



# Importance and impact of transformative agreements

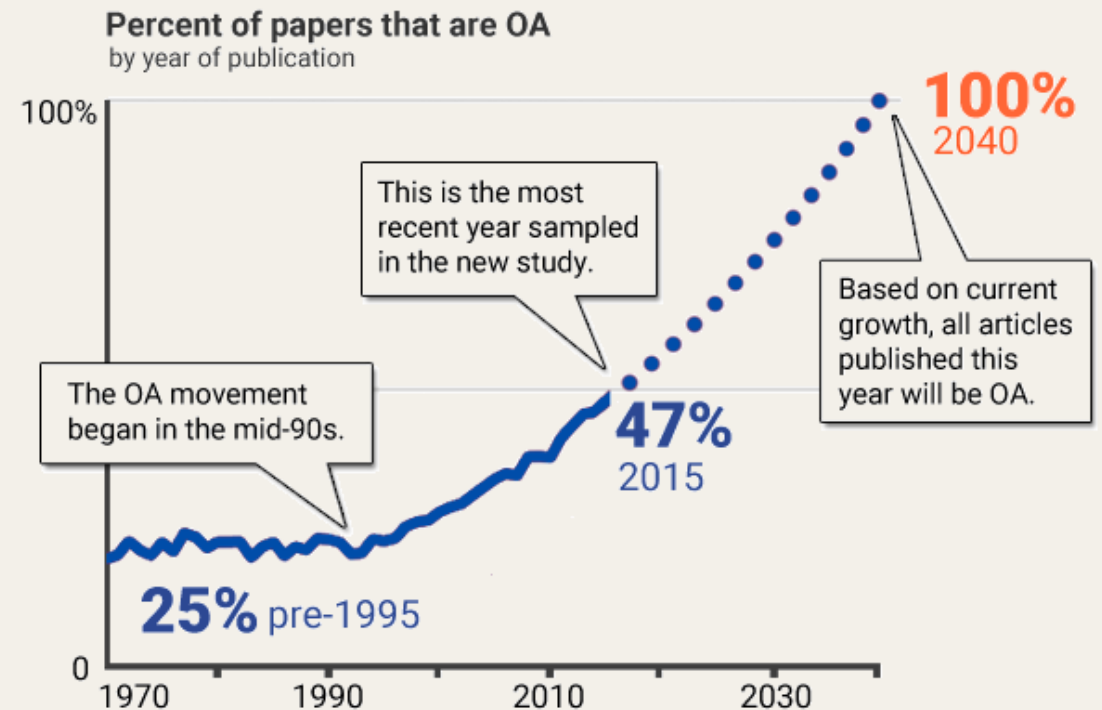
Elsevier Information Day, 8th November, 2019

# Background

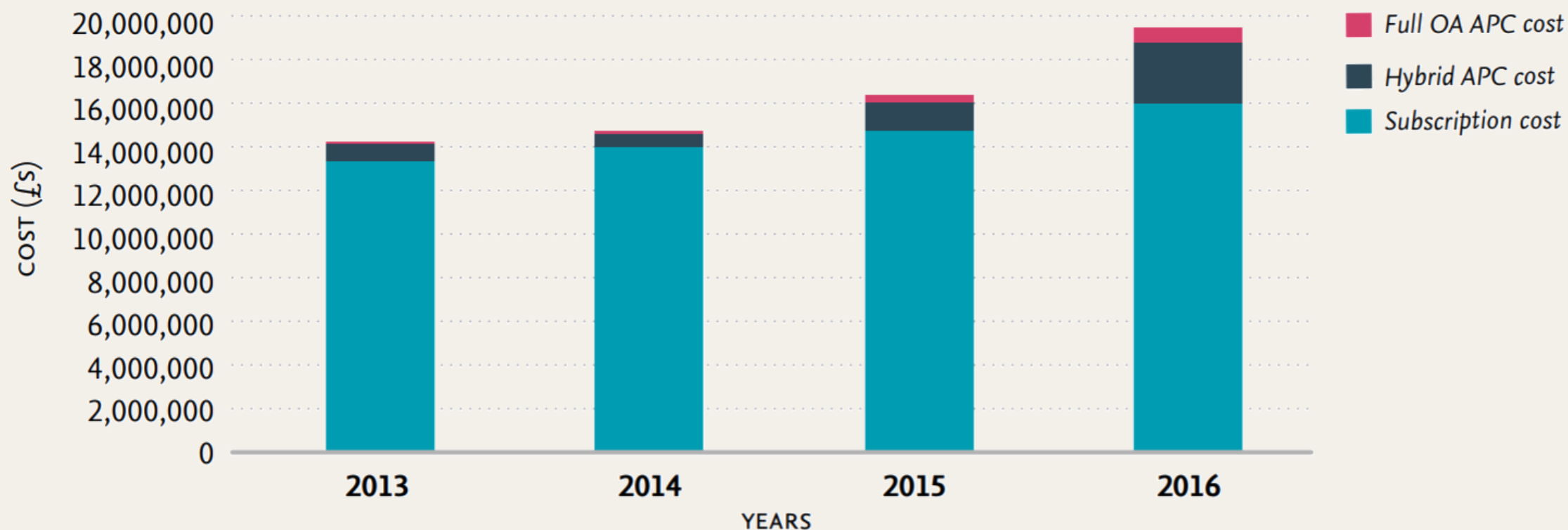
15 years after the [Budapest Open Access Initiative](#) (2002) 80% of the newly published research is still behind a paywall

