN Conference, Berlin, 25 February 2011

OAPEN, open access publishing in European Networks, is a collaborative initiative to develop and implement an Open Access on the web platform model for academic books in the humanities and social sciences. The initiative was launched by the European Commission through the OAPEN-Hub program.

Silke Didden, from OAPEN, presented an overview of the initiative and its progress so far. She highlighted the importance of the project in promoting open access to academic books in Europe. The conference also featured presentations by several publishers and researchers on the latest developments in the field.

OAPEN-Flagship Project: OAPEN-Hub

The OAPEN-Hub project is supported by the European Commission and aims to create an open access platform for academic books in the humanities and social sciences. The project involves collaboration between libraries, publishers, and networks throughout Europe.

Additionally, the conference featured a panel discussion on the future of open access publishing in Europe. The panelists included experts from libraries, publishers, and research institutions, who shared their insights and perspectives on the topic.

Overall, the 1st OAPEN Conference was a successful event that highlighted the progress being made in the field of open access publishing in Europe. The conference provided a valuable opportunity for stakeholders to network and exchange ideas on how to further advance the open access movement in this important area.
Open Access for Monographs

The quest for a sustainable model to save the endangered scholarly book

Janneke Adema and Eelco Ferwerda

Open Access monographic publishing in the humanities

APE Berlin, January 20, 2010

Eelco Ferwerda

Abstract. In recent years, it has become clear that books are losing their sustainability. Academic authors, in particular young researchers, need to seek new avenues for publishing. In response to the economic constraints and the need for alternative publishing models, OAPEN was established. OAPEN is the first international platform for open access to European Union-funded research outputs. It aims to develop and support the transition to open access in the humanities and social sciences (HSS).

1. Traditional monograph publishing

Over a period of 30 years or so, the period of time for publication of a book has shrunk, from around 1500 days to a few years. Consequently, print runs and prices are lower, and between 2 and 3000 copies are printed in the 70s. Today, the average print run is around 500-1000 copies, with a median of 300 copies. This results in a high cost of production, especially for researchers who want to publish their work.

New models for monographs – open books

Based on a paper presented at the 33rd UKSG Conference, Edinburgh April 2010

In recent years, it has become widely recognized that in the case of monographs, the traditional business model for books is losing its sustainability. Academic publishers have been forced to become more selective in the books they publish. Authors, in particular young researchers and first-time authors, have found it harder to find a press willing to publish their work. In response to the economic constraints of printed monographs, many publishers and academic institutes, in particular research libraries, have started experimenting with digital and open access (OA) publication of monographs.

OAPEN is the international project to develop an open access model for publishers and stakeholders in scholarly communication. OAPEN
OAPEN Network Partners

- Aarhus University Press
- AAUP – Association of American University Presses
- Academia Press
- Akademie Verlag
- Aksant
- Arbeitsgemeinschaft der Universitätsverlage
- Athabasca University Press
- Atlantis Press
- Bochumer Universitätsverlag
- Brill
- DANS – Data Archiving and Networked Services
- Editions de l’Université de Bruxelles
- EKT – National Documentation Centre;
- NHRF – National Hellenic Research Foundation
- Forlaggersforeningen – Danish Publishers Association
- Huygens Institute
- Igitur – Utrecht Publishing & Archiving Services
- IMISCOE – International Migration Integration Social Cohesion
- Institute of Economic Analysis & Prospective Studies at Al Akhawayn University
- IOS Press
- JISC Collections
- KITLV Press
- KNAW – The Royal Academy of Arts and Sciences
- Ledizioni – Ledipublishing
- NIOD, Netherlands Insitute for War Documentation
- Open Book Publishers
- Open Humanities Press
- Oxford University Press
- Pickering & Chatto Publishers
- Polimetrica
- Purdue University Press
- SLUB – Sächsische Landesbibliothek, Staats- und Universitätsbibliothek Dresden
- SPARC
- SPARC Europe – Scholarly Publishing and Academic Resources Coalition
- Techne Press
- Unipub – Oslo Academic Press
- Universität de Valencia
- Université Libre de Bruxelles
- University of Calgary Press
- Verlag der Österreichischen Akademie der Wissenschaften

45 network partners in 2011
Publishers in the OAPEN Library
Open Access Publishing in European Networks

Published on Tuesday, 01 March 2011 16:30 | Written by Administrator |  |  | Hits: 118

Publishing humanities monographs in Open Access

OAPEN is an initiative in Open Access publishing for humanities and social sciences monographs. The consortium of University-based academic publishers who make up OAPEN believe that the time is ripe to bring the successes of scientific Open Access publishing to the humanities and social sciences.

The OAPEN partners are all active in the Open Access movement already, with details available on their pages on this site and on their own websites.

The project will find useful, exciting and beneficial ways of publishing scholarly work in Open Access, enhancing access to important peer reviewed research from across Europe. Most importantly it will find a financial model which is appropriate to scholarly humanities monographs, a publishing platform which is beneficial to all users and create a network of publishing partners across Europe and the rest of the world.

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Designed by ExplainMedia.
Impact: Stakeholder Benefits
Who are OAPEN’s stakeholders?

