Funding OA after the Transformation

Delivering Equitable Open Access using Subscribe to Open (S2O)
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

- 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**
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%
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.”
True Transformation

SA/AS 2021 OA Authors

SA/AS 2022 OA Authors

*all content

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APC / R&P OA

S2O OA
Thank you!

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