



# THE NEXT BIG DEAL

Brianne Selman @ CRKN 2020



# TRANSFORMATIVE GOALS



**Transformative agreements are those contracts negotiated between institutions (libraries, national and regional consortia) and publishers that transform the business model underlying scholarly journal publishing, moving from one based on toll access (subscription) to one in which publishers are remunerated a fair price for their open access publishing services.**



# TRANSFORMATIVE GOALS

- Costs are “Contained”/ Unified
- Country X’s output is fully OA
- Money from nonOA is shifted to OA, and perpetual access is secured
- Eventual full transition to OA/ Publishers make more titles OA



No one seems to like transformative agreements for OA. Is this because it's not really possible to get a good deal (because publishers hold all the cards) or are the priorities of negotiators not aligned with the various expectations of different OA advocates?

- Sam Moore (@samoore\_) on Twitter



# NEGOTIATION CRITICISMS

- Need to Negotiate Better/  
Harder
- Be Willing to Walk Away
- Need Better Data
- Resource Intensive to  
Negotiate
- Can we “win”?



# A NEW BIG DEAL CRITICISMS

- Big Deal for APCs Instead of Subscriptions (Meg Wacha)
- Can't Unbundle
- Is It “Containing” Costs?
- Can Have Hidden Admin Burden (eg, JISC/Wiley–Kevin Sanders)



Was the problem with Big Deals that we stopped being able to afford them, or that some never could?







# OA GOALS CRITICISMS

- Cements Hybrid Journals/ APC model
- Few Journals flipping – more hybrid journals proliferating



# STRENGTHENS OLIGOPOLIES CRITICISMS

- Does not shift power from monopolies (Dave Ghamandi)
- Increases market share / prestige of particular publishers
- Small Societies/ niche publishers are limited in negotiating



# SCHOLARSHIP CRITICISMS

- Focuses on business models instead of scholarship



# EQUITY AND DIVERSITY CRITICISMS

- Keeps “prestige” in play—prioritizes and rewards “legacy” publishers
- Small Societies/ niche publishers are disadvantaged
- Becomes “pay to publish” rather than “pay to read”
- Keeps the global system unequal

**IS THIS  
HAPPENING AT  
THE EXPENSE OF**

**ALTERNATIVES**





- Copyright Laws
- Scholar-Led
- Born OA
- Nationalized/ Collective Publishing Systems
  - AmeliCA Redalyc
  - Sweden (soon), NL, DK, Finland
  - \*ERUDIT\*



**THANKS!**

**339,968,592\$**

Total APC spend thus far on OpenAPC

**39,050,335\$**

Total APC spend for 2019 on OpenAPC

**0\$**

Total Canadian spend on OpenAPC in 2019



# THE DATAFICATION IN TRANSFORMATIVE AGREEMENTS FOR OPEN ACCESS

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# TRANSFORMATIVE AGREEMENTS

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- Rehearse many of the problems with Big Deals:
- Often opaque (how much, what conditions, etc.?), often expensive!
- Increase lock-in (further embeds dominance of a handful of large commercial publishers)
- Open up academic researchers to ‘datafication’ and thus surveillance by commercial publishers (and other actors)



# Netherlands strikes open access deal with Elsevier

World's biggest academic publisher signs 'global first' open science agreement with Dutch universities and research councils

Landmark Transformative Agreement reached between Springer Nature and University of California

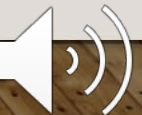
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WILEY

## Wiley in 'transformative' partnership with German academic institutions

Published January 15, 2019 by [Benedicte Page](#)



## **Datafication:**

*“The transformation of human life into data through processes of quantification, and the generation of different kinds of value from data.”*

Couldry and Mejias (2019)

<https://policyreview.info/concepts/datafication>



# TRANSFORMATIVE AGREEMENTS AND DATAFICATION

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- Publishers using transformative agreements to sneak in datafication
- Fits with the trend of making researchers 'available' to publishers as data
- Quantification implies surveillance
- Researcher data used as bargaining chip by national consortia?



# RECOMMENDATIONS

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- Make transparent and explicit what these ‘open science monitoring’ clauses actually entail
- Devise adequate systems of governance by the people about whom data is collected
- Divorce research access from researcher performance
- But ideally: don’t sign transformative agreements!



# Transformative agreements from a collections & acquisitions perspective

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Denise LaFitte Koufogiannakis  
University of Alberta Library  
CRKN Conference, October 27, 2020



# Principles

Growing consensus that CRKN members want to advance open

Updated licensing program principles:

- move toward sustainable open access; sustainable paths are prioritized
- open access content should be made available immediately; cost and geographic location should not be a barrier to access
- transformative agreements are temporary, transitional means to achieve open access
- non-disclosure clauses are unacceptable

What is the best way to achieve these principles?