- **Researchers**
  - Search and read
  - Select, cite and write

- **Libraries**
  - Select, index and provide access

- **Funders**
  - Allocate Funds
  - Evaluate ROI

- **Scientists for publishers**
  - Evaluate and select

- **Publisher and Agents**
  - Distribute and sell

- **Publisher**
  - Enhance and produce media
OAPEN’s stakeholder approach

• OAPEN’s aims
  – A sustainable publication model for academic books in the HSS
  – To improve the visibility and usability of high quality academic research

• OAPEN’s motivation
  – We’re publisher-driven
    • Addressing the challenge of a changing publishing environment: traditional models under pressure
    • Contribute to the sustainability of publishers
  – And mission-driven
    • OA not just seen from a technocratic standpoint
    • Beneficial and cost-efficient way of dissemination
Just a virtual bookshelf?

• OAPEN as publisher-driven project but also representing the interests of libraries

• (1) Content aspect
  – The OAPEN Library as freely available, standardized and quality-proven selection of scientific publications
  – virtual shelf for libraries > showcase function

• (2) Systemic aspect
  – OAPEN as catalyst in the transition process that libraries currently undergo
  – Knowledge sharing
  – OAPEN as sandbox
Overcome author pays?

- Differentiation between producing role (authors) and consuming role (readers)
  - General arguments pro OA are also true for OAPEN
  - But focusing on researchers as authors
  - Readers are taken care of by the libraries

- An unique OAPEN asset
  - trade-off for the wide-spread author-pays-model through a publication model based on the funding for an OA publication by research funders and not the author
  - OAPEN Pilots and dedicated publication funds to facilitate a sustainable OA publishing for publishers and authors
Finding the ideal OA solution

- Permit self-archiving (moving wall)
- Complementary OA edition from author
- Simple OA infrastructure from one publisher
- Complex OA infrastructure from one publisher
- Joint OA infrastructure from several publishers
„Not more of the same but...“

- Sijbolt Noorda (VSNU): „OA doesn’t necessarily mean to pump more money into the publishing system but to channel the money already being spent in other, more efficient ways.“

- What’s in the interest of research funders and what can OA (or OAPEN) deliver?
  - cost-effective way to spend public money
  - quality-assured scientific content
  - transparent and competitive system
  - Considering economic AND scientific factors equally
Exploitation of results and sustainability
Exploitation of results and sustainability

- Extension of activities
- OAPEN Foundation
- Future activities
Extension of activities

• 3 years support within NL:
  – UvA, LU, UU
  – KNAW – Royal Academy
  – KB – National Library
  – AUP
  – NWO – National Research Council
OAPEN Foundation

• Objectives:
  – Promoting OA book publishing in HSS
  – Developing OAPEN Library
    • Collection
    • Participating publishers
  – Developing business model
Future activities

• Conducting pilot projects
  – OAPEN-NL, OAPEN-UK
  – DE?, SE?

• Collaborative projects
  – DOAB
  – Lund, SPARC Europe

• Developing publication platform
  – Tools
  – Services

• Aggregating OA books
Developing a business model

• Focus: OA books in HSS
• Target groups
  – Funders
  – Researchers, research institutions, research libraries
  – Academic publishers
• Providing added value
  – OA collection, standardized metadata
  – Support for publishers, services and tools
  – Quality control
  – Metrics for impact measurement
• Possible revenue models
  – Support from research funders providing OA funds
  – Fees from publishers
  – Shared publication platform for research institutes
To new horizons
<table>
<thead>
<tr>
<th>Description</th>
<th>Founded</th>
<th>Operator</th>
<th>Content</th>
<th>Share of OA</th>
<th>IPR- and OA-Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>A freely available collection of peer-reviewed HSS monographs</td>
<td>2009</td>
<td>OAPEN Foundation</td>
<td>HSS books, various languages, OA; 800 books in 3/2011, scientific scope</td>
<td>100%</td>
<td>Several licensing options are available, All rights reserved as most restrictive license</td>
</tr>
<tr>
<td>Over 50 universities pool their collection together, restr. audience</td>
<td>2008</td>
<td>Hathi Trust, office operated by the University of Michigan</td>
<td>8,4 mio. titles, 4,6 mio. books, all disciplines, scientific scope</td>
<td>App. 25% (=2,2 mio. titles)</td>
<td>IPR depends on the ind. content providers, no dedicated OA policy</td>
</tr>
<tr>
<td>E-Book-Platform of the German book trade (Börsenverein)</td>
<td>2007</td>
<td>Service provider on behalf of the Börsenverein</td>
<td>73,000 E-books, partly with DRM, 1,3 Mio. print titles, no specific scientific scope</td>
<td>0%</td>
<td>Mostly DRM-protected content, publishers assign licenses</td>
</tr>
<tr>
<td>Joint platform of Florida-based higher-education fac.</td>
<td>2009</td>
<td>Florida Distance Learning Consortium on behalf of higher education inst.; cooperation with Florida UP</td>
<td>&lt; 1000 titles, mainly textbooks for scholarly use, scientific scope</td>
<td>App. 30%</td>
<td>Dep. on content providers, OA = Open Textbooks as part of OGT+</td>
</tr>
<tr>
<td>Platform aiming at libraries and universities, EBSCO as eContent provider, restr. audience</td>
<td>2001</td>
<td>EBSCO</td>
<td>scientific scope, &gt;5000 e-books</td>
<td>?</td>
<td>Integrates OA content, 3,400 textbooks freely available via reader (no PDF download)</td>
</tr>
</tbody>
</table>