

ELEKTRONIKUS INFORMÁCIÓSZOLGÁLTATÁS  
NEMZETI PROGRAM



AKADÉMIAI KIADÓ

# The impact of EISZ transformative agreements

Ádám Dér

Electronic Information Service National Programme

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Akadémiai Kiadó

Focus on Open Science: Budapest, 17th September, 2019



# Background – EISZ

## Electronic Information Service National Programme

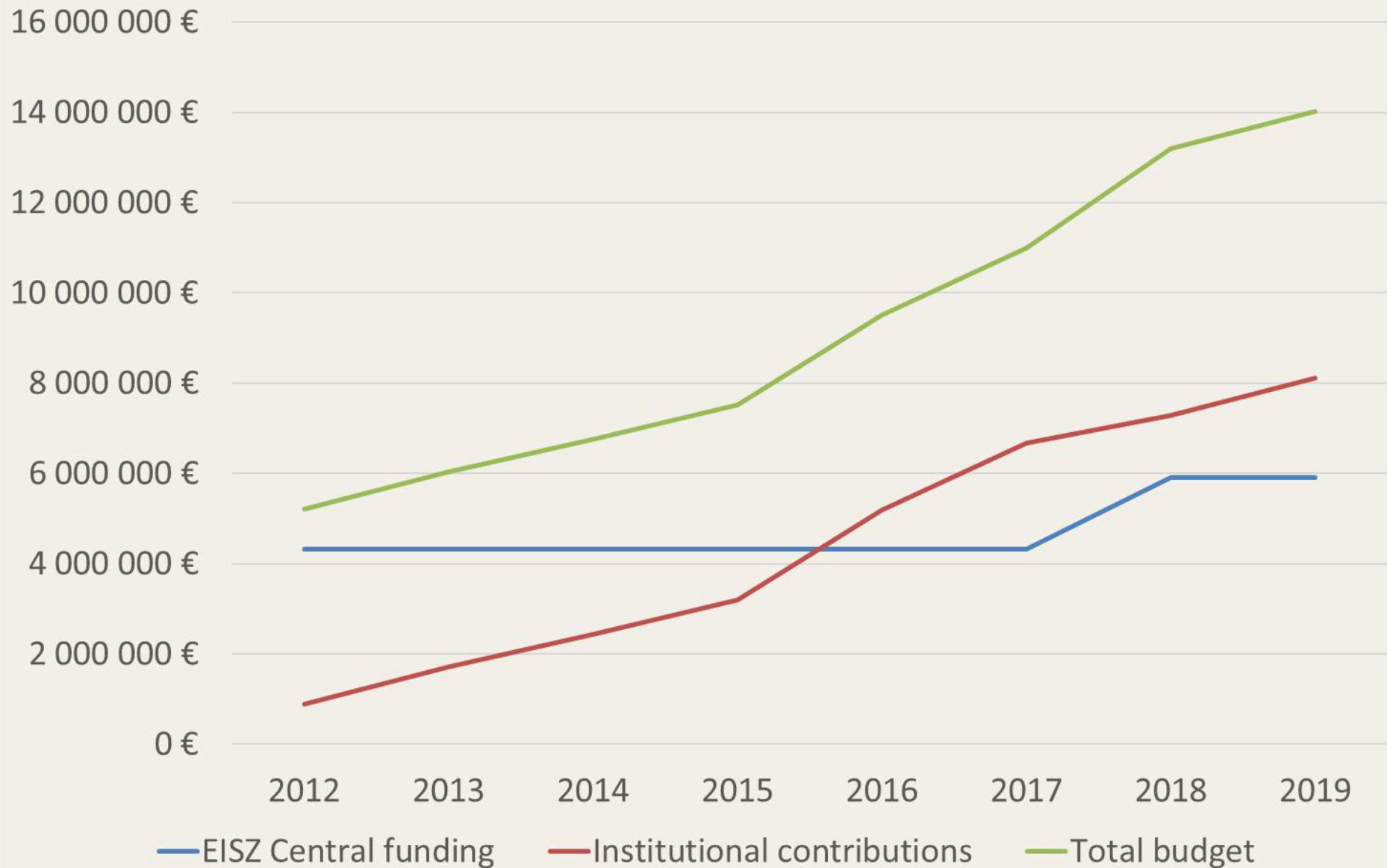
Established in 2001 by the initiative of the Ministry of Education

Its original goal is to provide electronic scientific content to the Hungarian Higher Education and research sector.

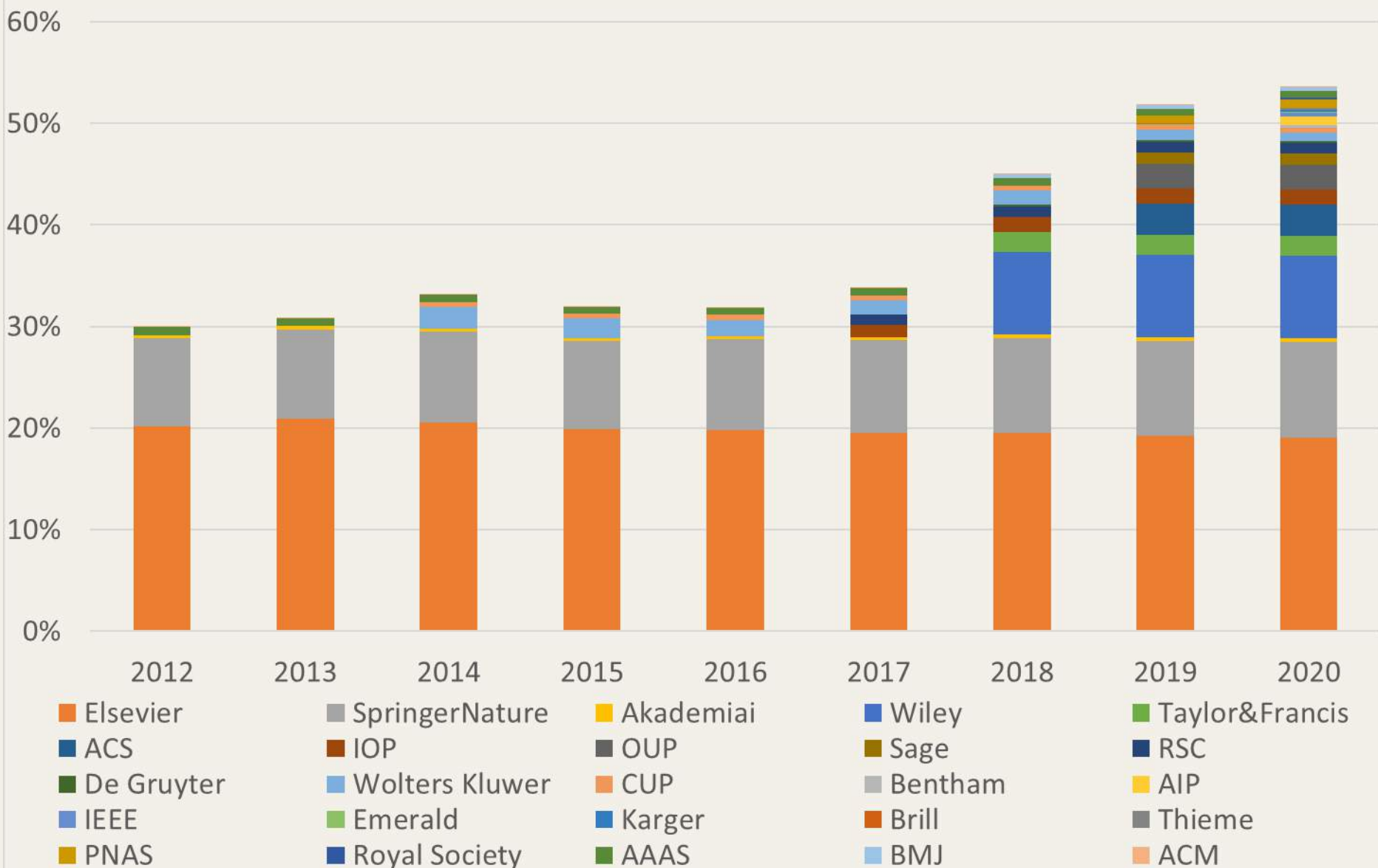
In 2012, the programme moved to the Library and Information Centre of the Hungarian Academy of Sciences.

In September 2019, more than 240 member institutions participate in EISZ from the non-profit sector: HEIs, not-for-profit research organizations, public libraries, museums, archives, hospitals, and governmental institutions.

