![Elsevier logo with the motto NON SOLUS]

Open Access Policies
Elsevier's approach to Open Access

Adapting to a Changing Environment

- Increased OA policies and mandates from funders

- Universities developing OA policies and repositories to showcase output

- Governmental interest and assessment of Open Access

- Authors looking for Open Access options from journals

- Librarians supporting faculty, administration and users in understanding and deploying OA

- Rapidly developing and changing publishing industry supporting both subscription and Open Access

- We support sustainable access and work hard to provide a range of open access options alongside our subscription and other access initiatives to ensure everyone can read, use and trust the latest research.

- We are committed to working in partnership with the research community, librarians, funders and other stakeholders.

- Our Elsevier team are continually on the road meeting the community, participating in discussions and establishing partnerships which will help support and increase access to research

Sustainable Access

Current Landscape
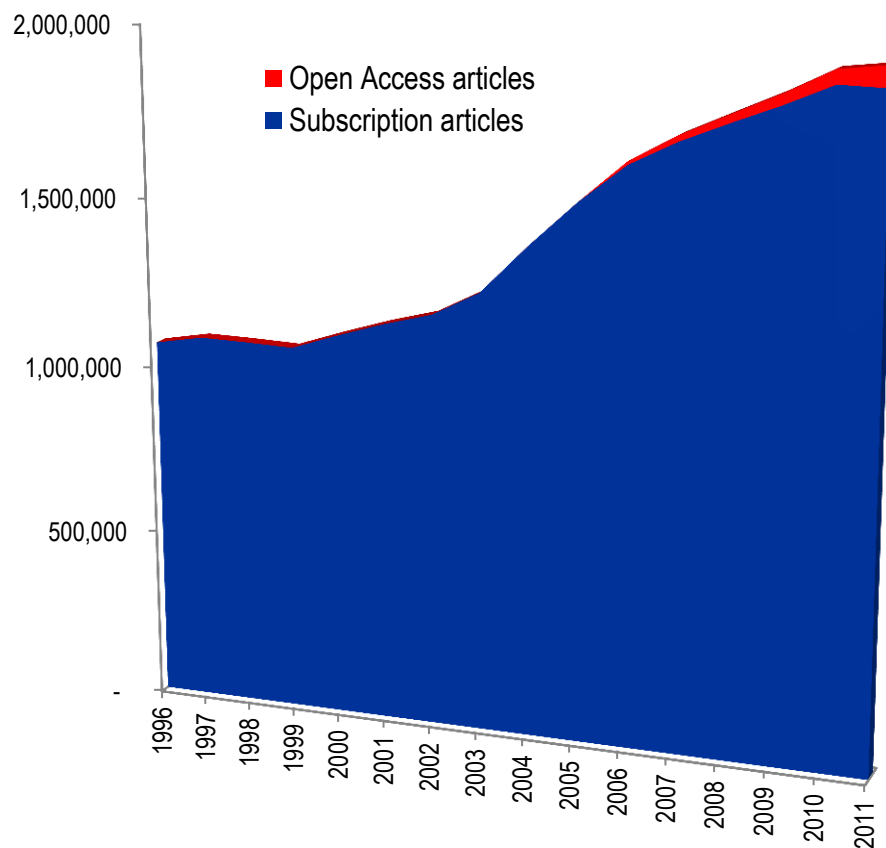
- Gold open access articles made up 7% of total in 2012

- The level of uptake varies by field – highest in Life and Health Sciences

- 2013: ~10% of all STM articles expected to be Open Access

Open Access Journals

Open Access Journals ⟶

Open Access Articles

Green Open Access

Open Archive

A journal where all articles are freely available to all with permitted re-use.

- Maintains rigorous peer review
- No subscription charges
- Exclusive license agreement
- Choice of user licenses
- Open access publication fee

Elsevier publishes over 50 Open Access Journals

and still adding more…

http://www.elsevier.com/about/open-access/open-access-journals

Open Access Articles

Open Access Journals

Open Access Articles

Green Open Access

Open Archive

Subscription journal which offers and open access option. Open Access articles are freely available to subscribers and the general public with permitted re-use.

- Allows authors to publish open access in high quality, indexed journals
- Maintains rigorous peer review
- Exclusive license agreement
- Choice of user licenses
- Open access publication fee

Peer review

Journal A £/$/€

Elsevier offers this choice in 1600 established peer reviewed journals including….

