Funding OA after the Transformation
*Delivering Equitable Open Access
using Subscribe to Open (S2O)*

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www.berghahnjournals.com*

Subscribe to Open (S2O)

- S2O is a business model to convert entire volumes (years) of a journal to Open Access
  - It is applicable to all disciplines and to authors in all countries

- Under S2O, Institutional customers continue to subscribe to the journals that their patrons' value

- If support is sufficient, new articles are published OA under a Creative Commons license
  - If support is insufficient, the paywall is retained

- It is a subscription model, not a voluntary donation approach

The Benefits of S2O

- No APCs

- Entire journal volumes become Open Access

- Cost neutral for libraries, revenue stable for publishers

- Uses existing sales and procurement channels

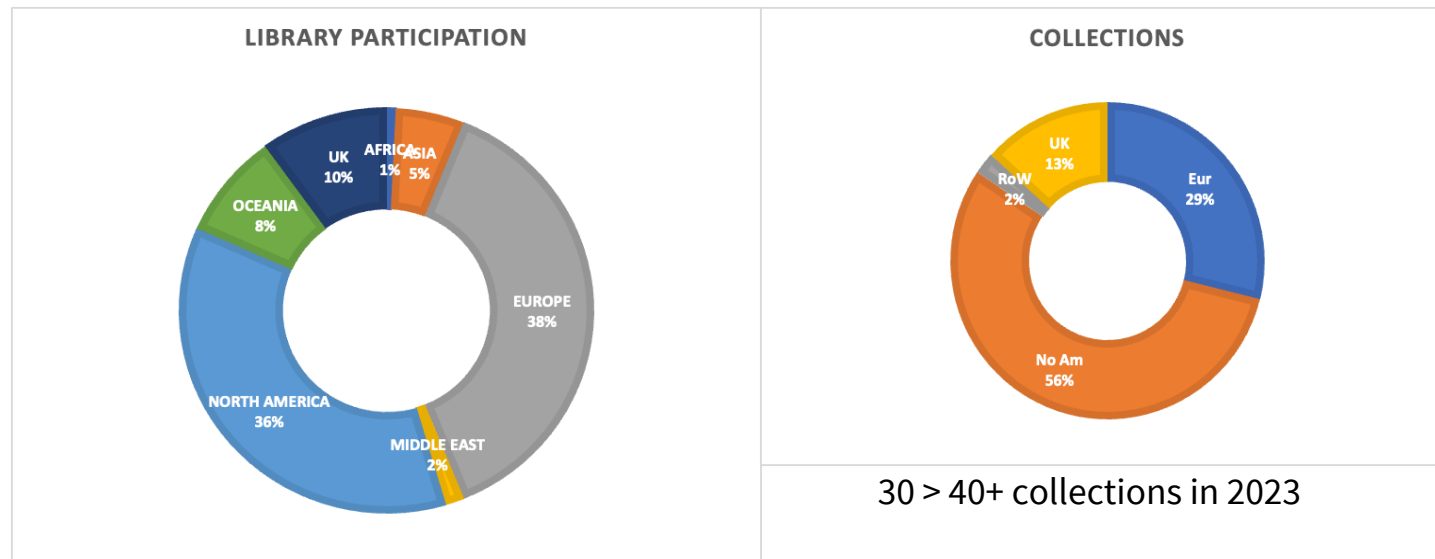- Expands readership and authorship globally

- Inclusive and fair

Subscribe to Open Community of Practice

- Established: August 2020
  - Meets monthly: 13 > over 100 participants

- Aims: to disseminate best practices for all stakeholders to adopt and implement the principles of S2O
  - Goal: to build consensus around S2O as a sustainable mechanism for delivering OA

- Participants: Librarians, Publishers, Funders, Subscription agents and other intermediaries
  - Membership is neutral and does not imply intent to implement the model, but an interest in discussing and learning about S2O

