

## **Call for proposals for a market analysis study for the FP7 Post-Grant Open Access Pilot and the OpenAIRE2020 project**

### **Description of work**

OpenAIRE, on behalf of the European Commission, wishes to engage an external consultant to put together an economic analysis study on the evolution of the Open Access publishing market. Using the findings of the EC FP7 Post-Grant Open Access Pilot as a starting point, this report should look into the way the ever more frequent funder and institutional policies to support APC-based Gold Open Access are influencing the global market.

Building upon previous studies like the ones commissioned by the Wellcome Trust, the Jisc, the Knowledge Exchange and the Harvard Library Office for Scholarly Communications (see references below), this report should explore the way in which the different policies currently being agreed at national and international level – such as national-funder-level APC funding initiatives, institutional Gold Open Access funds and offsetting agreements with publishers – are complementing each other as a means to achieve the transition towards Open Access agreed earlier this year at the EU Council meeting in Amsterdam. Parallel initiatives aimed for public research-performing institutions to regain control on their publishing activity like the Open Library of Humanities, the LingOA project and the alternative funding mechanism for APC-free Open Access journals and platforms implemented by the FP7 Post-Grant Open Access Pilot should also be taken into account for this analysis.

The study, which is addressed first to the EC and then to European funders and policymakers, should aim to answer the following research questions: to what extent may this post-grant funding initiative (together with other policies aimed to support Gold Open Access) have an impact on the evolution of the Open Access publishing market? And: can the findings of this initiative be used as a starting point to lay out a roadmap for a transition towards a sustainable and competitive market?

The different prevailing Open Access publishing business models and their relation to the policies of the national research funders across European countries should be kept in mind when analysing these questions. This should ideally be done by laying out a series of short case studies which address the Open Access policy landscape in Southern, Eastern, Northern and North-Western Europe and look into possible roadmaps for these specific cases.

### **Objectives of the market analysis study**

Being provided as part of the work done by the FP7 Post-Grant Open Access Pilot, the study is expected to examine the impact that different aspects of the initiative have had in its implementation. These include its policy guidelines with both a funding cap and a no-hybrid policy which are becoming rather common funder instruments for expense control. Also, specific features such as a deeper funder involvement in the policy implementation (while maintaining a collaboration with institutions) and the specific post-grant nature of the funding initiative may be looked at as a potentially useful complement to other policies and the way they are implemented.

This report should above all explore the current status of the Open Access publishing market and provide a vision of the steps to take to promote an emerging sustainable and competitive market. Sustainable in the sense that mechanisms such as funding caps, no-hybrid policies or an increasing transparency around APC payments are identified that may allow to keep the public expenses in this area under control. Competitive in the sense that additional mechanisms are highlighted to provide a diversity of affordable choices for

researchers. Ensuring authors' exposure to the costs of publishing and exploring the cost-effectiveness of mechanisms like pre-payment agreements and offsetting agreements with publishers are possible areas to look into.

A possible structure for the report could be the following one:

- Review of the literature around OA business models (a few suggestions provided below);
- Pilot data and findings (covering both the APC-based and the alternative funding models);
- European policy landscape around Gold OA as background for these findings;
- Suggestions for a roadmap towards a sustainable and competitive market for Open Access publishing (incl case studies).

## **Methodology**

An open call for proposals will be publicly released in mid-September, with a three week period for bid submission. Once these have been received, an internal assessment will be carried out by LIBER in collaboration with OpenAIRE in order to select the winning bid. The bid assessment will be based on the following criteria:

- Quality of the bid
- Previous consulting work done in the area of business models around Open Access
- Value for money

The selected consultant should provide a first draft of the report by Jan 16<sup>th</sup>, 2017. This draft will be internally reviewed by OpenAIRE and the Steering Group that will have been appointed by then. Suggestions for updates will be delivered during the following week so that a final report is made available by mid-February (see specific dates on the timetable below).