SOCIAL SCIENCE & MEDICINE

ATMOSPHERIC ENVIRONMENT

FEBS Letters

NeuroImage

Tetrahedron

http://www.elsevier.com/about/open-access/sponsored-articles

OA articles and journals

- Authors retain copyright © The Authors
- Grant exclusive license to publish
- Choose user license:
- **CC-BY** (Attribution)
- **CC-BY-NC-SA** (Non-Commercial, Share Alike)
- **CC-BY-NC-ND** (Non-Commercial, No Derivatives)

More information: www.elsevier.com/about/open-access/open-access-policies/oa-license-policy

APC:

- Full range $500 - $5000
- Most in standard range $1200 - $2500
- Differences by type, funding situation, etc.

Discoverability of OA content on ScienceDirect:

- User are able to easily identify OA journals and journals that contain OA articles in the publication browse page, and filter on open access.

No Double Dipping

- There is no double dipping because **we run the two publishing services entirely *independently*** of one another*:*

  - **Subscription articles:** Subscription fees are charged and allow *the readers to receive* the subscription articles.

  - **Open Access Articles**: Open access publication fees are collected and allow *authors to broadcast* open access articles to anyone.

- When calculating subscription prices, Elsevier only takes into account content published under the subscription model

- Open access journals and open access articles within hybrid journals, are not factored into the subscription price of a journal.

Green Open Access

Open Access Journals

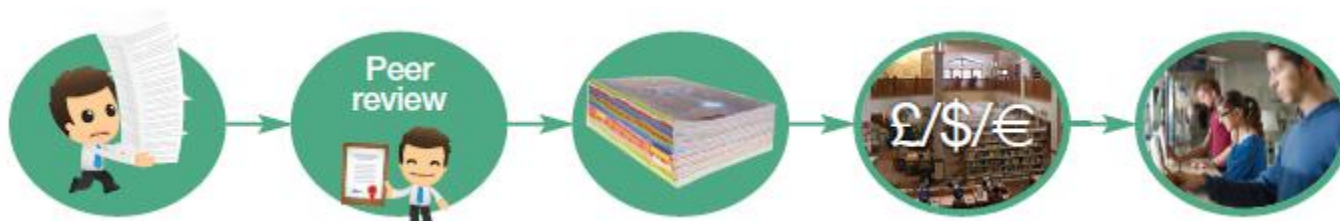Open Access Articles

Green Open Access

Open Archive

- Posting a manuscript to an institutional or subject repository
- Publication costs are paid for by subscriptions, which enable readers to access the final published version of the article

Current policy:

- Authors can voluntarily self-archive preprints and accepted manuscripts to institutional repositories and websites
- Where funders and institutions mandate manuscript posting, we seek agreements to ensure sustainability of journals.
- These require journal-specific embargo periods - typically 12-24 months

Green Open Access

Elsevier is recognised as a Green publisher in the Sherpa/ROMEO database

http://www.sherpa.ac.uk/romeo/

Key Points and Issues

IMPLEMENTATION OF GOLD OA

- Many different approaches to Gold OA
  - Funder reimbursement,
  - Central university funds
  - Research grants
  - Self-financed
  - Library / Faculty / Administration mediated

- One size does not fit all
- Development of membership and pre-pay schemes
- Entrance of OA intermediaries to support APC payments

IMPLEMENTATION OF GREEN OA

- Every organisation has a different approach to its repository
  - Simple showcase of an institution's output
  - Integration with CRIS systems, HR databases, tenure and promotion
  - Self archiving / assisted archiving
  - Compliance

- Concern from researchers over IPR, particularly with sharing data
- Compliance with Publisher policies

LICENSING CHOICES

- Open Access brings the challenge of multiple licensing challenges:
  - Author licensing – copyright and licenses to publish
  - User licenses – creative commons licenses

- Concerns and confusion of authors over licensing choices
- Publishers need to be independent
- Funders mandating use of licensing

NO DOUBLE DIPPING

- Publisher commitment to not recognise revenue from both subscription and OA income on same articles
- Corrections to journal pricing to account for this
  - Still low uptake of Gold OA
  - Transparency of process

- Call for country / regional amendments to journal pricing, but publishers have international journals?
- Renewal and Consortial agreements

Open Archive

Open Access Journals

Open Access Articles

Green Open Access

Open Archive

- Subscription journals making articles freely available online after time delay

- Time to free access varies due to differences in subject fields

Elsevier has **over 100 journals** that feature Open Archives

Production & Hosting

Provides local journals with infrastructure to become high quality international publications.