- www.subscribetoopencommunity.org

Berghahn Open Anthro

- Independent mission-driven scholarly press in the HSS
    - 2023 Publishing program: ~ 130 new books (~12 OA)
    - 41 journals: 21 OA (15 via S2O; 6 via Diamond)

- 15 anthropology titles open access in 2023 using S2O
    - Collection pricing: 3,000 EUR for 1 year / 7,950 EUR for 3 years
   - Single title pricing: ~ 245 EUR

LIBRARY PARTICIPATION
- AFRICA 1%
- ASIA 5%
- UK 10%
- OCEANIA 8%
- EUROPE 38%
- NORTH AMERICA 36%
- MIDDLE EAST 2%

COLLECTIONS
- UK 13%
- RoW 2%
- Eur 29%
- No Am 56%

30 > 40+ collections in 2023

Transitioning to equitable open access

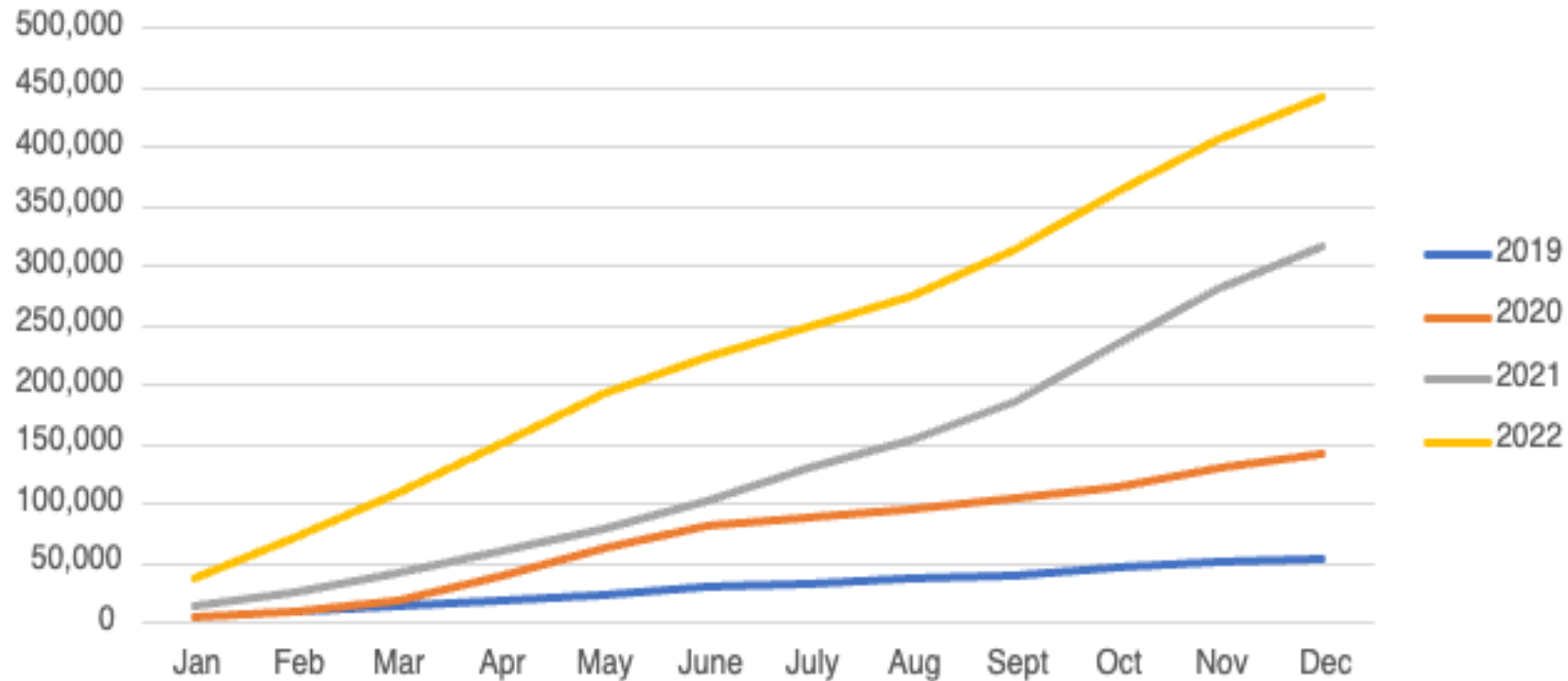Members voted to make *Social Anthropology / Anthropologie Sociale* Open Access via S2O