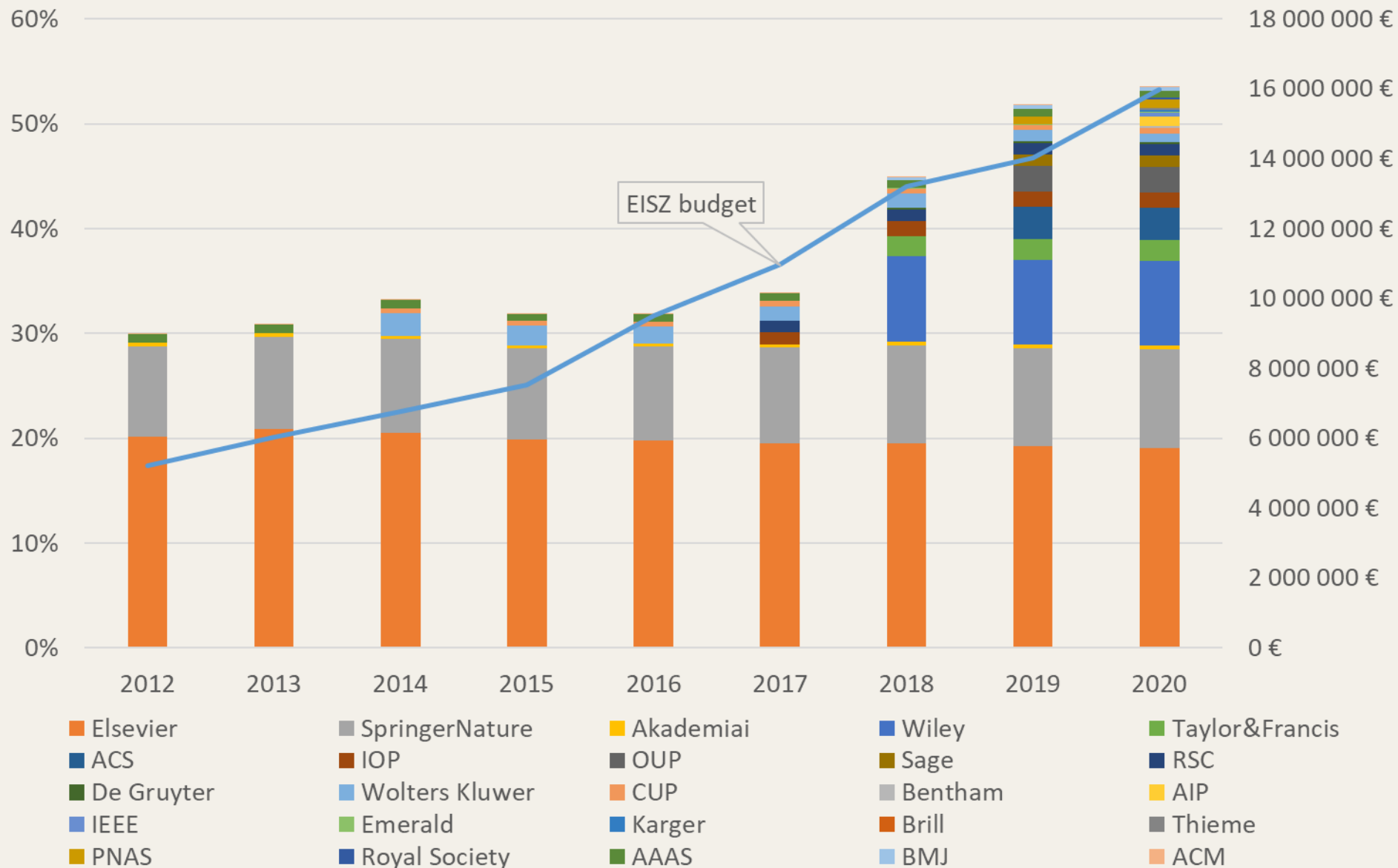
# EISZ budget



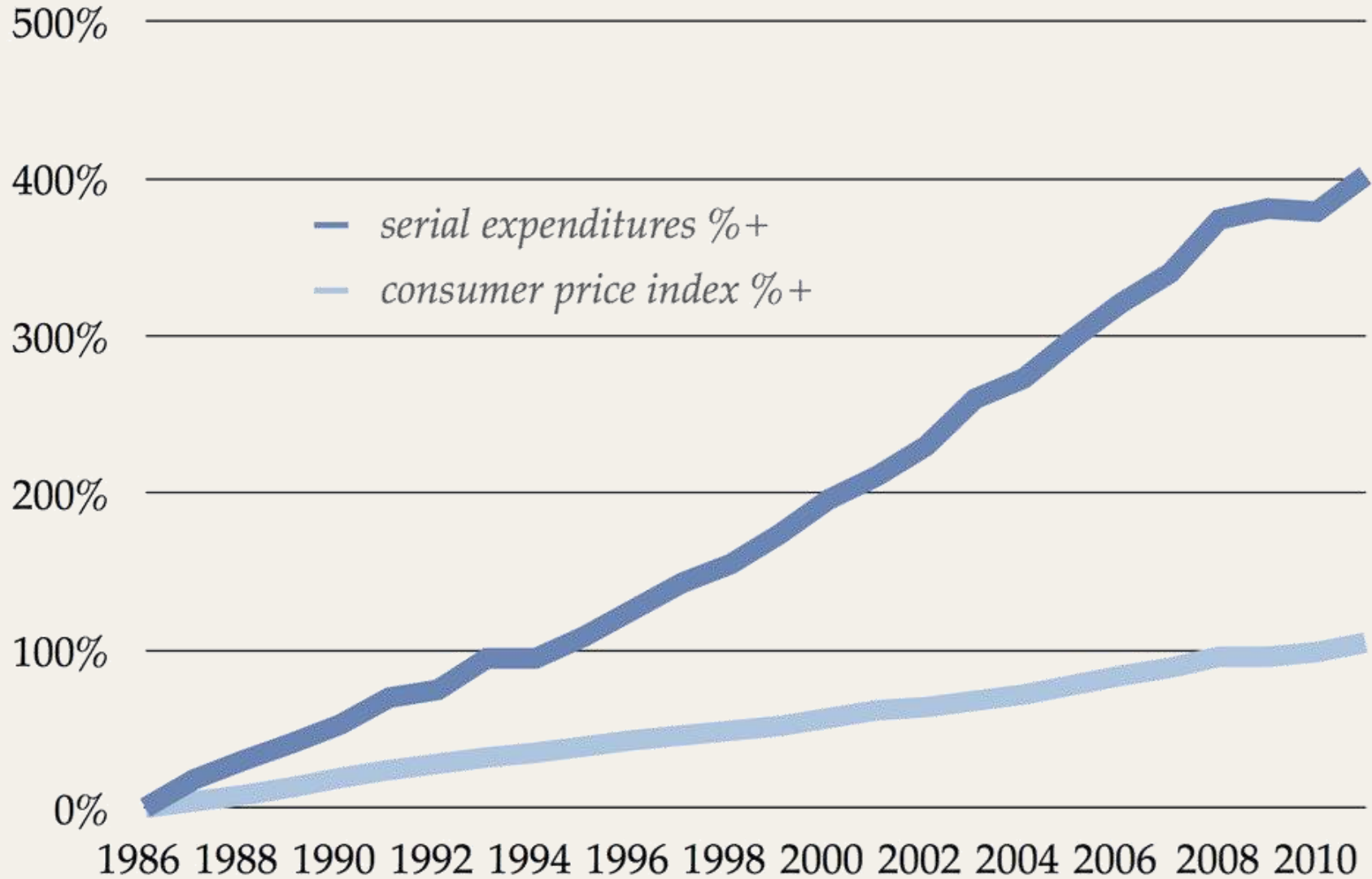
## References of Hungarian papers covered by EISZ portfolio



# References of Hungarian papers covered by EISZ portfolio



## Serials expenditures percentage increase over 1986

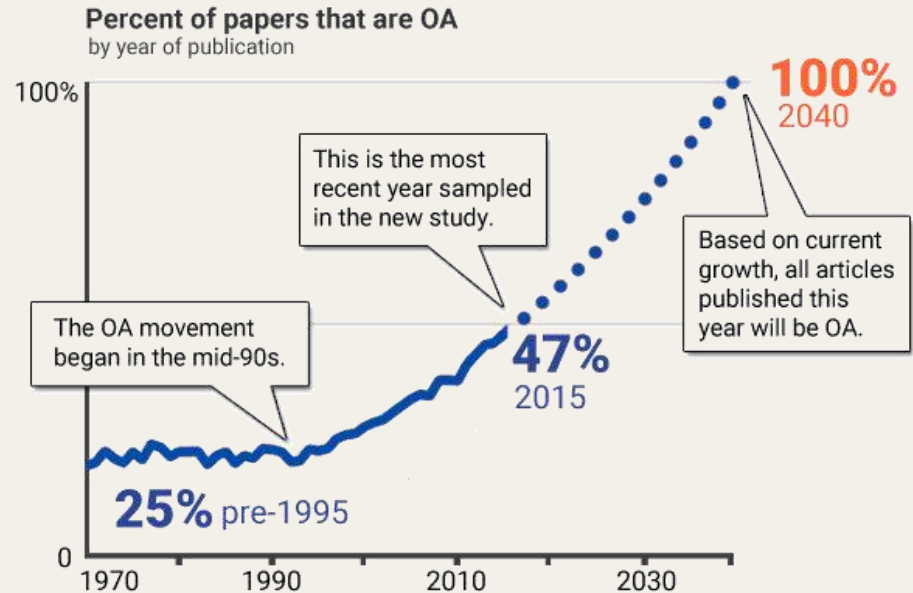


# Background

15 years after the [Budapest Open Access Initiative](#) (2002) 80% of the newly published research is still behind a paywall

Based on a [research](#) by Impactstory, and counting with the recent growth trends, the current estimate for reaching 100% OA is 2040

Source: <http://blog.impactstory.org/oa-by-when/>

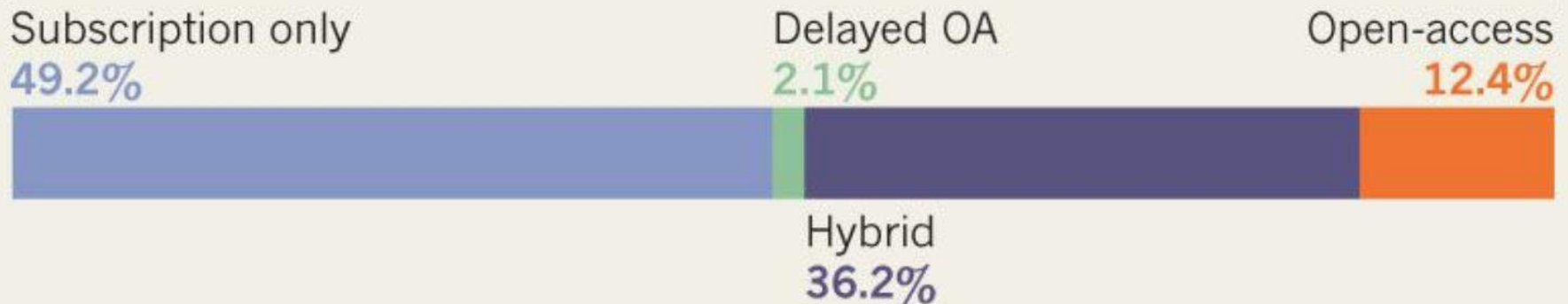




# PUBLISHING MODELS

Worldwide, the proportion of subscription-only journals\* shrank between 2012 and 2016, giving way to more open-access (OA) and hybrid journals.

Proportion of journals published 2012



Proportion of journals published 2016

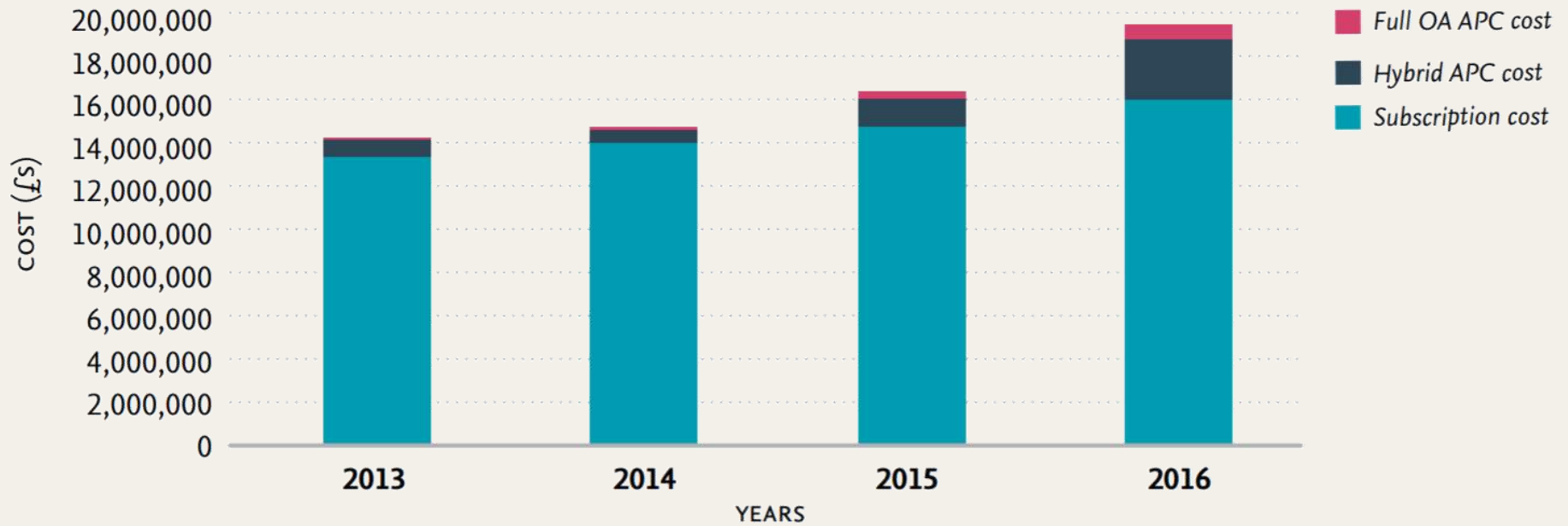


\*From Scopus database. Hybrid journals are subscription titles that allow authors to make individual papers open for a fee.