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/>

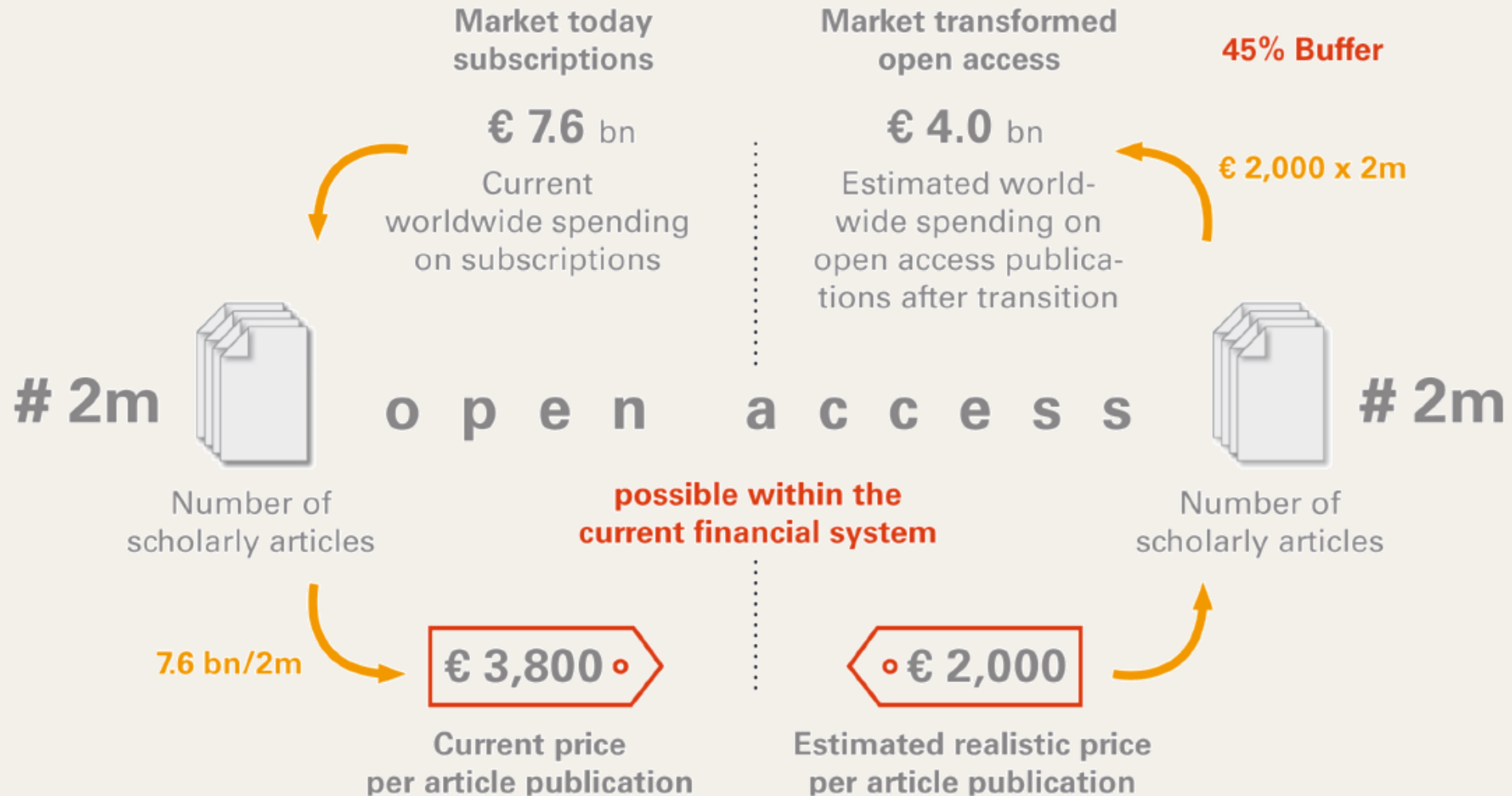


**Figure 4.3 – Total subscription and APC expenditure, 2016\***



\* 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

# Worldwide Publishing Market



# TRANSFORMATIVE AGREEMENTS

## What are transformative agreements?

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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.

The transformative mechanism of these agreements is grounded in the **evidence-based understanding** that, globally, the amount of money currently paid in journal subscriptions, which amounts to an average cost of Euro 3800 per article, is amply sufficient to sustain open access publishing of the global scholarly article output.

They aim to deliver universal open access to readers and authors while containing the escalating costs associated with for-profit journals. In the context of the current scholarly publishing landscape, and in line with the