- Referendum: 90% voted "Yes"

- Community-led open access in action
    - A rejection of inequitable APC models

Difference in OA − Non-OA Authors by Country
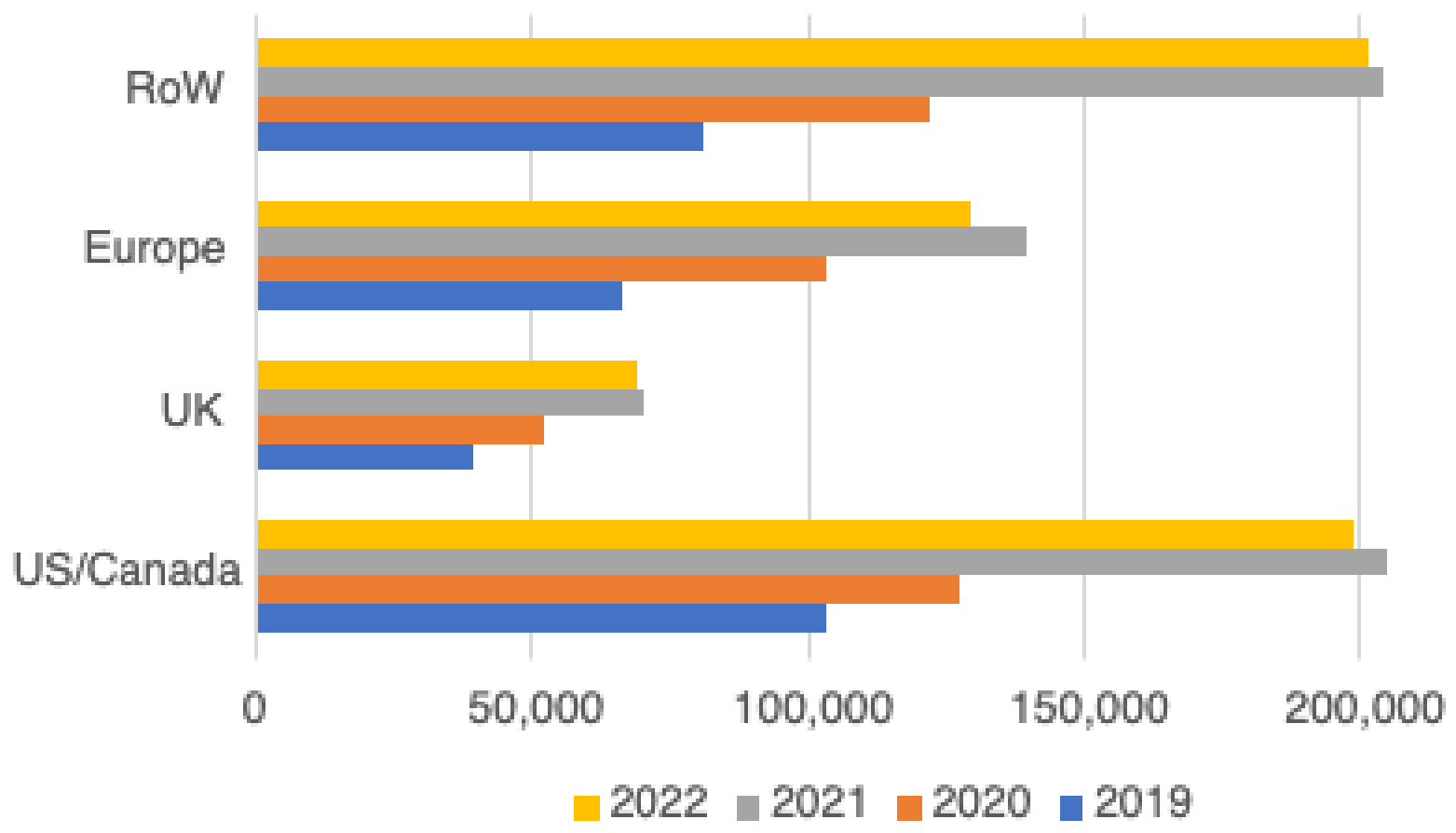
Non-OA ⟶ OA
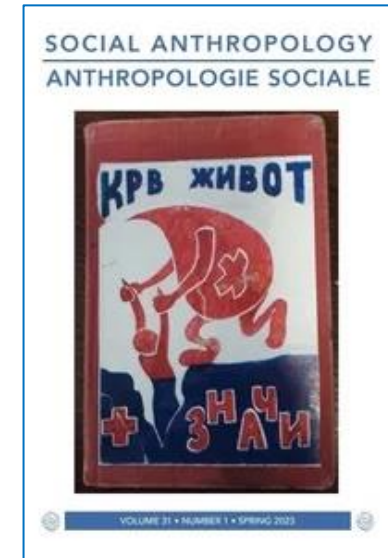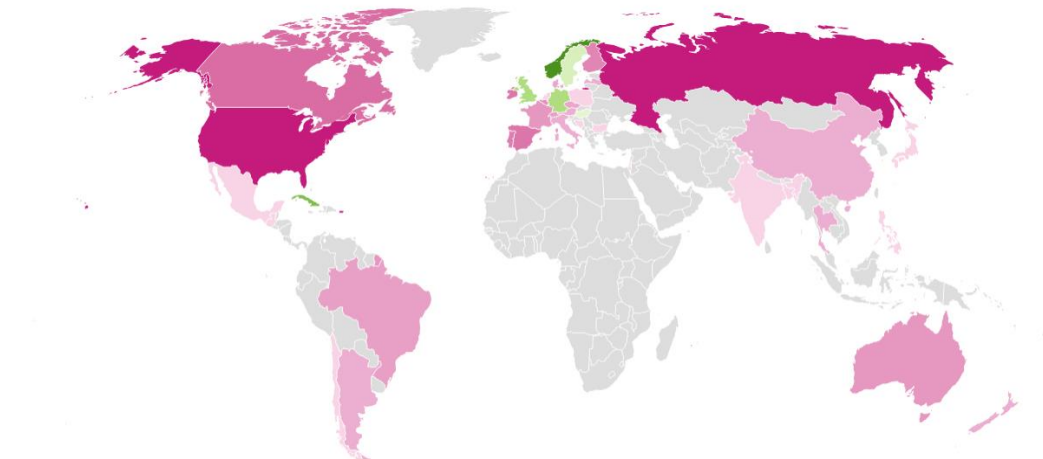
Results to date