# “Transformative” must be transitional

“Transformative” agreements today continue to situate power with big publishers:

- Retain big deals
- More power to the oligopoly
- Challenging for library budgets -- may cost library more
- Potentially pitting institutions against one another - read vs publish schools

If not transitional, it won't be sustainable

Currently aspirational

Meets goal of having Canadian research made openly accessible but at what cost?

# Considerations for Canada

Are transformative agreements the best way for CRKN to meet its OA goal?

If yes, how do we move forward in a cohesive way and position this as a transition?

What might a custom solution for Canada look like?

# Thank you!

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# THE ENTRENCHMENT OF INEQUALITY IN TRANSFORMATIVE AGREEMENTS

LINDSEY MACCALLUM

CRKN CONFERENCE 2020

**“REGARDLESS OF SOME REGIONAL SPECIALTIES, SCIENTIFIC PUBLISHING IS A TRULY INTERNATIONAL ENTERPRISE. THEREFORE A FUNDAMENTAL CHANGE IN THE UNDERLYING BUSINESS MODEL CAN ONLY BE ACHIEVED ON A GLOBAL SCALE”**

SCHIMMER, GESCHUH, & VOGLER, 2015, P.11.

# OA2020: WHY IT MATTERS

- *We need to rationalize our precious time*

"Funder, Institutional and discipline-based Repositories have their essential role in disseminating research, but they are **slow to be populated** and come with time-consuming and, often, **confusing compliance and deposit processes** that are frustrating for researchers and libraries alike"

- OA2020 Be Informed [bolded text mine]

# COALITION S STATEMENTS ON PLAN S

## **Part II, Principle 3: Transformative Agreements**

- "cOAlition S encourages that publishers enter into transformative arrangements globally in all countries and share data from such arrangements."

## **Part III, Specific conditions applicable to Open Access journals and Open Access publishing platforms**

- "The journal/platform must provide APC waivers for authors from low-income economies and discounts for authors from lower middle-income economies, as well as waivers and discounts for other authors with demonstrable needs. Waiver policies must be described clearly on the journal website/platform and statistics on waivers requested and granted must be provided."

# TRANSFORMATIVE FOR WHOM?

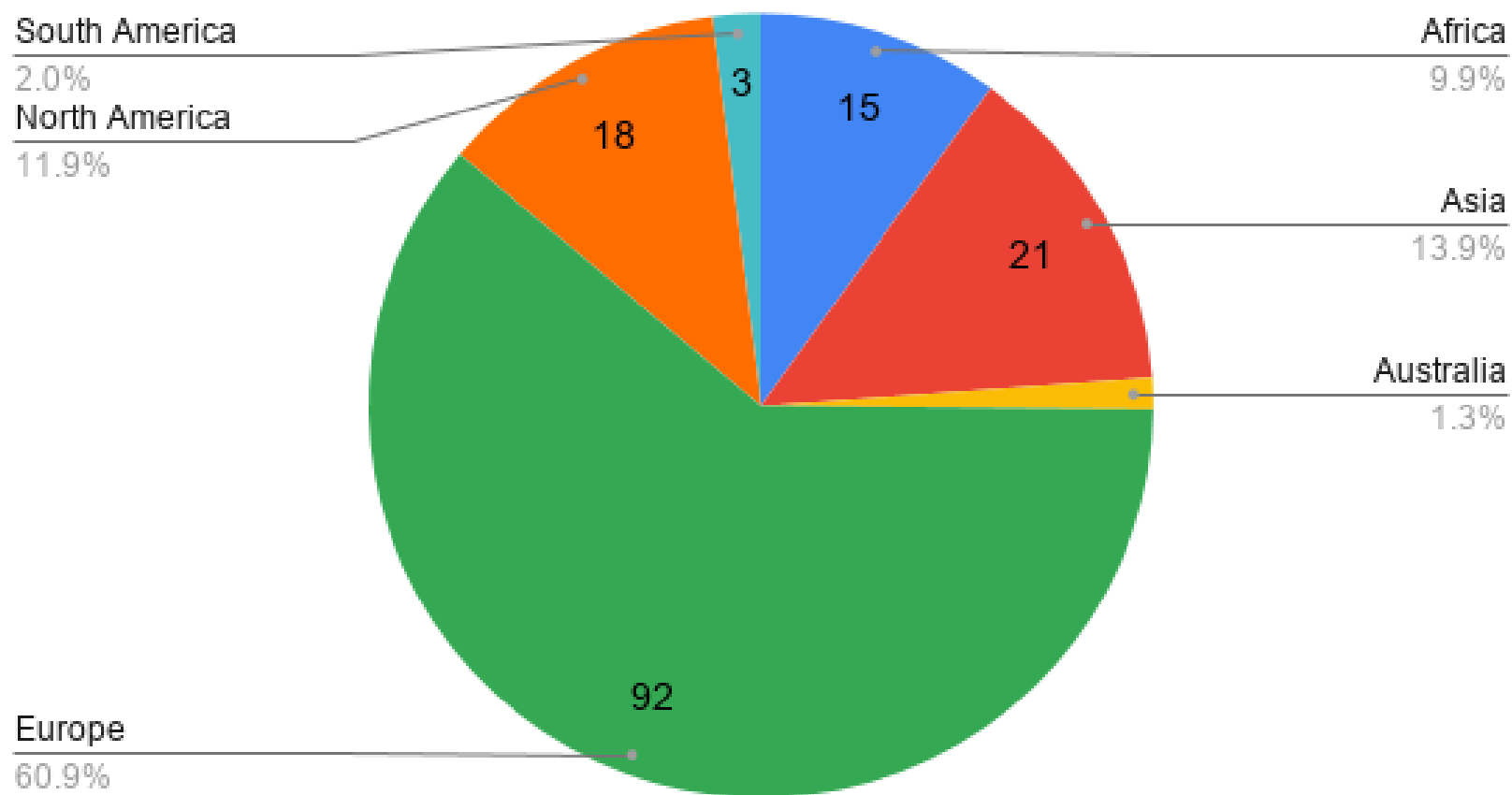
“Openness, when decontextualized from its historical and political roots, could become as exploitative and oppressive as the legacy system it seeks to displace.”