objectives of the **Open Access 2020 Initiative**, they are an important strategy that preserves the academic freedom of authors, while accelerating the transition to open access.

## FINAL CONFERENCE STATEMENT

### 14th Berlin Open Access Conference

**Participants from 37 nations and five continents**, representing research performing and research funding institutions, libraries and government higher education associations and rectors' conferences, associations of researchers and other open access initiatives gathered at the *14th Berlin Open Access Conference* held 3-4 December 2018 in Berlin. They affirmed that there is a strong alignment among the approaches taken by *OA2020*, *Plan S*, the *Jussieu Call* and others to facilitate a full and complete transition to open access. The statement that follows represents the strong consensus of all of those represented at the meeting.

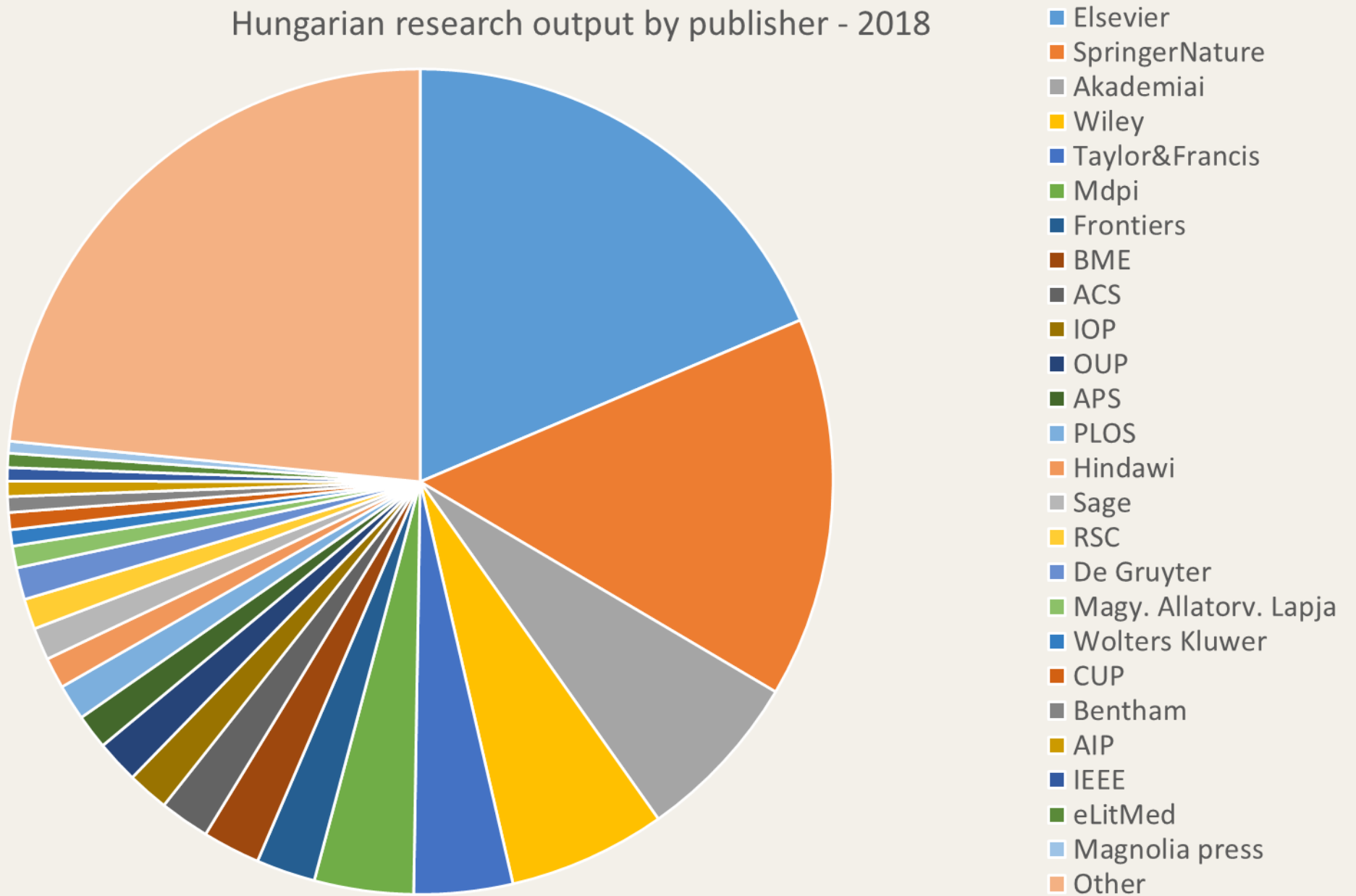
We are all committed to authors retaining their copyrights,