BOA: Closed vs Open Access Downloads

2019 (closed) – 2022:
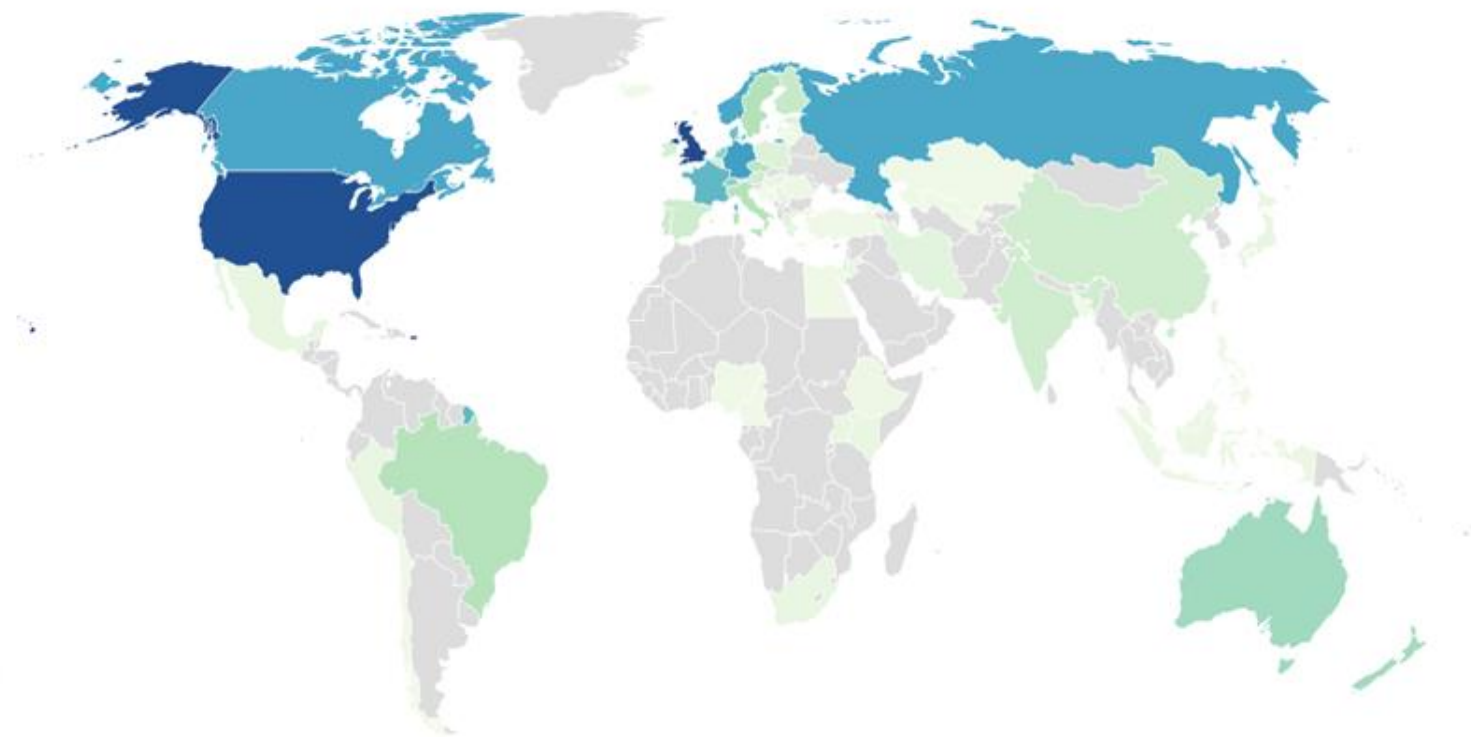> 700% increase

2020 – 2022:
> 200% increase
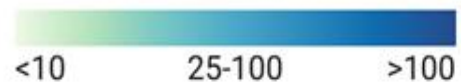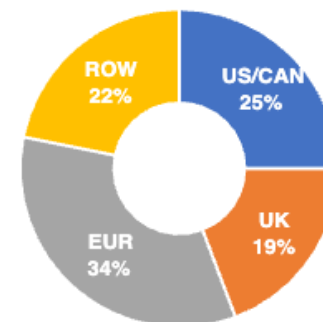
Readership by Region

Overall > 200% increase

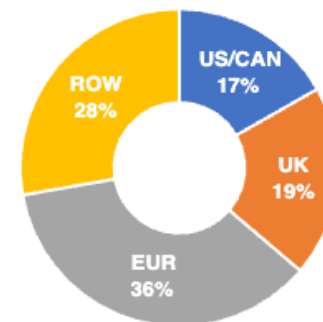|	
Africa	274%
Asia	275%
Europe	195%
Middle East	171%
No Am	193%
So Am	185%
UK	175%

