REPORT FROM THE NOAP CONFERENCE: NORDIC SCIENTIFIC AND SCHOLARLY JOURNAL PUBLISHING – INTERESTING TIMES

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The one-day seminar *Nordic Scientific and Scholarly journal publishing – interesting times (NSSJP)* was held in Uppsala the 25:th of November. Representatives from various Nordic countries and with different professional backgrounds were invited to give their views on the situation of Open Access Publishing as of today. The perspectives that were discussed included Business Models, Journal Support Tools and Copyright Issues.

Business Models

Jan Erik Frantsvåg[1] gave an instructive presentation about the financial conditions and insights in the fast growing Open Access Publishing area - or - rather the lack of economical insights. Frantsvåg with a background as an economist argued that academic and university administrators often tend to equate costs with invoices, a common misinterpretation that could harm longtime survival of journal publishing. *All* costs have to be considered, e.g. use of resources and strategies regarding longevity. The resources have to be identified (man hours and technical infrastructure), the pricing of the resources must be specified, and possible allocations of administrative tasks must be considered.

Frantsvåg also described different business models and possible income strategies. *Commercial income, Advertising income, Sale of supplementary products, Support, External grants* and *Partnership* were some of the income solutions he suggested, before leaving the audience with three bullets of advice:

- Know your economy!
    - Find out who you serve, with what **–** who are your customers and what are your value propositions?
    - Are there receivers of value that do not contribute to your financing?
    - What commercial sources of financing could you reasonably exploit?
- Co-operate in order to exploit economies of scale
- If you don't know where you are, how can you find your way to where you want to be?

The importance of identifying customers and establish value propositions was also stated by Niels Stern[2] and Marianne Alenius[3] of Museum Tusculanum Press, when they presented case studies of four publications; *Ethnologia Europaea, Classica et Mediaevalia, Ideas in History* and *MoG - Meddelelser om Grønland*. The situation of the four publications differed, although the fear of losing subscribers and the potential loss of visibility seemed to be two common and important challenges to focus on in the future. New marketing strategies for increased visibility (database indexing, Google Adwords, RSS feeds...), print-on-demand solutions, and the need of extra grants were some of the conclusions made by Stern and Alenius. Business solutions by advertising and/or author pays models were not embraced, either by the editors or by the publishers.

OA Tools

Bergen Open Access Publishing (BOAP) started as a publishing service at the University of Bergen Library in 2008 and is now a national service. As of today, BOAP hosts two journals and there are demands from several other journals to be included in the project. The project also aims to facilitate archiving and access to monographs. BOAP receives support from Norwegian Open Research Archive (NORA) and is using Open Journal Systems as software. Although the project recently started, Ingrid Cutler[4] presented some of the experiences gained so far and described some possible outcomes of the project.

There is an interest among universities and faculties to disseminate their research through an Open Access journal. BOAP is currently financed as a project. Cutler doubts that this form of financing ensures longevity. Money and time can be saved if administrative tasks can be centralized, the need for streamlining and coordination of tasks must be considered and best practice guides and OJS courses have to be held for the people involved in the hosting. The need for added values was also emphasized, for example indexing templates and print-on-demand solutions. Cutler finished up by stating that the library is a natural resource for assisting the university in dissemination of research. The task, however, takes time and a new type of library staff is needed.

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[1] Universitetsbiblioteket, IT-drift, formidling og utvikling, Universitetet i Tromsö, Norway

[2] Marketing Manager, Museum Tusculanum Press
[3] Managing Director, Museum Tusculanum Press
[4] Senior Executive Officer, The University of Bergen Library

David Lawrence[5] added that not only the organization behind the hosting service needs to be solid. It is also important that the hosted journals can guarantee longevity. If a journal suddenly ceases to exist, the work and money spent on setting up the journal, education and administrative tasks for the host, is wasted. In his work with Linköping University Press, Lawrence has learned the following lessons when setting up an Open Access journal.

- During approval process look carefully at conditions for continuity/survival
- It is best (essential?) that more than just a research group is involved in the editorial process
- Formal procedures for regular quality control
- Editorial support system
- Flexibility
- Google visibility

The business model behind Linköping University Press is quite simple. The journal hosting is based on donated time. There are no author-fees, no advertising, no memberships, no "pay-for" options.

Caroline Sutton[6] presented a different business model, when she described the idea behind Co-Action Publishing. The for-profit publishing house hosts five scientific journals, and five more will be added next year. The hosted journals are all Open Access and the articles are published with Creative Commons Attribution-Non Commercial 3.0 Unported licence. Although the hosting is financed by author fees, printed version subscriptions and commercial copyright transfers, the ideas behind preparing of and launching Open Access scientific journals are similar to other Open Access publishers; the importance of identifying *resources*, *activities* and *costs*.