We are all committed to complete and immediate open access,

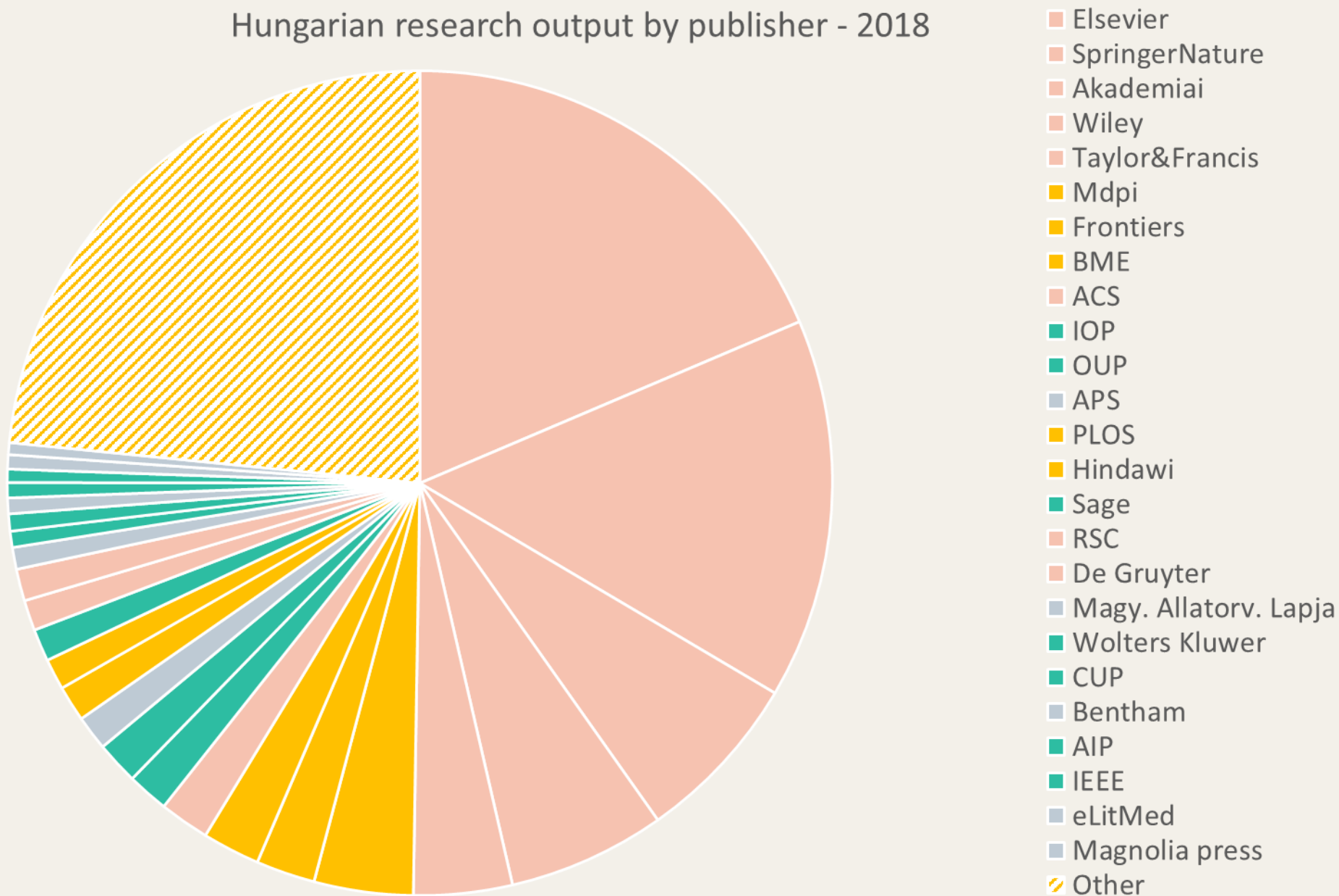
We are all committed to accelerating the progress of open access through transformative agreements that are temporary and transitional, with a shift to full open access within a very few years. These agreements should, at least initially, be cost-neutral, with the expectation that economic adjustments will follow as the markets transform.