- Publishing model similar to society publishing
- 3rd party has full Editorial responsibility
- Journal follows Elsevier's full publishing workflow from submission to hosting on ScienceDirect

For an annual fee P&H journals use:

- State of art Elsevier Editorial System
- Typesetting and copyediting services
- Anti-plagiarism tool CrossCheck
- COPE membership for Editors in Chief
- Scopus access for Editors in Chief and reviewers
- Regular Journal performance reports
- Trainings on all aspects of scholarly publishing
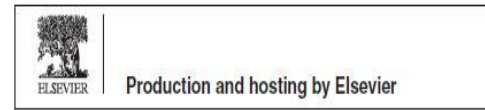
- > 95 journals joined P&H in 3 years
- Within 2 years most of P&H titles:
- Have an established publishing workflow
- Show strong growth in usage and number of international submissions
- Show drastic increase in rejection rate
- Enlarge and internationalize Editorial Boards
- Perform significantly better compared to local journals in their area

Funding Body and Institutional Relations

- Developed a number of institutional and funding body agreements to help streamline processes and manage open access policies.

- Focussed on all types of OA, both Gold and/or Green.

- Enable authors to comply with policy of their funder, institute and publisher – allowing them to focus on research and publishing.

- Agreements enable wide-use and involve licensing that facilitates policy yet respects copyright

GOLD AGREEMENTS

- Paid OA solution providing immediate access
- Normally coupled to delivery of article to repository (e.g. PMC)
- Automation of workflows to streamline author experience
- Reporting to funding organisation on uptake
- Mixed compliance dependent on reimbursement policy

- Currently 15 Gold OA Agreements in place

GREEN AGREEMENTS

- OA solution enabling posting of Author Accepted Manuscript to repositories
- Uses activation of journal specific embargo period before deposit
- Automation of workflows to streamline author experience
- Ability to combine funders and organisations into one agreement to support national or regional coordination

- Currently 7 Green OA Agreements in place

OTHER AGREEMENTS / ARRANGEMENTS

- Other agreements may operate as pilots or be specific solutions outside of Gold / Green OA
- Enables experimentation and "test & learn" approaches
- Examples include open archives, licensing options, automated deposit and institutional archiving

- Currently 6 other Agreements in place

Supporting Researchers' needs

- Simply want to publish in the journal that is most appropriate to them.

- Subject variations are important

- Want to comply with their employer, their publisher and their funder

- Don't want a huge administrative burden

- Want to make the choice between open access and subscription journals.

- Confused about licensing

OUR FOCUS

- **We support the needs of researchers and provide them with options they need.**

- **Publish for free in subscription journals**

- **Publish open access if they need to.**

- **Provide services to accentuate their workflow.**

- **Work with other key stakeholders to ensure they can focus on research and are able to publish when they are ready and comply with policies.**

Big data, research data, open data – Elsevier already engaged

- http://elsevierconnect.com/presentation-in-big-data-era-small-data-management-is-critical/

  Elsevier is collaborating with academic partners in pilots "to better understand what contribution we can make to help get more data shared, to get credit for the researcher, and to explore sustainable funding models for the data repositories."

- http://elsevierconnect.com/should-research-data-be-publicly-available/

Already in place: Database linking & visualization

- **Referencing data in articles through tagging identifiers or accession numbers**: identify these entities by: *database abbreviation: data identifier*

- **Data DOI**: Elsevier supports Data DOI as persistent identifiers for scientific data. If Data DOI are included in an article, it will automatically turn into a link to your data on ScienceDirect.

- **Linked data repository banners on ScienceDirect**: Elsevier collaborates with selected data repositories to show banner links next to relevant articles on ScienceDirect.

Data visualization and integration applications

- **Close collaboration with selected data repositories**
    - the Protein Viewer (with PDB),
    - the PANGAEA data visualization tool
    - the Genome Viewer (with NCBI).

- Visualize data and integrate it into the online reading experience

New: Research Data Services

http://researchdata.elsevier.com/
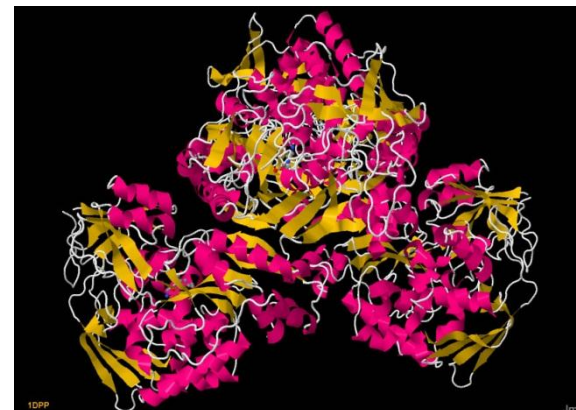
Elsevier
Research Data Services

| Home | About | People | Challenges |

Save time and more easily document and credit your research data using our expertise.