Legend: 2022 · 2021 · 2020 · 2019

Authorship

2019 Authors by Region

- ROW 22%
- US/CAN 25%
- UK 19%
- EUR 34%

2022 Authors by Region

- ROW 28%
- US/CAN 17%
- UK 19%
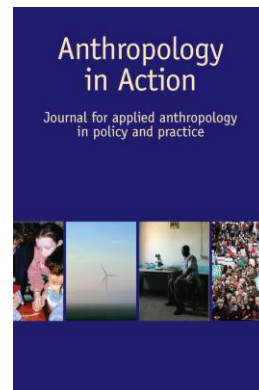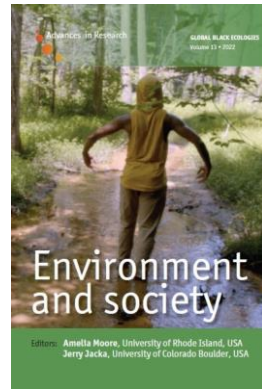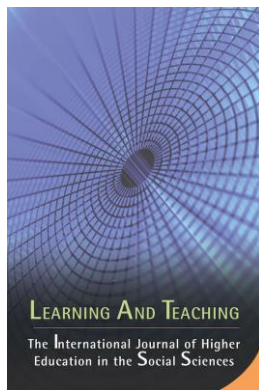- EUR 36%

Top Read Articles
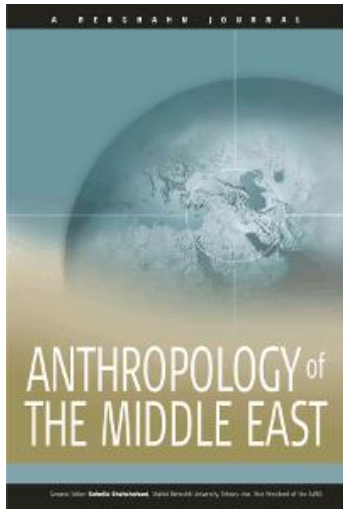
- Clothing and Colours in Early Islam (40K)

- Determining the impact of lecture videos on student outcomes (10K)
- Toxic Waste and Race in Twenty-First Century America (9K)
- Indigenous Knowledge in Development (5K)
- Decolonial Approaches to Refugee Migration (4.5K)

- Museums in the Pandemic (5K)
- Portrait: Talal Asad (7K)
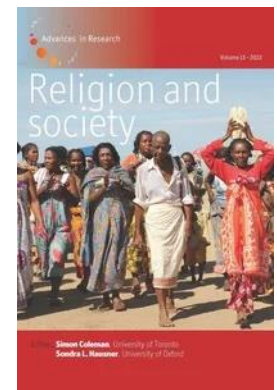
S2O Looking Ahead

- Model continues to evolve

- More publishers adopting it, more libraries supporting it

- Future role of funders
  cOAlition S endorsement of S2O (27/04/2021)
  "Using existing budget and subscription processes without imposing paywalls, S2O provides a rapid route to open access that is applicable to research from all disciplines and all countries. cOAlition S encourages publishers to seriously consider the Subscribe to Open Model as a model for achieving full transformation to open access publishing and Plan S compliance."