Given that one of the goals of this market analysis report is to establish the degree of user satisfaction around the FP7 Post-Grant Open Access Pilot, a survey among funded researchers can optionally be carried out as a supporting instrument for the report to assess the advisability of having this post-grant funding initiative extended into further EC research framework programmes beyond FP7. If applicable, the survey should be prepared in collaboration with the FP7 Post-Grant Open Access Pilot team, which will in any case not be involved in the analysis of its results.

The findings of the report will be used as a starting point for a LIBER-organised workshop on sustainable Open Access publishing to be held in April 2016. The consultant is expected to attend such event and to deliver a summary of the findings of the study at the beginning of it, potentially also contributing to its organisation by facilitating discussions on specific areas. The conclusions of such workshop will finally be added to the report as an annex.

Since the study will be carried out while the post-grant funding initiative is still running, the possibility of updating the information included in its final version will be considered by the time the first draft is delivered.

## **Budget**

A total budget of 60,000 euros is available for this work (fully inclusive of VAT). Funds will be paid in three instalments: one third on agreement of the contract, a second payment for half the budget at the reception of the final version of the report and a third one for the remainder of the budget after the conclusions of the mid-April workshop have been added.

## Timetable

Issue of Request for Proposal: 16 September  
Return of Proposals: 7 October  
Suppliers informed of final decision 14 October

Anticipated Project timetable  
Research to start late October-early November  
First draft ready: 23 January  
Feedback on draft: 27 January  
Final version: 22 February  
Workshop (with presentation of report required): Mid April  
Annex with responses from workshop ready and added: 10 May

## Response return

Responses should be sent by email to [postgrantpilotinfo@openaire.eu](mailto:postgrantpilotinfo@openaire.eu) no later than 5pm CET on Friday the 30 of September. Any queries on this call for proposals may be directed via email to Pablo de Castro and Natalia Manola at the email address above.

## Some suggested references

Bo-Christer Björk; David Solomon, "Developing an Effective Market for Open Access Article Processing Charges" (Mar 2014),  
<https://wellcome.ac.uk/sites/default/files/developing-effective-market-for-open-access-article-processing-charges-mar14.pdf>

MacKenzie Smith et al, "Pay It Forward: Investigating a Sustainable Model of Open Access Article Processing Charges for Large North American Research Institutions" (Jul 2016),  
[http://icis.ucdavis.edu/wp-content/uploads/2016/07/UC-Pay-It-Forward-Final-Report.rev\\_.7.18.16.pdf](http://icis.ucdavis.edu/wp-content/uploads/2016/07/UC-Pay-It-Forward-Final-Report.rev_.7.18.16.pdf)

Najko Jahn; Marco Tullney, "A study of institutional spending on open access publication fees in Germany". PeerJ 4:e2323 <https://doi.org/10.7717/peerj.2323> (Aug 2016)

Katie Shamash, "Article processing charges (APCs) and subscriptions: Monitoring open access costs". Jisc, Jun 2016  
<https://www.jisc.ac.uk/reports/apcs-and-subscriptions>

David J. Solomon; Mikael Laakso; Bo-Christer Björk, "Converting Scholarly Journals to Open Access: A Review of Approaches and Experiences". Harvard Library Office for Scholarly Communications, Aug 2016  
<https://dash.harvard.edu/handle/1/27803834>

"A methodology to uncover how author charges to journals are paid by universities". Knowledge Exchange, ongoing study, call published May 2016.

De Castro, Pablo, "The OpenAIRE2020 FP7 Post-Grant Open Access Pilot: Implementing a European-wide funding initiative for Open Access publishing costs". Information Services & Use, vol. 35, no. 4, pp. 235-241, 2015. DOI 10.3233/ISU-150786.

Call for proposals for the alternative funding mechanism for APC-free Open Access journals and platforms (May 2016), <https://www.openaire.eu/are-you-publishing-your-apc-free-oa-journal-on-a-shoestring>.