Research Data Services is a new group, exploring how Elsevier can help researchers share and annotate data. We are focused on getting data into discipline-specific repositories, bringing our core competencies in nomenclatures, informatics, repeatability and best practices in process, process management, impact assessment and analytics to overcome the barriers of research data sharing and curation.

Principles

Data must be open — openly available, supporting open science.

Anything we do must be done with and through the research community and funding agencies.

Goals

Help increase archiving and sharing of research data.

Help increase the discoverability and value of shared data with annotation, context, provenance.

Challenges

Geosciences International Data Rescue Award 2013
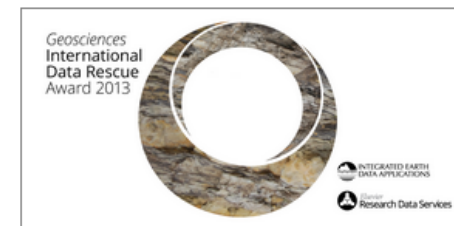
Open data principles

- **Open data** – all data **must** be open and available. Elsevier is not seeking and does not want copyright or ownership of research data

- **Collaboration** - the model **must** be derived in collaboration with the research community and funding agencies, not driven by any publisher

- **Transparency** – if money is made, then some **must** fund the repositories themselves, as this is all for nothing if they are not sustainable, or run out of funding
  - Selling High end analytics services?
  - Charging for industry/non-academic use?

- Contact: researchdata@elsevier.com

Public Access Examples
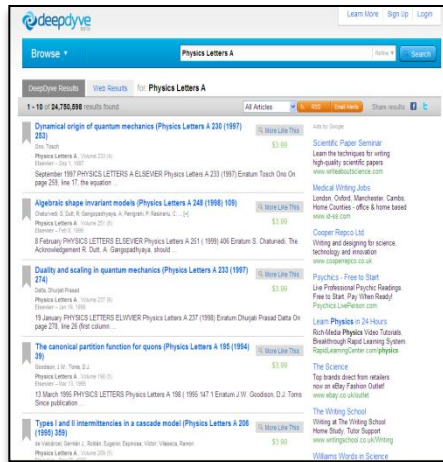
ARTICLE RENTAL

- Through DeepDyve, members of the public can rent access to articles from over 250 of Elsevier's journals at a very low cost.
- A 24-hour article rental to read-only PDF is provided at a price per article between $0.99 and $3.99.
- Initial focus on this program is on medical journals to provide important information to patients.
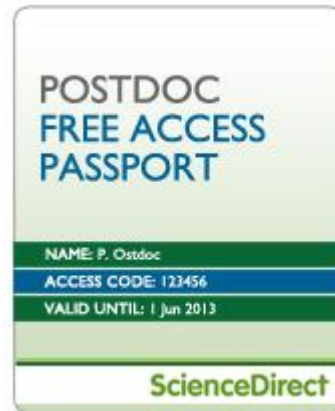
POSTDOC ACCESS

- For scholars who recently received their PhD's and currently do not have a research position, we are pleased to offer unlimited complimentary access to all our journals and books on ScienceDirect, for up to 6 months.

Developing Country Access

Research4Life provides developing countries / institutions with free or low cost access to academic and professional peer-reviewed content online.

- Elsevier is the single biggest contributor of articles to Research4Life and in 2012, with over 2,000 journals and 5,000 e-books.
- Each year this accounts for over 3 million downloads across Elsevier content from researchers in developing countries.

Key Messages

1. Elsevier believes Subscription and Open Access Publishing can **coexist**

2. There are many ways to enable access to quality information, the main requirement is **sustainability**

3. Elsevier is enabling Open Access through **multiple methods**, including both Gold and Green Open Access

4. There is **not a "one-size-fits-all"** approach to enabling OA, particularly across different subjects

5. We have a strict no "double dipping" policy

6. Elsevier welcomes the opportunity to discuss OA options with **all stakeholders**

Stay tuned! Company Blog – *Elsevier Connect*

http://elsevierconnect.com/

Thank you!

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