berghahn

True Transformation

SA/AS 2021 OA Authors

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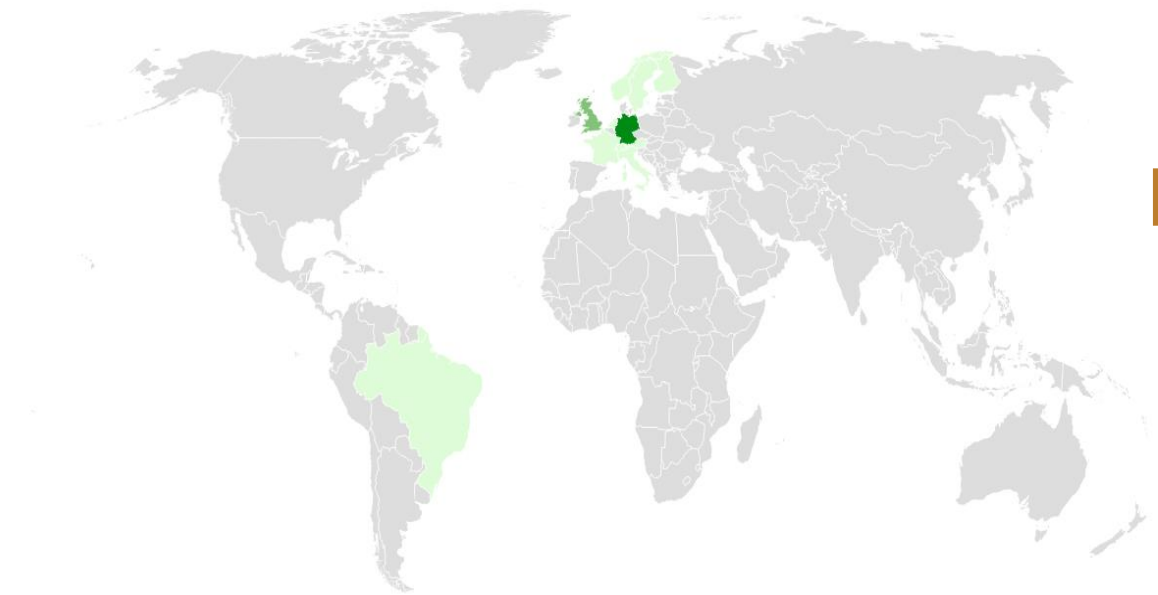
SA/AS 2022 OA Authors

*all content

2 4 6 8 10
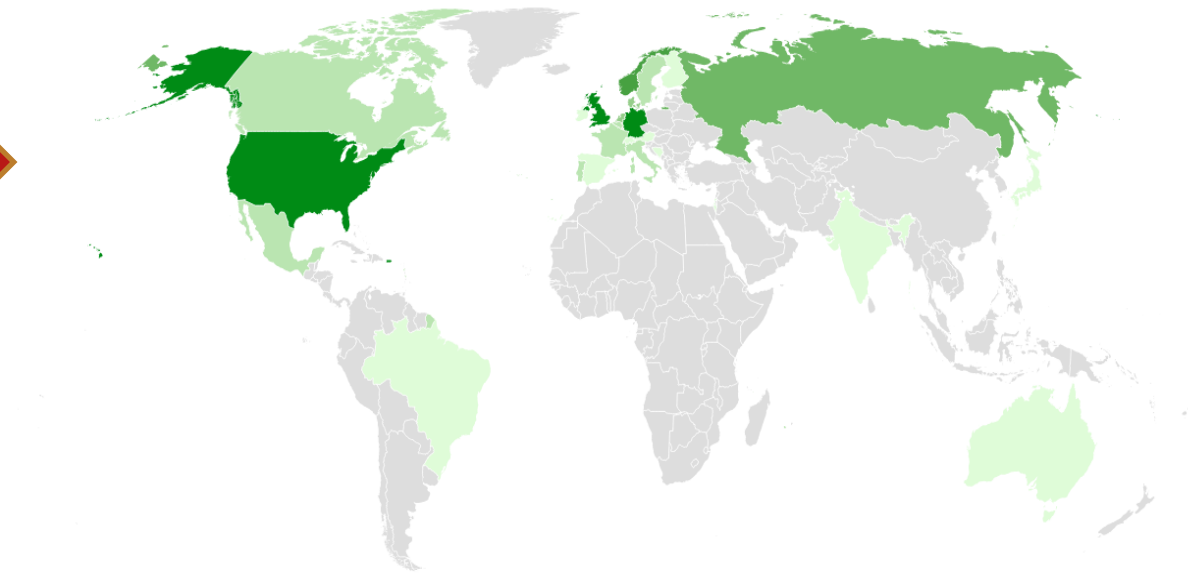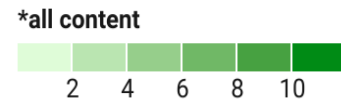
APC / R&P OA

S2O OA

Thank you!

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