©nature

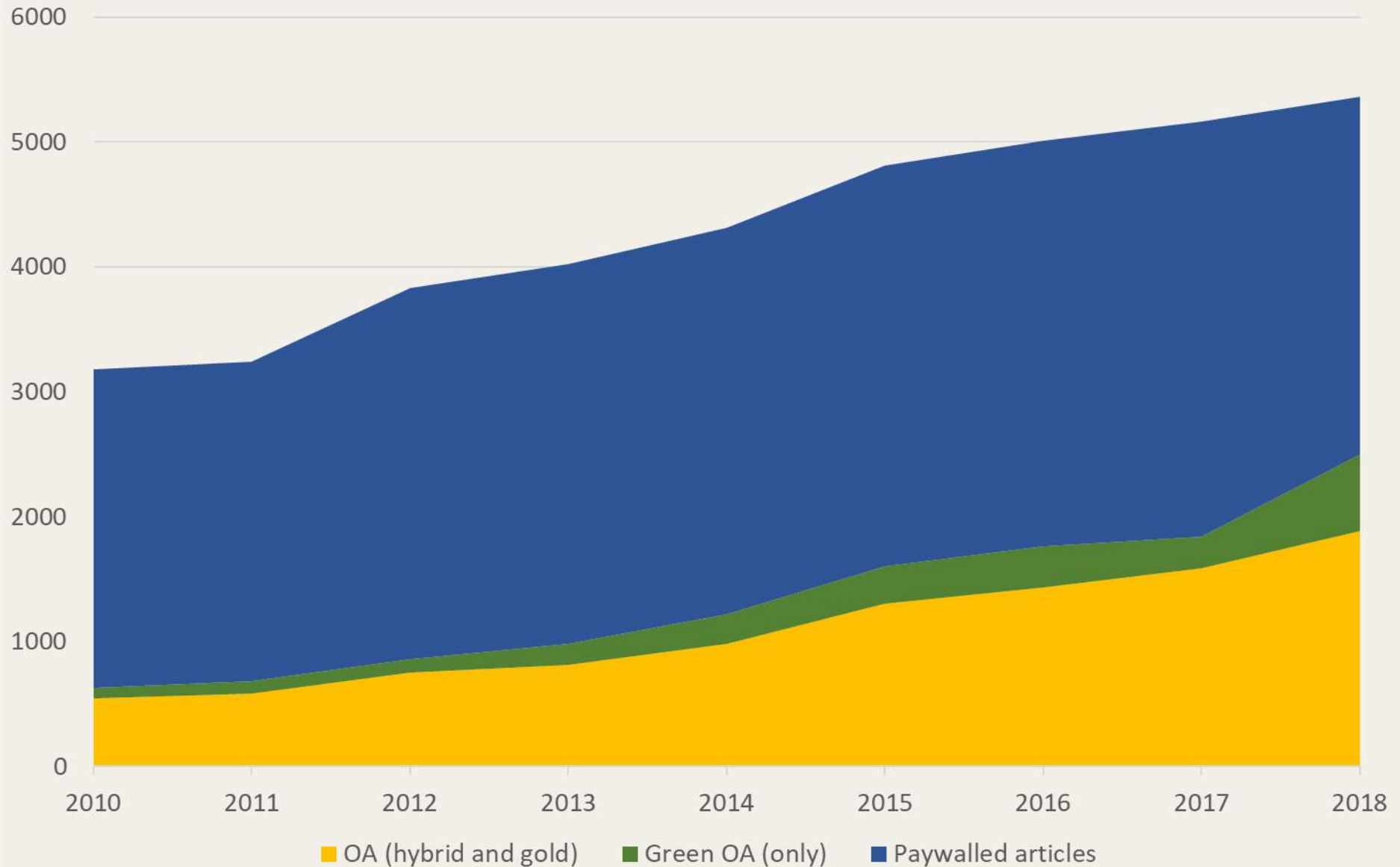


**Figure 4.3 – Total subscription and APC expenditure, 2016\***

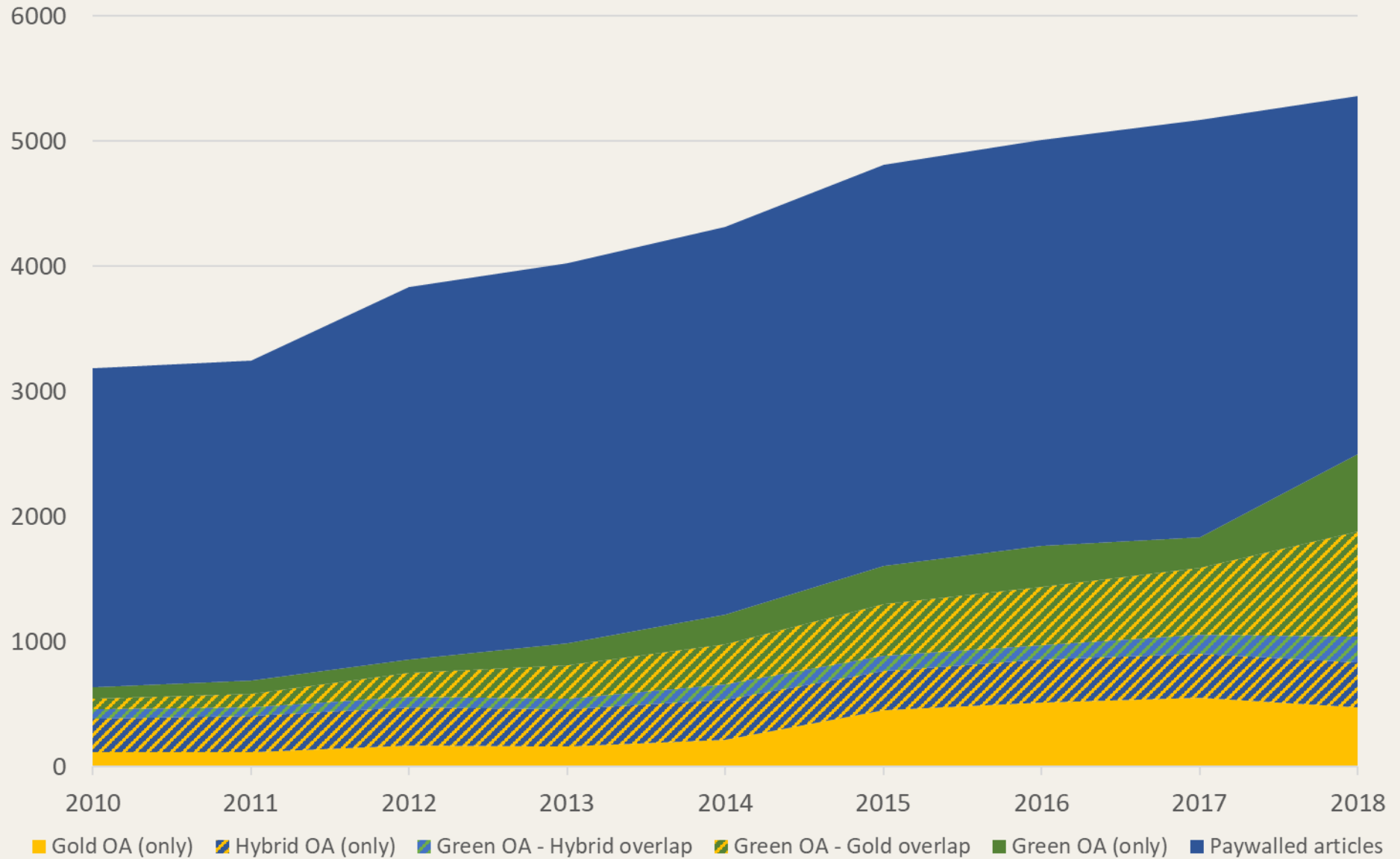


\* in £s, 10 institutions: Cranfield University, King's College London, Queen Mary University of London, Royal Holloway – University of London, Swansea University, University of Birmingham, University of Cambridge, University of Glasgow, University of Liverpool, University of Sussex; and 7 publishers: Elsevier, Wiley, Springer, Taylor & Francis, Sage, Institute of Physics, Royal Society of Chemistry