- Leslie Chan in his closing keynote at the Digital Initiative Symposium, San Diego, April 2019



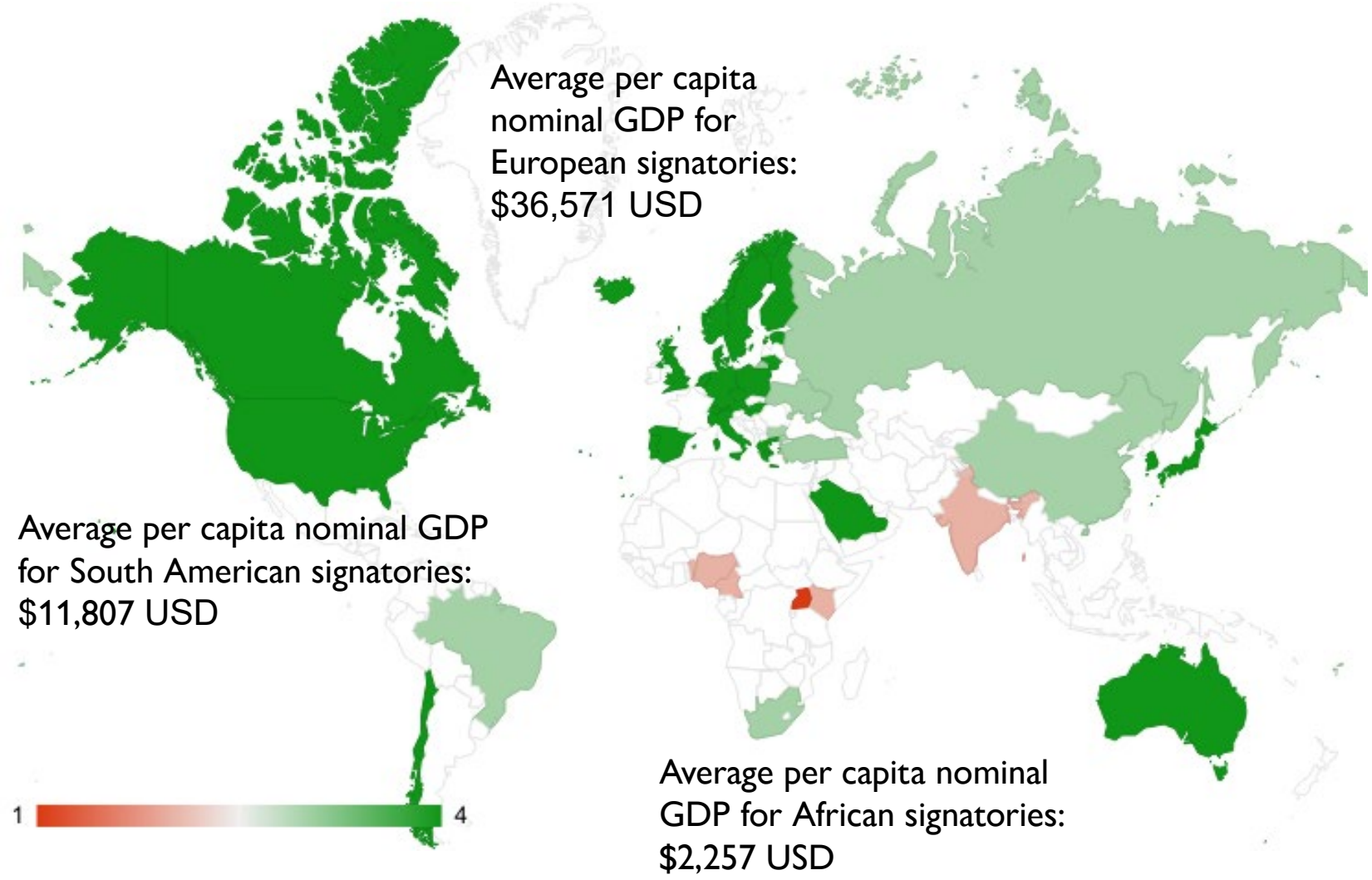
CONSENSUS  
OF GLOBAL  
RESEARCH  
COMMUNITY?