Publishers are expected to work with all members of the global research community to effect complete and immediate open access according to this statement.

# Hungarian research output by publisher - 2018

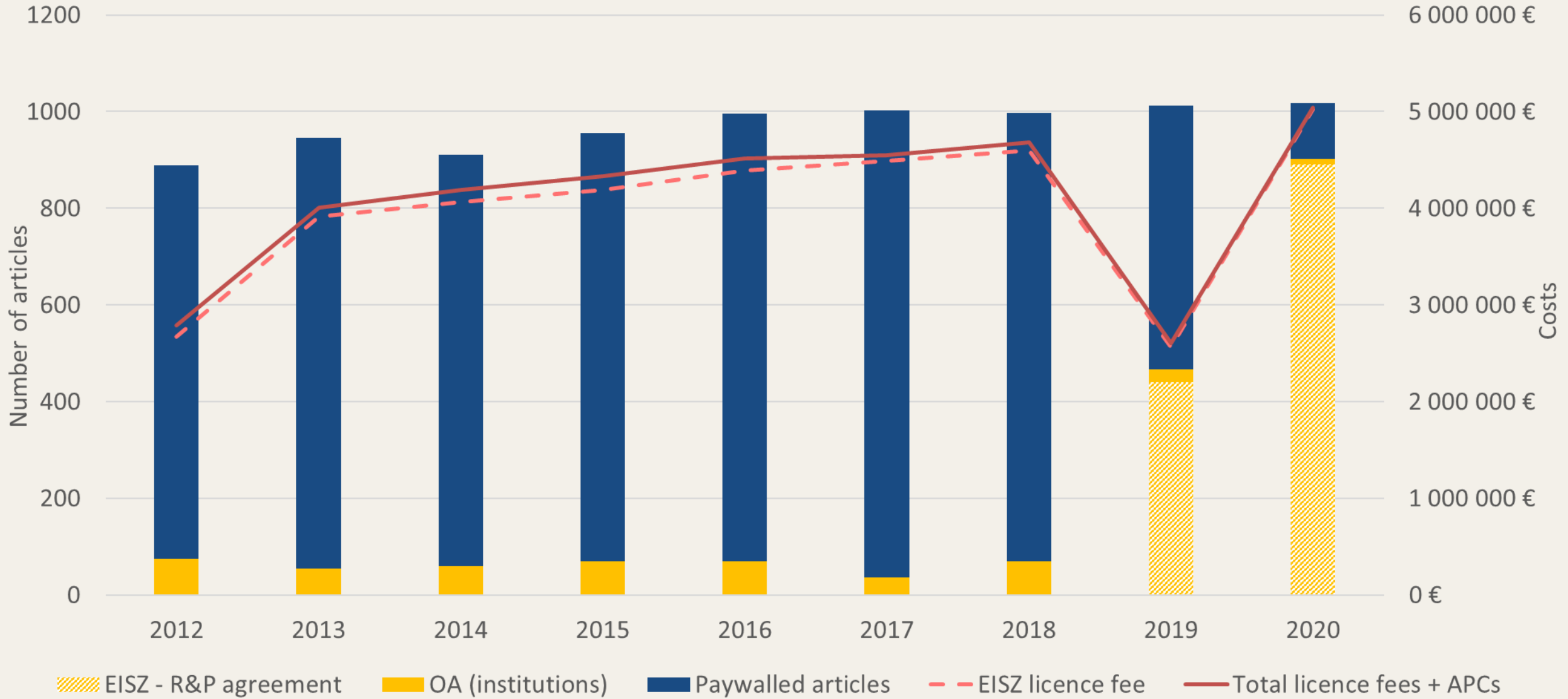


# Hungarian research output by publisher - 2018





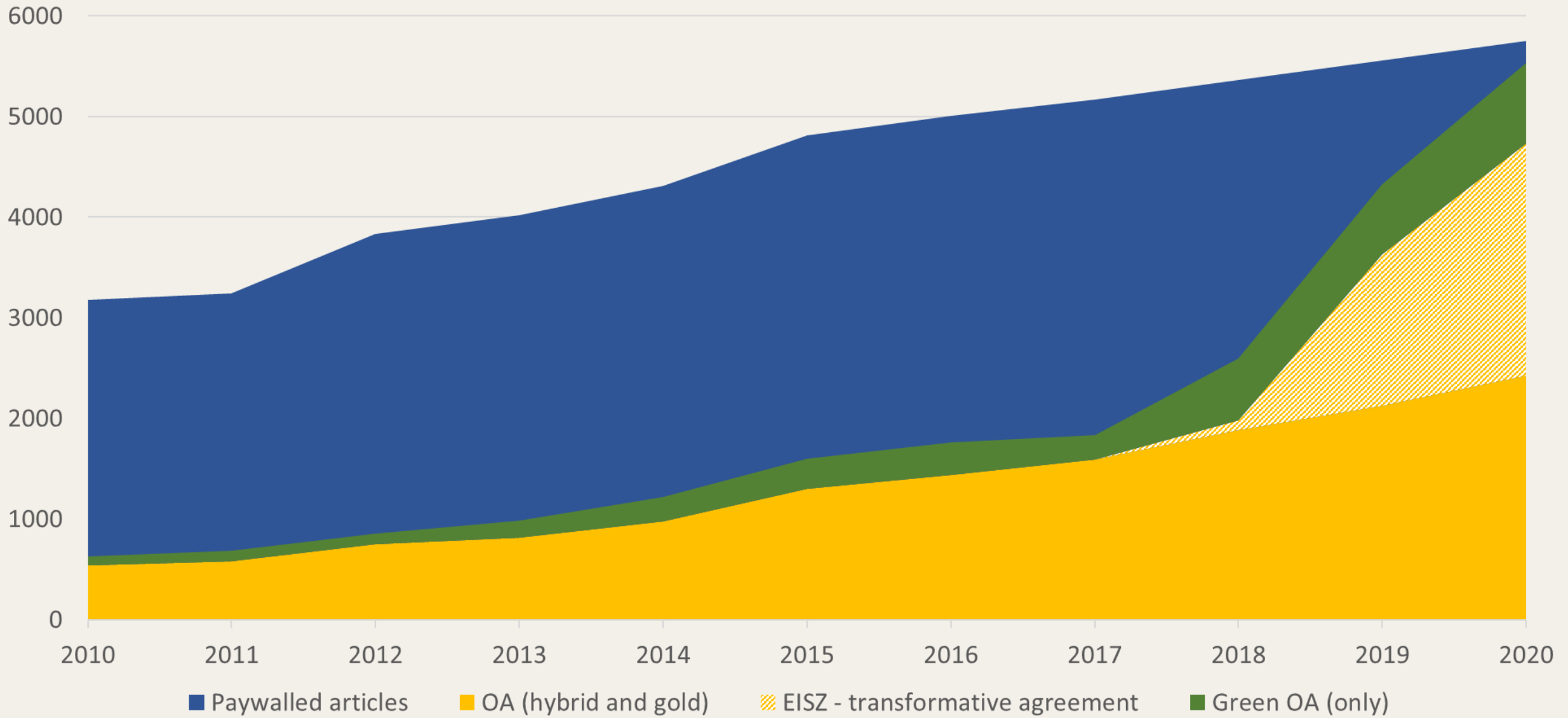
# Elsevier



Source: Web of Science. Articles and reviews with Hungarian corresponding authors.

Source: [http://eisz.mtak.hu/images/szerzodesek/sciencedirect\\_2019-2021.pdf](http://eisz.mtak.hu/images/szerzodesek/sciencedirect_2019-2021.pdf)

# Hungarian research output 2010-2020



The logo for EISZ, consisting of the letters 'EISZ' in a bold, white, sans-serif font. Below the letters is a white, wavy horizontal line that tapers at both ends, resembling a stylized wave or a book's spine.

# EISZ

Thank you for your attention

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