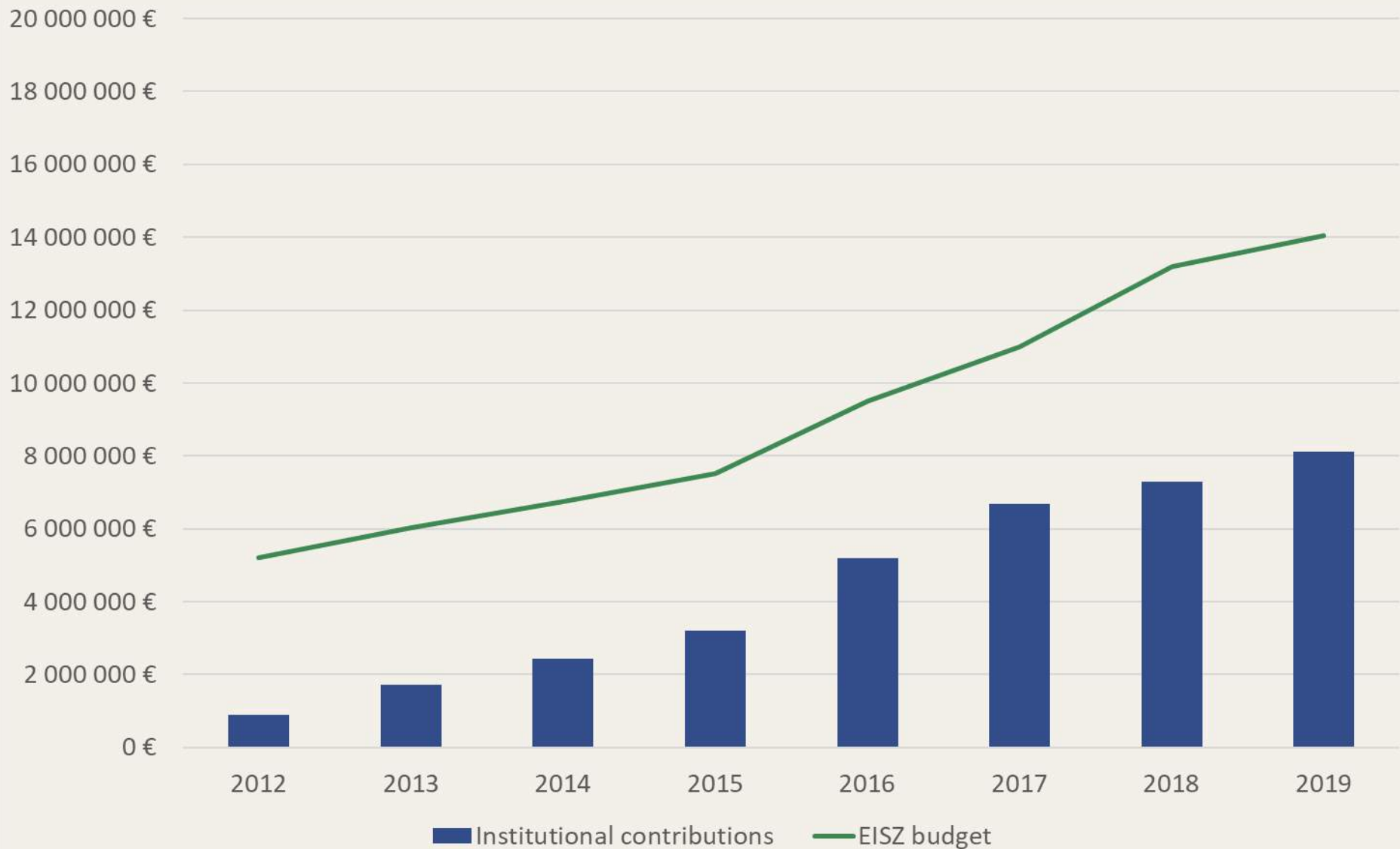
## Hungarian research output 2010-2018



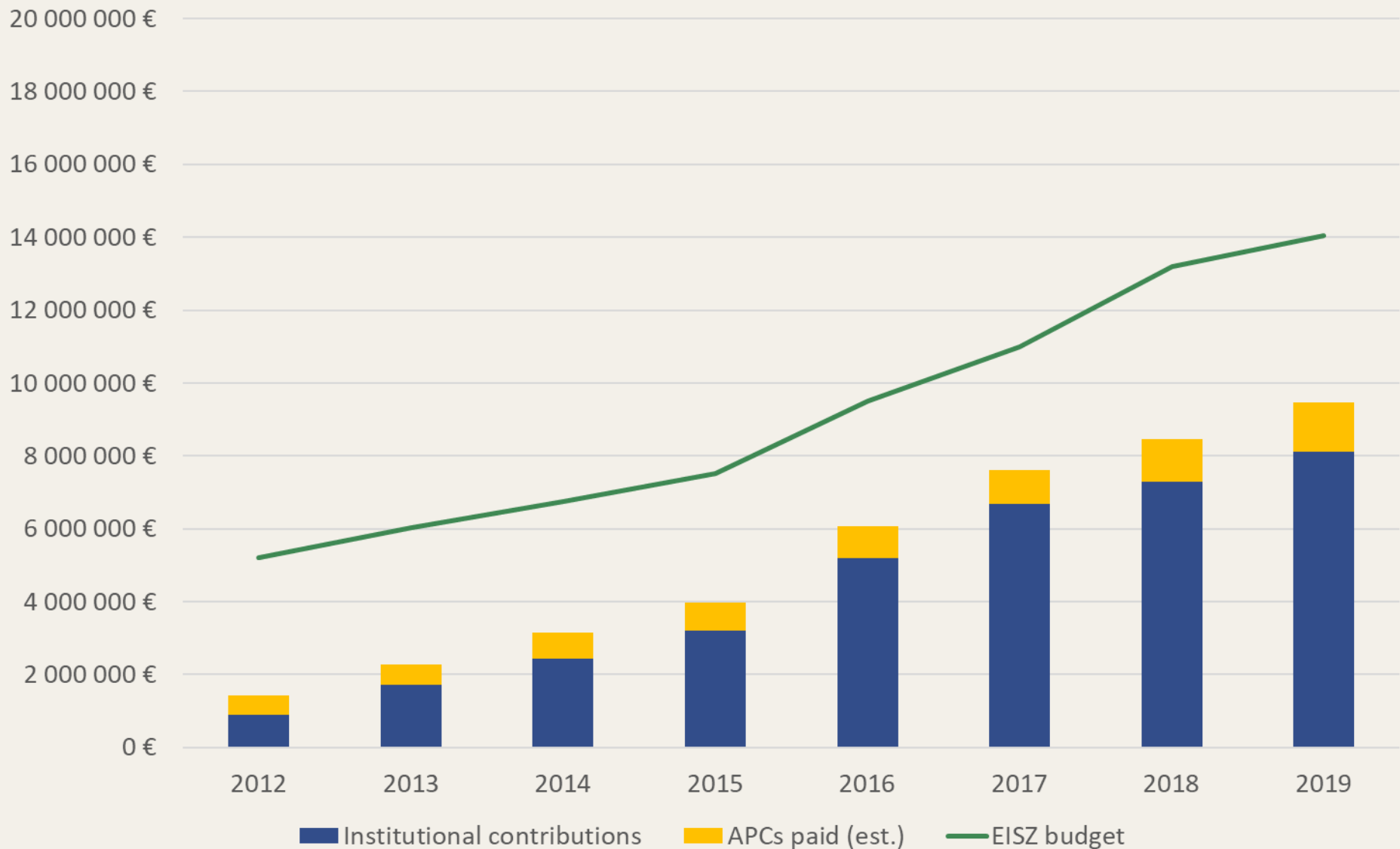
# Hungarian research output 2010-2018



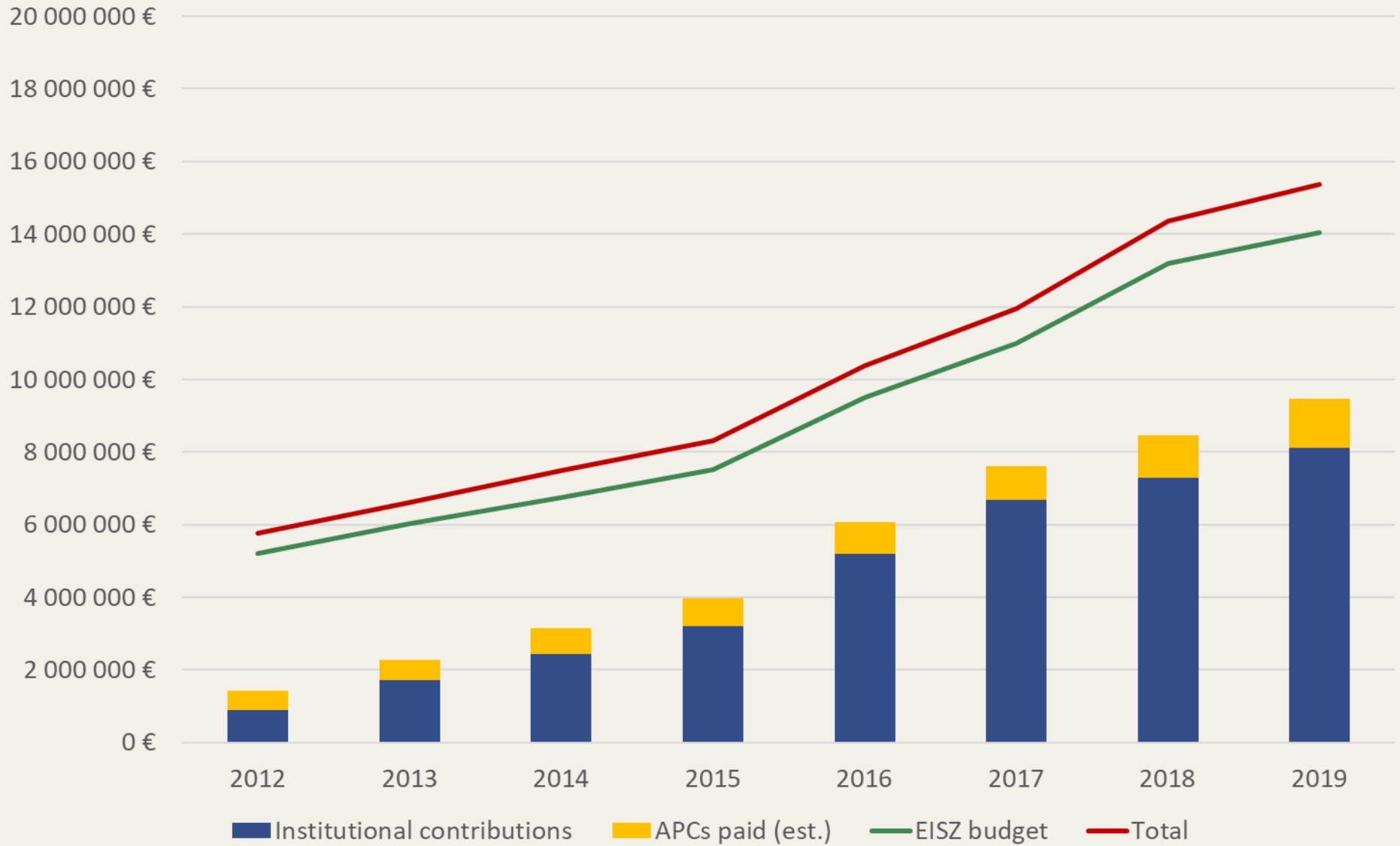
# EISZ budget



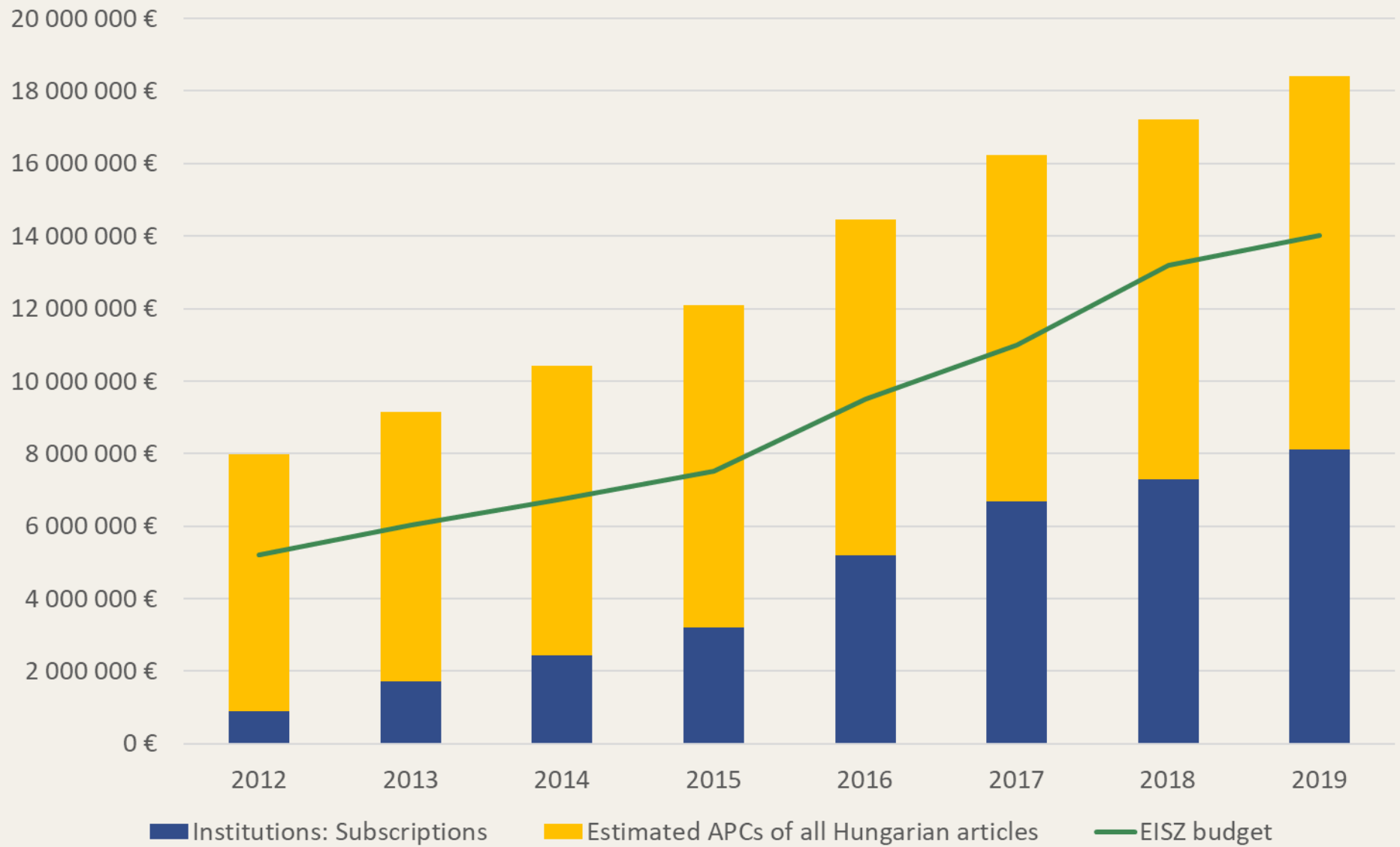
# EISZ budget



# EISZ budget

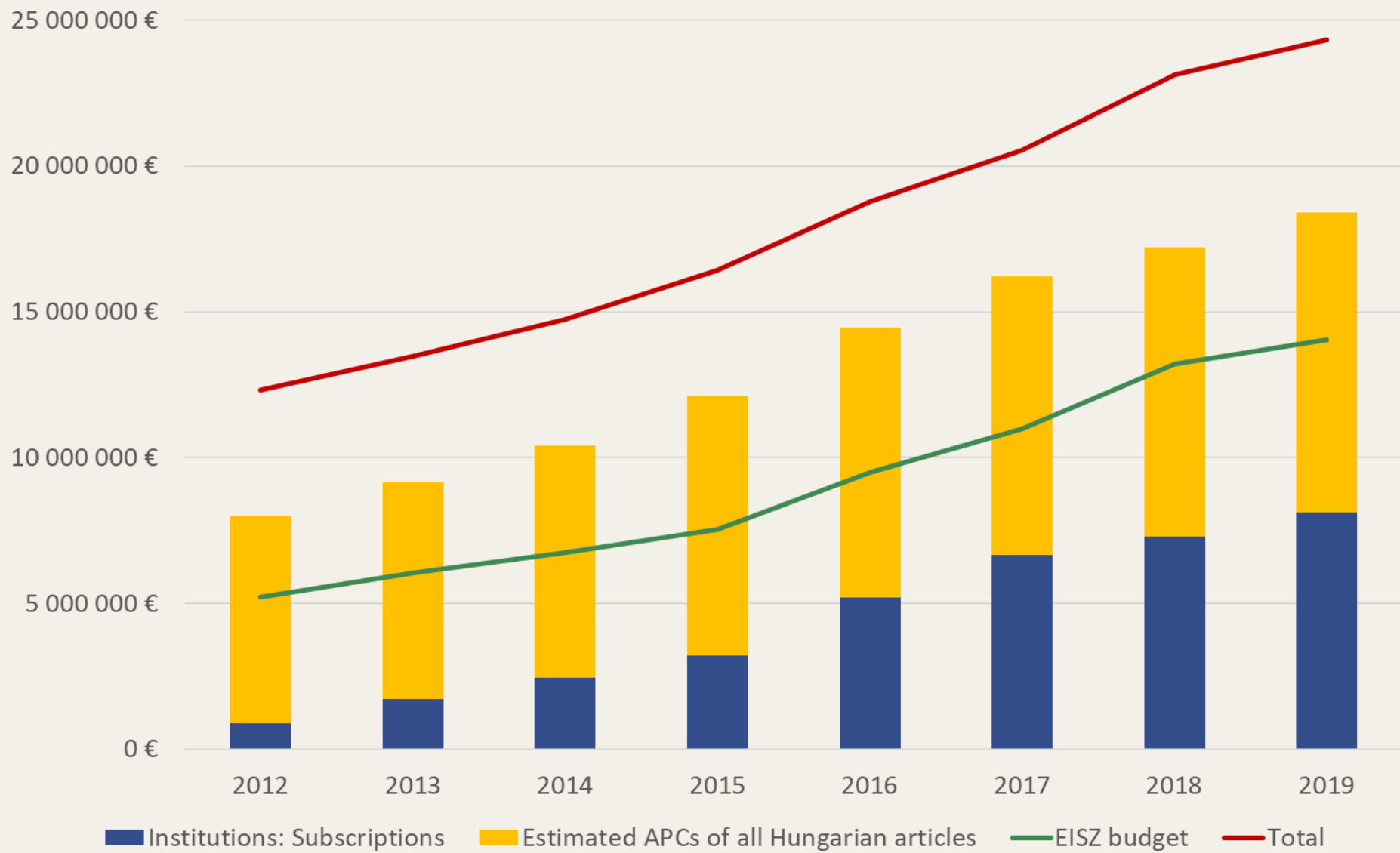


# EISZ budget

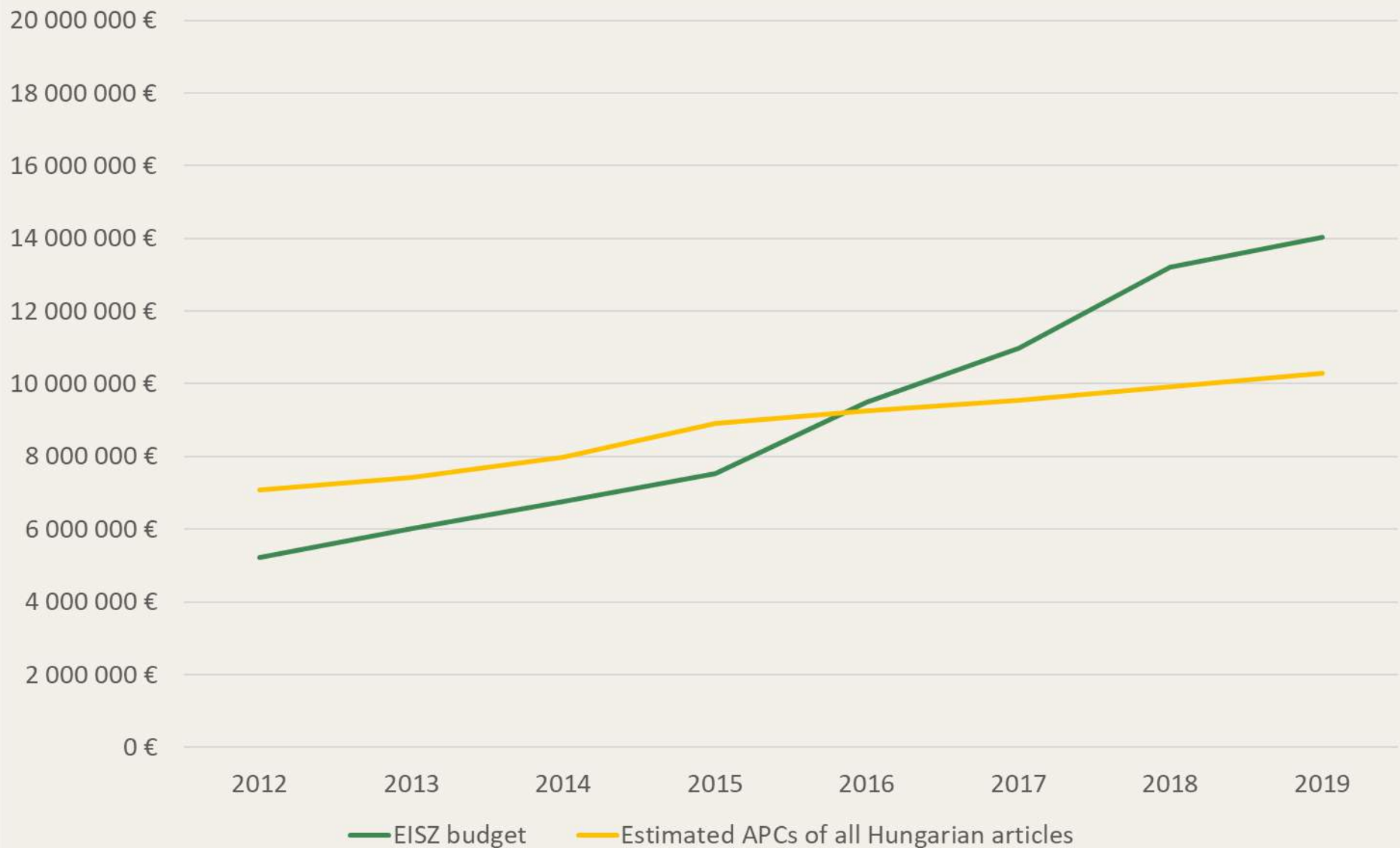




# EISZ budget



# EISZ budget



# TRANSFORMATIVE AGREEMENTS

## FINAL CONFERENCE STATEMENT

# Open Access Tipping Point (OATIP) Public Affirmation

The following public affirmation was co-authored by library and faculty participants of the OATIP workshop.

On August 28-29 2019, library and faculty participants from 17 universities and consortia came together at the [Open Access Tipping Point workshop](#) in Washington DC to learn from one another, express our shared values, and pursue a more open and equitable scholarly communication ecosystem.

While our approaches and strategies may take different forms, we affirm the importance of using journal license negotiations to promote open access to our scholarship and to support sustainable business models, including the elimination of dual payments to publishers.

We will advocate broadly, and work with our stakeholders both locally and in existing consortia, to advance these common goals.

and immediate open access according to this statement.



## Pure GOLD

APCs paid for publishing in a pure open access journal, such as

- all Plos journals
- all BMC journals
- all journals by Copernicus
- SpringerOpen-journals
- Nature Communications
- Scientific Reports
- RSC Advances
- ...



## Hybrid

APCs paid for making individual articles available as open access in otherwise closed access (subscription) journals.

**double dipping!**



## Transformative

APCs being an element of a transformative agreement („offsetting“ or „publish and read“).

A transformative agreement aims at converting former subscription expenses into expenses for covering an institution's costs for open access publishing with a given publisher.

**NO double dipping!**



# 'Transformative' open access publishing deals are only entrenching commercial power

Funders and researchers are squandering a huge opportunity to create a more just and effective system, says Jon Tennant

August 15, 2019

By [Jon Tennant](#)

Twitter: [@Protohedgehog](#)

Plan S has already been credited with sparking something of a revolution in journal publishing. Major publishers are beginning – *slowly and reluctantly* in some cases – to replace their traditional “big deals” with what are being called “*transformative deals*”. Often negotiated with national consortia of libraries and research institutes, these combine access to subscription journals with an ability to publish open access without any additional charge.