OA2020: Number of signatories by region



# OA 2020 SIGNATORIES

## Income group (World Bank list of economies, June 2020)



# TRANSFORMING AN ECOSYSTEM?

- Continued consolidation and monopoly of scholarly publishing
- Knowledge as a commodity
- Homogenisation
- Lack of consideration for global community
- "Prestige" journals remain unaffected

# TRANSFORMATIVE POWER?

Why are we discussing transformative agreements as proposed by PlanS instead of the success of SciELO, an online publisher of OA journals for more than two decades; or Redalyc, an OA indexing system; or AmeliCA, a non-profit OA platform?

- *"...a regional and global context where platforms, science national councils, academic institutions and part of the scholarly community depreciate the local publishing by aligning with the commercial publishers' strategies, and before an international context that seeks to replace the pay-for-reading model for a pay-for-publishing one (Plan S), AmeliCA and Redalyc join forces to strengthen the non-profit publishing model to preserve the scholarly and open nature of scientific communication (also known as diamond open access) beyond the Global South. This effort conceived in the South and for the South is now open to all journals around the globe that work for an inclusive, equitable and sustainable science communication ecosystem."*

# TRANSFORMATIVE EQUALITY?

- "LMIC stakeholders are often pushed towards the pursuit of models or systems determined in the North" (Harle and Warne, 2020, p. 1)
- Fee waivers are not a sustainable method to build equity
- Current forms of research assessment in Global North, as well as continuing emphasis on prestige, disadvantage researchers from low- and middle-income countries
- Researchers in the humanities and social sciences continue to be disadvantaged by APC-based transformative agreements



**TRANSFORMATIVE AGREEMENTS ARE  
NEOCOLONIALISM IN ACTION**

# LET'S MOVE BEYOND OUR BOUNDARIES

- Invest in libraries to make Green OA a better experience for faculty, librarians, and searchers
- Build upon existing structures: [Érudit](#)
- Value the frameworks built by the Global South: [AmeliCA](#)
- Engage with consortial funding models: [Open Library of Humanities](#)







## Transformative Open Access Agreements...How effective are they?



@Tccafrica  
@JoyOwango



@Training Centre in Communication





TRAIN  
SUPPORT  
EMPOWER

improving research output & visibility

• Rectangular Snip

# Open Science enables Global Knowledge Exchange



[sustainabledevelopment.un.org](https://sustainabledevelopment.un.org)

# State of Open Access on Africa 2018-Date

( As of 12 Oct )



☐ > 339,338 publications

Open  
Access



>162,993



48 %

# African Principles for Open Access in Scholarly Communication



“Academic Research and  
knowledge from and about Africa  
should be **freely available** to all  
who wish **to access, use or reuse** it  
while at the same time  
being **protected from misuse and misappropriation.**”

[info.africarxiv.org/african-principles-for-open-access-in-scholarly-communication](http://info.africarxiv.org/african-principles-for-open-access-in-scholarly-communication)

# Transformative Agreements

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## GLOBAL NORTH



## GLOBAL SOUTH





Used by large commercial publishers now some rich countries and institutions have begun to accept this 'norm'.

# LIBER's Principles of Negotiation



# Transformative Agreements

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- ❑ Costs are prohibitive- €2,750  Projekt DEAL
- ❑ Transition from APCs  Publish And Read or Read And Publish
- ❑ Global North Centric
- ❑ No access to all titles
- ❑ How transparent are they?
- ❑ **Other options -The Fair Open Access Principles**
- ❑ Diamond OA, massive publisher independent preprinting and FAIR OA are ways out.



# What needs to be done?



- Increased awareness on Open Science & Open Access
- Negotiation with publishers (on = OA)