Copenhagen Business School offers a service similar to the Bergen Open Access Publishing. The hosting service Ejournals@CBS started in 2005 and is available for journals related to the Copenhagen Business School. The software used is OJS and the staff behind Ejournals@CBS offers:

- Help setting up the journal
- Training for editorial staff
- Backup
- Technical support along the way
- Support in relation to copyright, digitization etc.
- Institutional/national network

All support is free of charge.

As of today the service hosts seven scientific journals. In order to offer the best support possible, it is suggested that a Nordic OJS User Group should be established. Cooperation between Nordic users could facilitate the switch of focus from system and development issues to questions regarding hosting services and support.

Copyright, Funding & The future

The SURF/JISC Licence to Publish is being translated into the five Nordic languages. Questions, however, have been raised about some of the aspects in the agreement. Ingegerd Rabow[7] presented a series of critical comments made by legal experts. Jan Rosén, Professor of Private Law at Stockholm University stated that the licence "places the Publisher in the centre in a way that is probably unprecedented in praxis up till now", Rosén continues: "The Publisher becomes the hub around which all article management turns, even those rights said to belong to 'the Author'". Johan Bengtsson at Lund University Legal Department considered the licence being "much more advantageous for publishers than for authors" Bengtsson also proposed concrete changes in the agreement. SURF has commented on the changes and parts of the licence will be re-written. A revised version of the licence has not yet been published. For updated information in this matter, see the licence section on the JISC web page[8]

Representatives from The Danish Research Council for the Humanities and the Norwegian Research Council summed up the seminar by presenting their experiences on the funding of scientific journals. In Norway, the Publication grants for the Arts & Humanities and Social Sciences (PUBL) supports scholarly journals and publication of scientific monographs and anthologies. High scientific quality is a key criterion and the internationalization of Norwegian research through non-Scandinavian publications is supported. In 2003-2008 119 applications were directed to the PUBL. Last year, 27 journals were supported with an average of € 10.000/journal. Evaluation of the supported journals is made, although it is suggested, that a more frequent and exact evaluation should be established. Bibliometrics as well as qualitative reviews will be used. No grant applications for Open Access journals have been received so far and in order to consider future Open Access applications the following conditions must be fulfilled:

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[5] Linköping University Electronic Press
[6] Publisher, Co-Action Publishing

[7] Senior Librarian, Lund University Libraries, Head Office, Lund University, Sweden
[8] http://copyrighttoolbox.surf.nl/copyrighttoolbox/authors/licence/

- Successful applications must comply with established standards
  - Peer review, high scientific quality and impact
  - National and/or international audience with a documented demand (number of unique readers)
- Financing model
  - The Research council will not fully finance OAJs
  - Other funding from institutions, submission fees, etc
  - Need for a realistic publication costs approach
  - Grant value may be based on planned number of articles, number of pages or other standardized parameter

The Danish Research Council for the Humanities (FKK) also supports Open Access journals and presented similar key criteria:

- Electronic journals must be free and openly accessible on the Internet
- Printed journals must have a website from which the articles are free and openly accessible as e-journals no later than one year after the publication of a volume

- Exemption from this requirement may be given for a transitional period
- For a transitional period it is possible to apply for extraordinary funding to set up a digital platform
- It is possible to apply for separate funding to cover retro-digitalization of older issues

Erik Sandewall[9] rounded the seminar off by presenting his views on publication and peer review of *Evolving Publications*. An evolving publication is a container of information objects, where additional objects, such as comments, amendments, collections of data etc, can be added by other authors continuously. Since the internet already is the major instrument for dissemination of scientific information, Sandewall argued, the scientific publication must be adapted to this new context. However, there are issues that need to be studied and problems that have to be solved. The peer review and the quality control of the added objects must be assured and there must be technical implementation available to support the evolving publications. The Experimental Electronic Press[10] is meant to serve as a framework for exploration of these new ways of organizing publication and access to publications.

NOAP is a Nordic library project directed towards aiding Nordic scientific journals to consider and implement an Open Access publishing model. The project aims at both creating a publicly available knowledge base for journals considering such an option, and at conducting actual establishing of Open Access journals or transitioning traditional journals to an Open Access model in order to gain practical experience with such a process.

The participants are:
Museum Tusculanum Press, Copenhagen, Denmark - Copenhagen Business School Library, Copenhagen, Denmark - Lund University, Lund, Sweden - Linköping University, together with Royal Institute of Technology (Stockholm), Sweden - University of Oslo, Oslo, Norway - University of Tromsø, Tromsø, Norway - University of Helsinki, Helsinki, Finland -Federation of Finnish Learned Societies, Helsinki, Finland - Co-Action Publishing, Sweden

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[9] Linköping University & KTH – Royal Institute of Technology
[10] http://xpep.org/ Cooperation project between IDA at Linköping University and PI at KTH. (IDA = Department of Computer and Information Science; PI = the Division for the Infrastructure of Publishing, adjoined to the KTH Library)