Source: James Fryer

However, I believe that we should think a lot harder before celebrating a *tipping point*.

balancing of power  
a report released

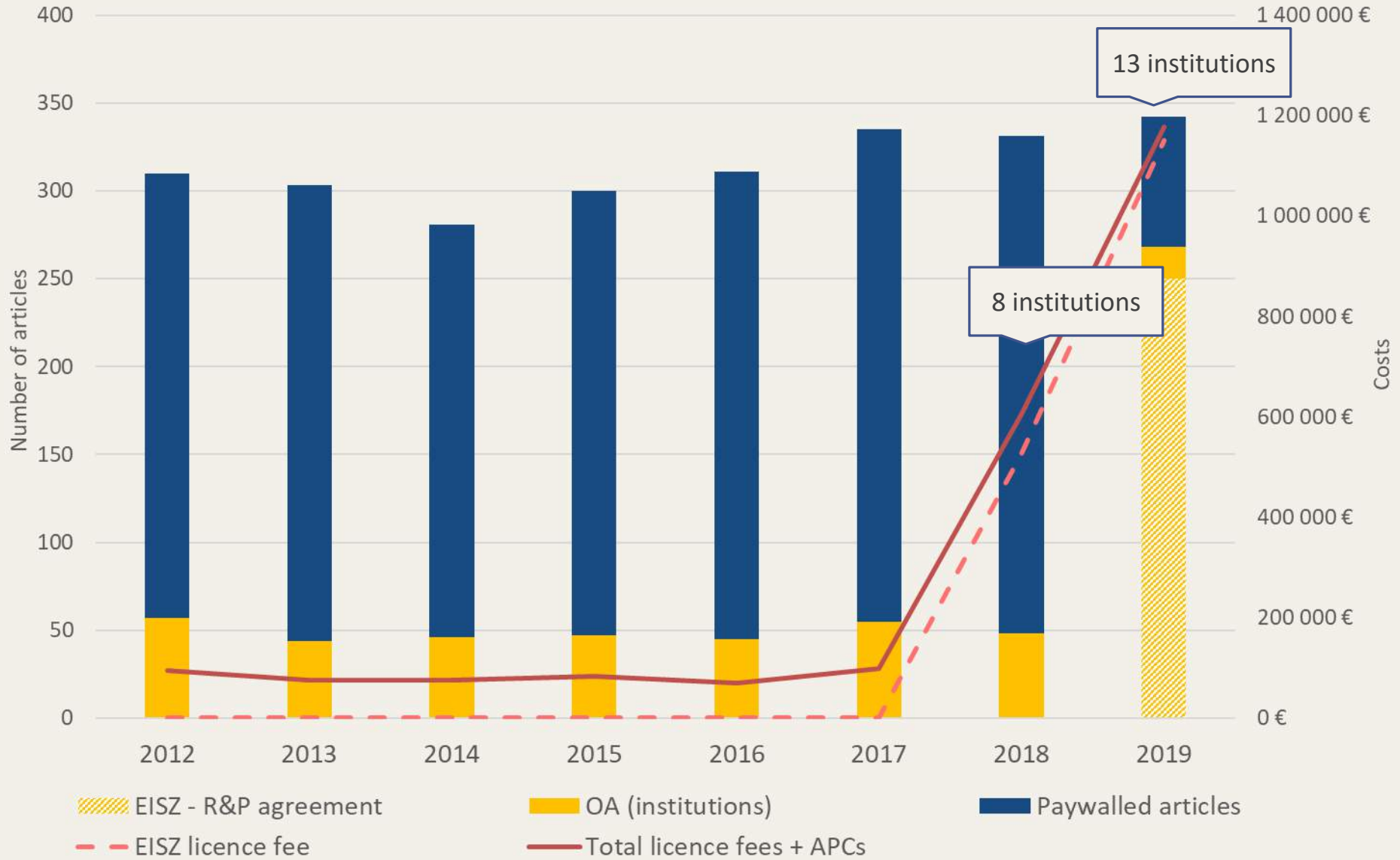
## NEWS & VIEWS

JUNE 4, 2018 |

Swedish consortium  
follows other exam

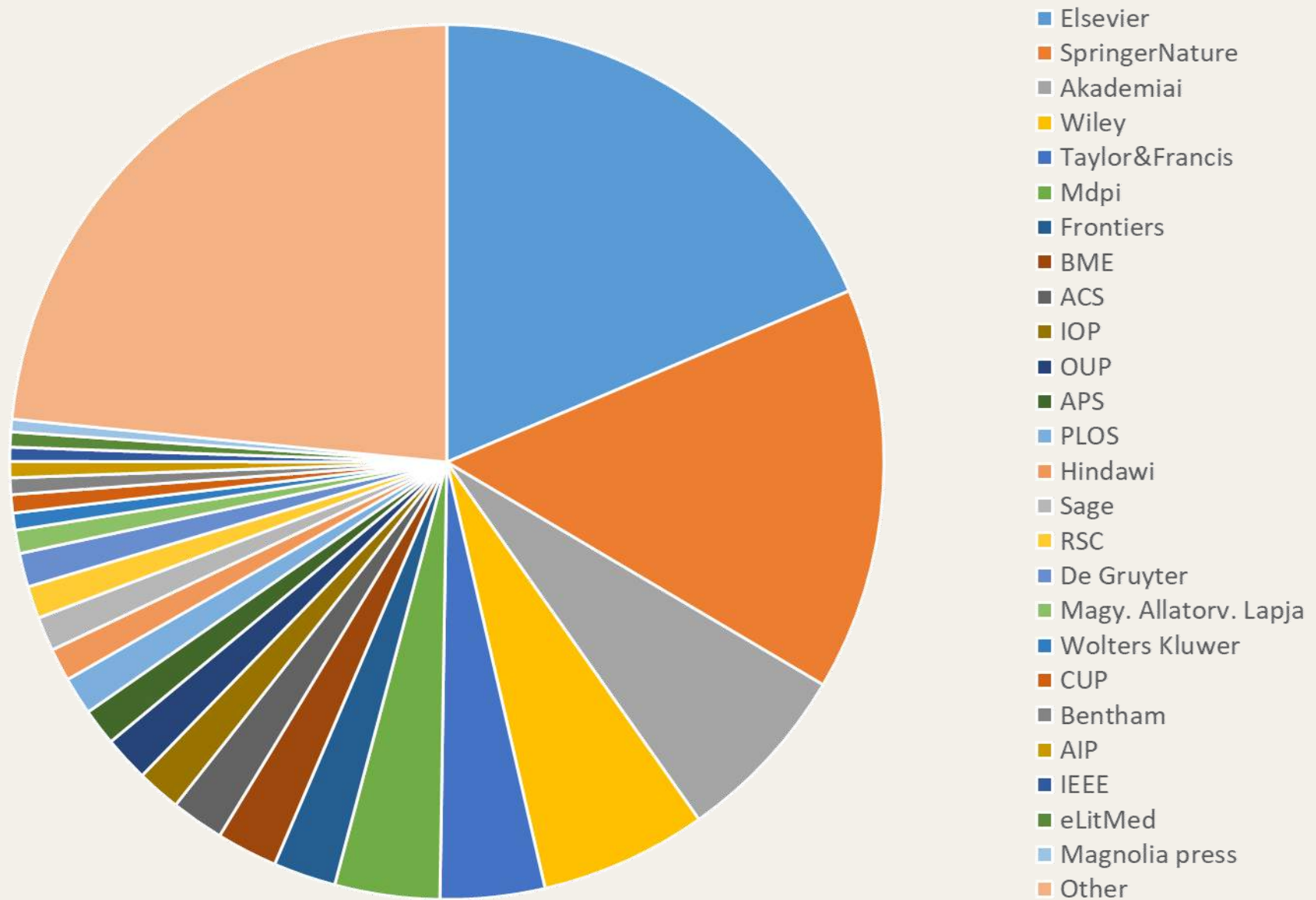
make the news. It

# Wiley



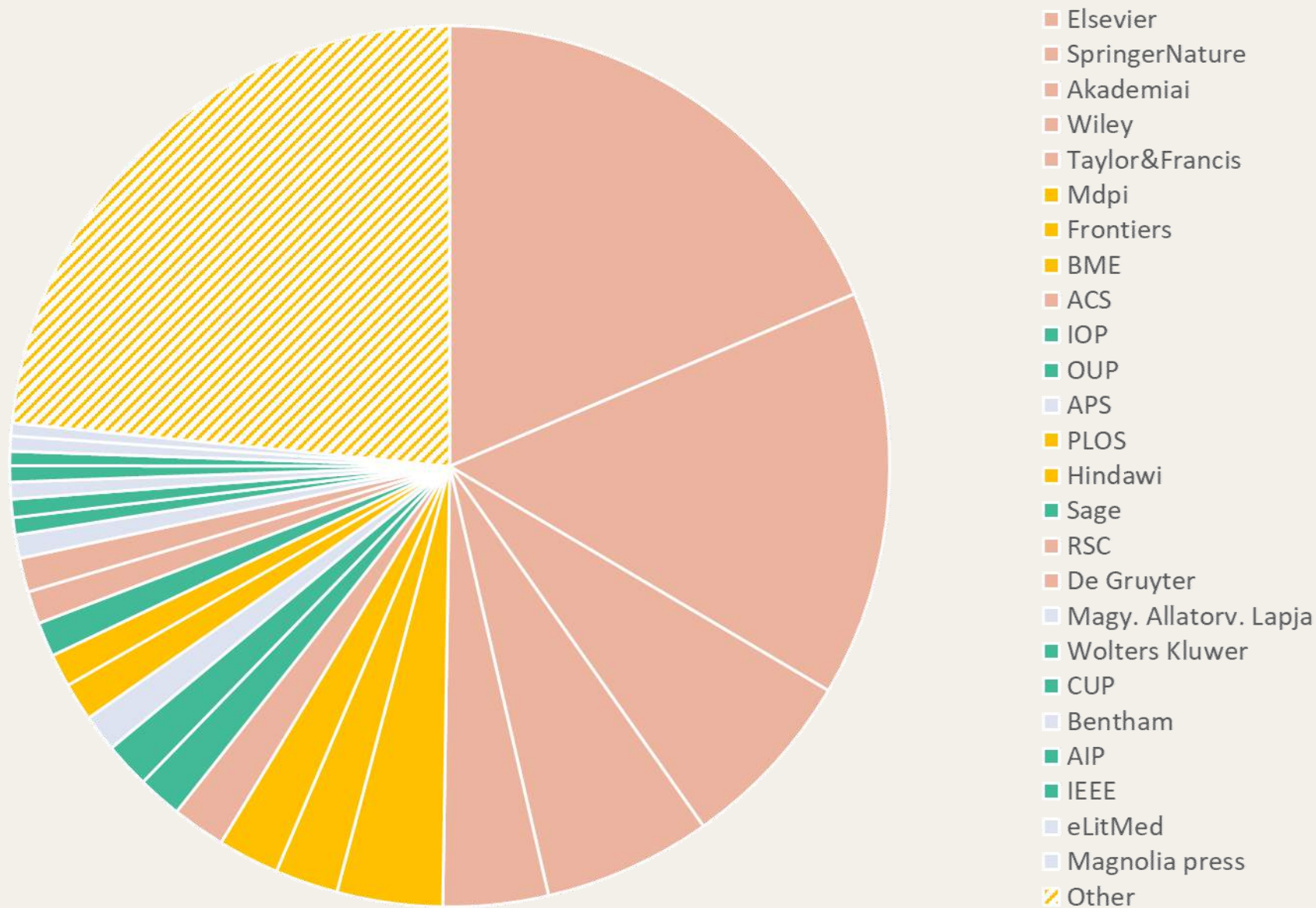


# Hungarian research output by publisher - 2018



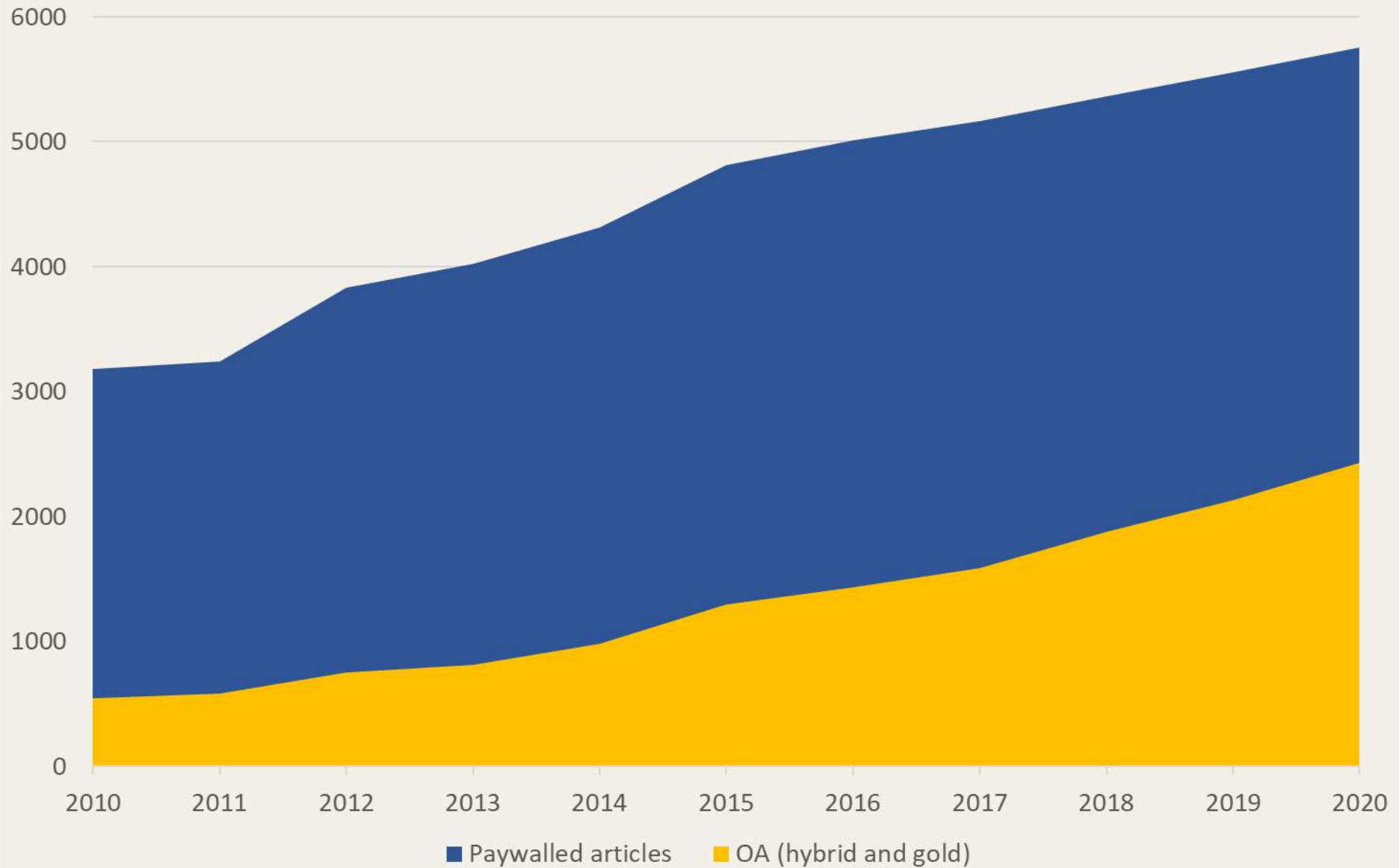


# Hungarian research output by publisher - 2018

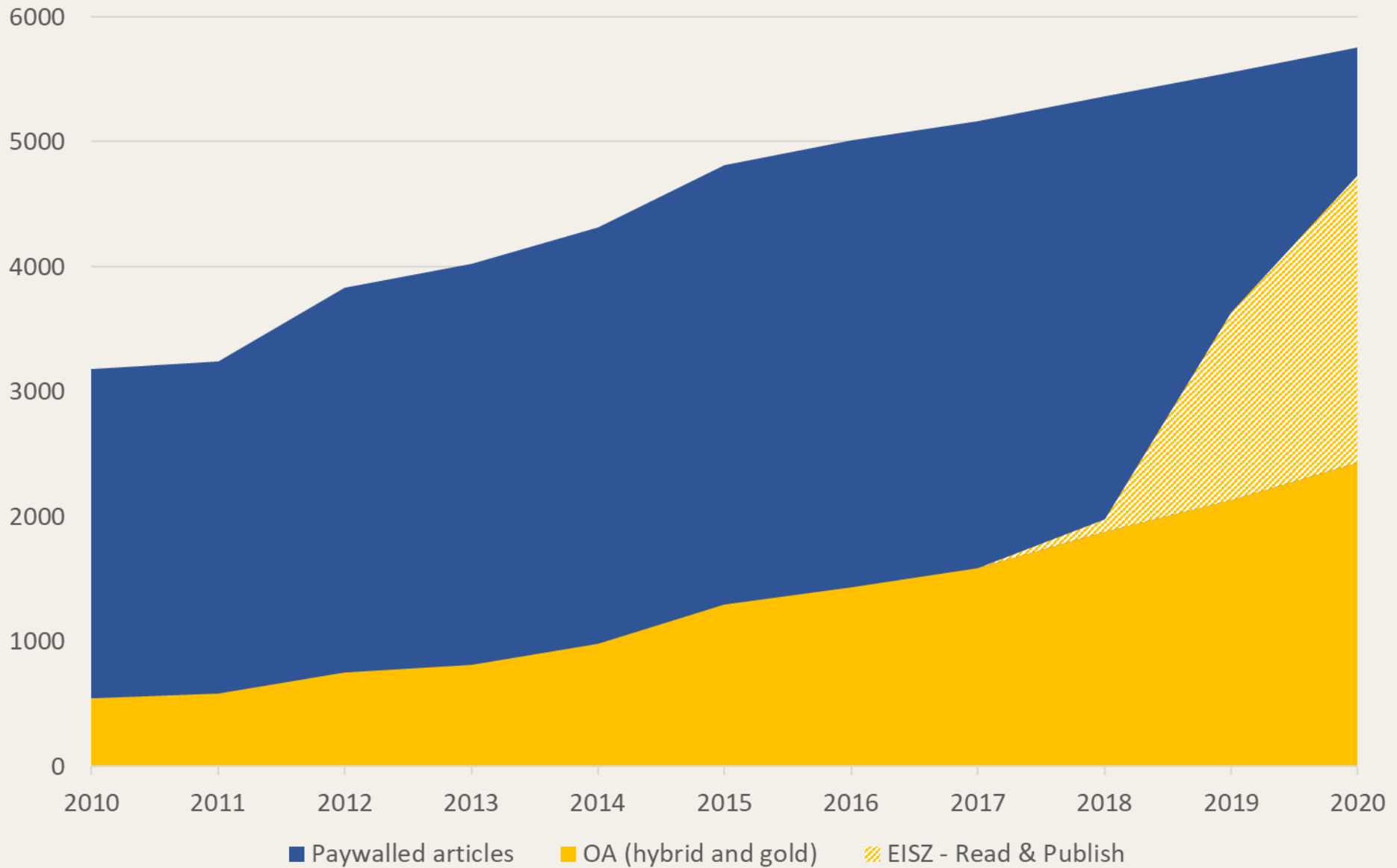


Gold OA publisher
  Transformative agreement
  Negotiations under way/under preparation

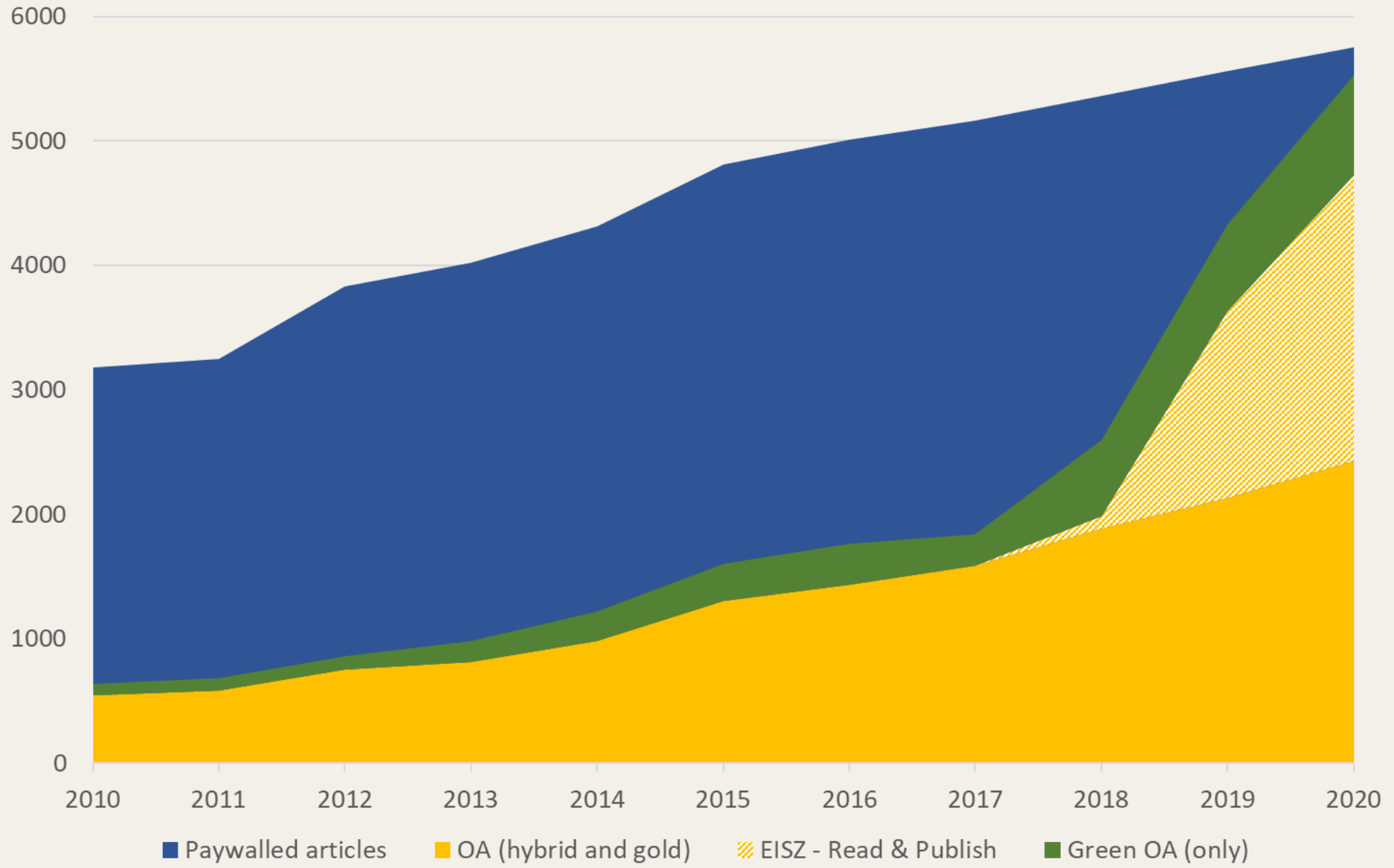
## Hungarian research output 2010-2020



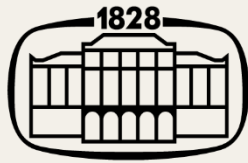
# Hungarian research output 2010-2020



# Hungarian research output 2010-2020



# the publisher's point of view



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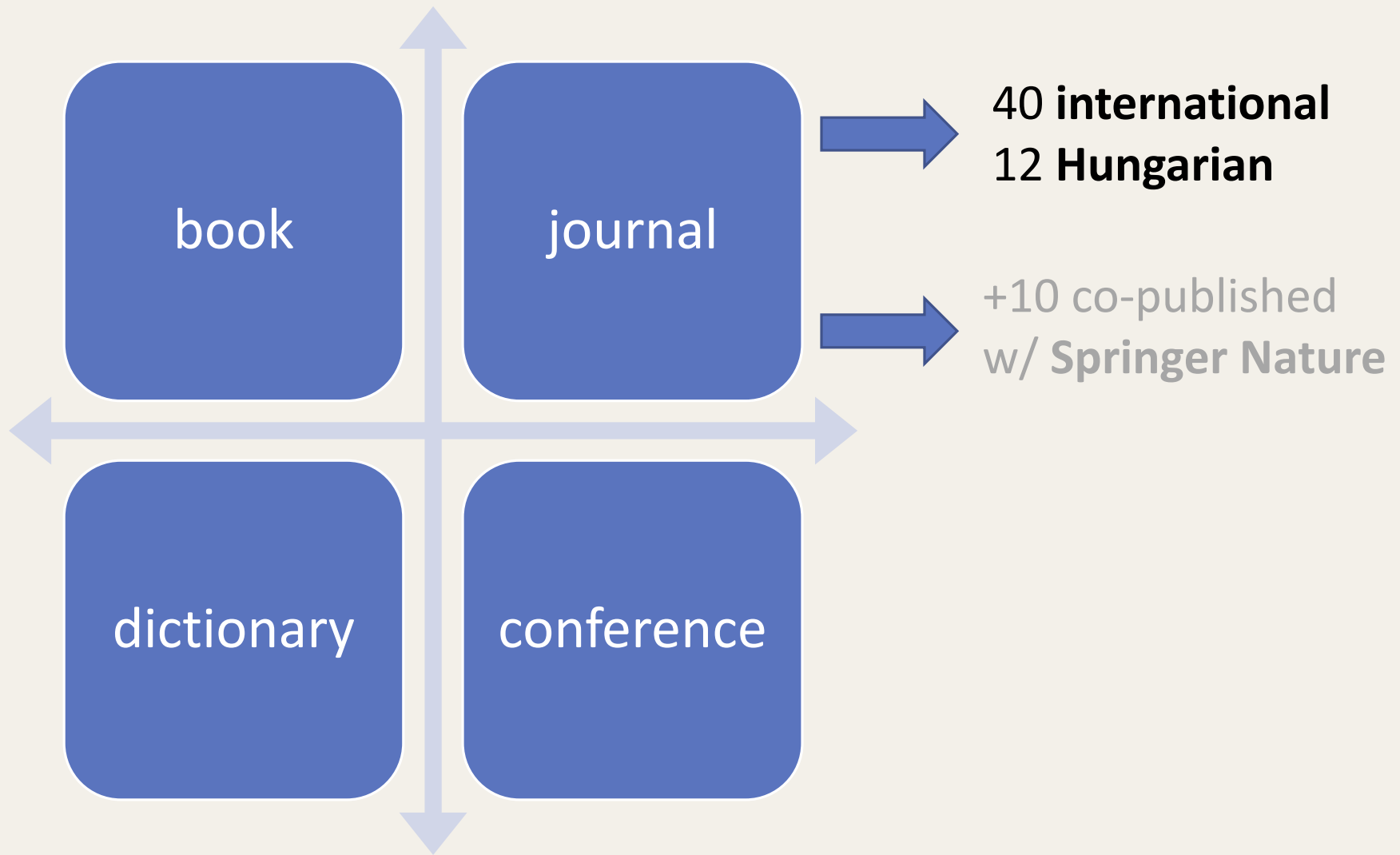
launched & owned by the Hungarian Academy



Wolters Kluwer

co-owner since 1997

# portfolio



# journals OA history and status

## 2007

- Hybrid offer and Green declaration

## 2008

- First Gold OA journal: *Acta Chromatographica* (@University of Silesia, PL)
- SHERPA Green

## 2014

- First journals flip to Gold OA (*Evolution Mind and Behavior* and *Central European Geology*)

## 2019

- 15 Gold OA journals (38% of total)
- EISZ transformative deal signed for 2019-2020



# experimental publishing

## **Personal**

Research background + chemists all around

## **Grow or Perish**

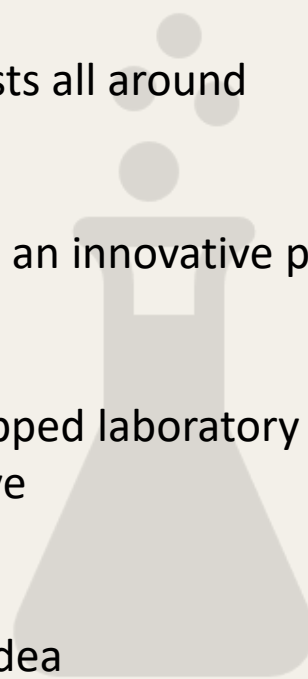
Encouraged by Wolters Kluwer an innovative public company

## **Place**

Akadémiai Kiadó – a well equipped laboratory close to the birthplace of the Budapest Open Access Initiative

## **Bravery**

There is no such thing as bad idea



# memories and e-mail archives

**2009**

**From:** Akadémiai Kiadó

**To:** National funding agency (not EISZ)

**Re:** Proposal on bulk OA deal for Hungarian researchers without cap on No. papers in hybrid and Gold OA AK Journals



„No way. It would be anti-competitive and unfair subvention for this publisher.”  
(agency representative)

# memories and e-mail archives

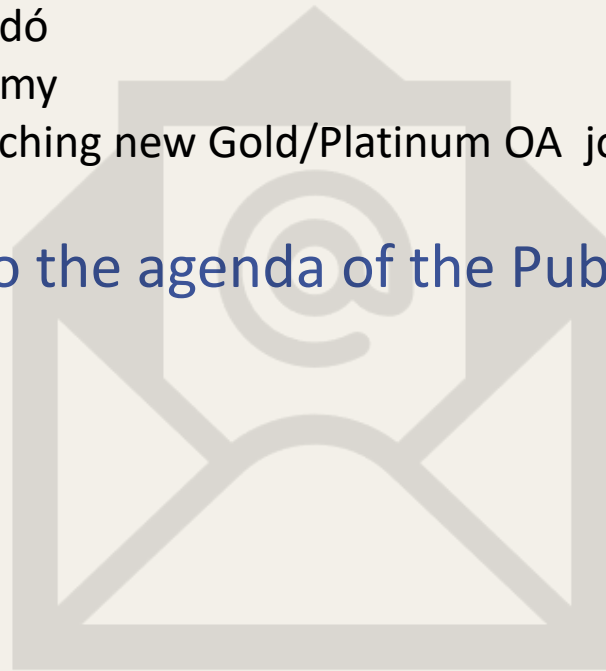
**2015**

**From:** Akadémiai Kiadó

**To:** Hungarian Academy

**Re:** Proposal on launching new Gold/Platinum OA journals

„OK. We add to the agenda of the Publication Committee.”  
(committee representative)



# memories and e-mail archives

**2017**

**From:** Akadémiai Kiadó

**To:** Research Institute of a Hungarian Learned Society (Social Science)

**Re:** Proposal on digitalization of all Books/off-print Books of the Society. Adding the content to the Publishers smart-library portal (some of them OA).

„Nonsense. Me and my colleagues work 5-8 years on a monograph. Just putting it on the web is limelight robbery.”  
(society representative)

# memories and e-mail archives

**2018**

**From:** Akadémiai Kiadó

**To:** Hungarian Universities

**Re:** Proposal on deep discounted bulk APC deal (cap on No. papers annually).



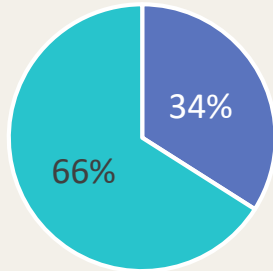
Four promising deals signed.  
Lack of interest outside the library.  
Execution stuck in labyrinth of administration...

# deal signed with EISZ



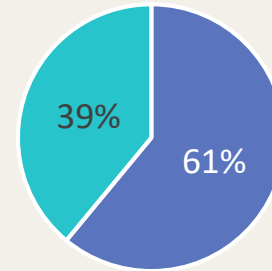
# community so far

total institutes



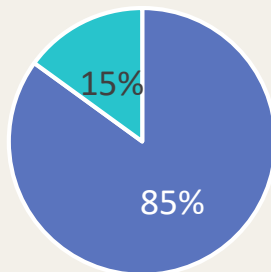
■ joined ■ not yet

universities



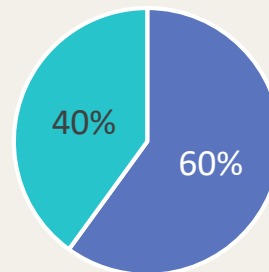
■ joined ■ not yet

big/medium universities



■ joined ■ not yet

institutes /w scholar output



■ joined ■ not yet



# the immediate impact of the transformative agreement?

Publisher

Pride and Joy – and a lot To Do...

Online usage figures

6x

Participating institutes

Social Science & Humanities underrepresented

Feedback from the research community

Nope...

# the long-term impact of the transformative agreement?

Publisher

Deal with more national consortia

Citation figures

Significant increase

On a wider scope

OA is a step ahead towards Open Research

Feedback from the community

Must have

# forecast

„I don't expect major breakthrough in 2019.  
It may come in 2020 and on.”

Katalin Urbán, Director, EISZ



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