



BIC Brunch: Open Access in the Book Supply Chain

27th January 2022, 12 noon GMT

#bicbrunch@bic1uk

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Book Industry Communication - making the book supply chain more efficient

Some housekeeping before we get started

- 🕒 **Questions for speakers:** Questions will be invited after the presentation and panel discussion have finished. Please use the “Questions” or “Chat” boxes to submit your question to the organisers.
- 🕒 **Recording:** This event is being recorded for BIC to use in its marketing and to allow people who are unable to attend this session today to still enjoy the event later. Unless invited to speak, attendees will not be identified in the recording.
- 🕒 **Twitter:** #bicbrunch @bic1uk
- 🕒 **BIC is a neutral members organization**

What is a BIC Brunch?

- 🕒 Informal & short (60 – 90 minutes) & online
- 🕒 Dedicated to book industry supply chain topics, successes, interests or concerns
- 🕒 Unique opportunity to gather industry knowledge from experts and ask questions
- 🕒 Recorded and shared online

Find out more:

- 🕒 Green BIC Brunches – every two months:
<https://www.bic.org.uk/227/BIC-Green-Brunches/>
- 🕒 Schedule of BIC Brunches:
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- 🕒 BIC's YouTube Channel:
<https://www.youtube.com/channel/UCEbQhwp9eweNkfBY1Ln0rTQ>

Agenda

12.00pm

Welcome & Introduction - Karina Urquhart, Executive Director, BIC

12.05pm

A Word from our Sponsor - Sabine Guerry, Founder and CEO, CloudPublish

12.10pm

What do we Mean by Open Access?

Leila Moore, Director, Open Access Policy, Wiley

12.20pm

Open Access Metadata, Standards and Best Practice

Graham Bell, Executive Director, EDItEUR

12.30pm

Sharing Open Access Titles with the Market – Supply Chain in Action

Zelah Pengilley, Content Management Analyst, Taylor & Francis Group

12.40pm

Infrastructure, Sustainability and Innovation

Dr. Sven Fund, Managing Director, Knowledge Unlatched

12.50pm

Question and Answer Session

1.00pm

Wrap-up and end Karina Urquhart

Who we are



BIC (Book Industry Communication Ltd) is at the cornerstone of the book industry, creating standards, delivering best practice and improving margin.

If you are in the book industry supply chain you need to be a member of BIC.

www.bic.org.uk

Book Industry Communication - making the book supply chain more efficient



A word from our sponsor...



Sabine Guerry, Founder and CEO, CloudPublish



<https://www.cloudpublish.co.uk>

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CloudPublish

by Sabine Guerry
Founder and CEO of CloudPublish

One Platform. One Destination.

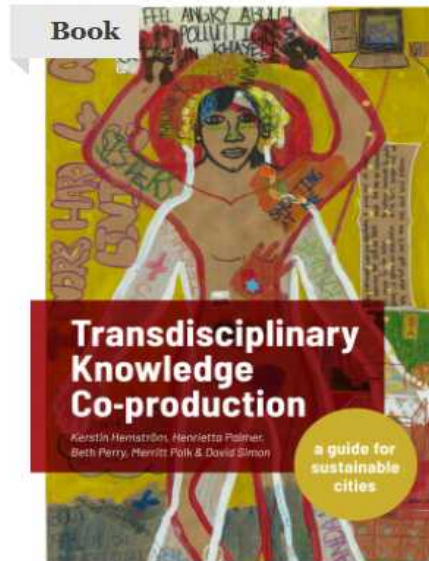


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Transdisciplinary Knowledge Co-production for Sustainable Cities

A guide for sustainable cities

Kerstin Hemström, David Simon, Henrietta Palmer, Beth Perry, Merritt Polk

Published: 2021

Pages: 192

eBook: 9781788531481

Paperback: 9781788531450

Hardback: 9781788531467

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Cover (1 of 199) Page Fit

Transdisciplinary Knowledge Co-production

Transdisciplinary Knowledge Co-production

Kerstin Hemström, David Simon, Henrietta Palmer, Beth Perry & Merritt Polk

a guide for sustainable cities

Chapter 1: Why transdisciplinary urban knowledge co-production?

Chapter 2: Methods for what? The strengths and limitations of transdisciplinary knowledge co-production

Chapter 3: Creating co-productive spaces

Chapter 4: Designing processes to integrate knowledge

Chapter 5: Blurring boundaries to facilitate understanding

Chapter 6: Concluding reflections and recommendations

Appendix: The contexts – Mistra Urban Futures Local Interaction Platforms

Back Cover

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intensive industries, there will be a high demand for learning and continuing vocational training.

According to Lutz und Sengenberger's hypothesis of labour-market segmentation, the German labour market is divided into three very stable, self-contained segments, and moving between the segments is made very difficult by the barriers put on mobility (Lutz/Sengenberger 1974). In the so-called *everyman's labour market* (Sengenberger, 1987, 119), the employer is not tied to the employee, who, in turn, is always replaceable (ibid.). What is required on this labour market are merely basic knowledge of the language, a minimum level of physical performance, and the discipline to work (Sengenberger, 1987, 120). Since employers have little interest in keeping employees on a long-term basis, they seldom offer opportunities for continuing vocational training (cf. Becker/Hecken, 2008, 142). In contrast, the predominant simple activities in this segment are unlikely to make further training necessary. Lutz and Sengenberger differentiate this particular segment from what they call the *company-internal*

Schmollers Jahrbuch 133 (2013) 2

<https://doi.org/10.3790/hcfen.133.2.189>
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labour market, which consists of employees with company-specific skills. The skills are so company-specific that the employee is tied to her or his particular

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Transdisciplinary Knowledge Co-production for Sustainable Cities

A guide for sustainable cities

[Kerstin Hemström](#), [David Simon](#), [Henrietta Palmer](#), [Beth Perry](#), [Merritt Polk](#)

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Paperback: 9781788531450

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 JOURNAL ARTICLE 

Participation in Continuing Vocational Training in Germany between 1989 and 2008

Yendell, Alexander

Journal of Contextual Economics – Schmollers Jahrbuch, Vol. 133 (2013), Iss. 2: pp. 169–183

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The German Perspective

Dehio, Jochen | Döhrn, Roland | Graskamp, Rainer | Löbbe, Klaus | Loeffelholz, Hans Dietrich von | Moos, Waike | Rothgang, Michael

Schriften des Rheinisch-Westfälischen Instituts für Wirtschaftsforschung, Vol. 70
(2003)

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Die verfassungsgemäße Fortentwicklung von E-Government als Herausforderung und Chance für die deutsche

OA only analytics & MaRC Records creation



- OA COUNTER usage statistics (incl. SUSHI)
- OA Google analytics
- OA packages (collections & Series)
- OA MaRC records creation and download for cataloguing

A Case Study & Testimonials



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Anthony Cond



How to reach us

if you'd like to connect:

Sabine Guerry

T:+44 (0) 203 0313 866

E: sabineguerry@cloudpublish.co.uk



Over to our first speaker...

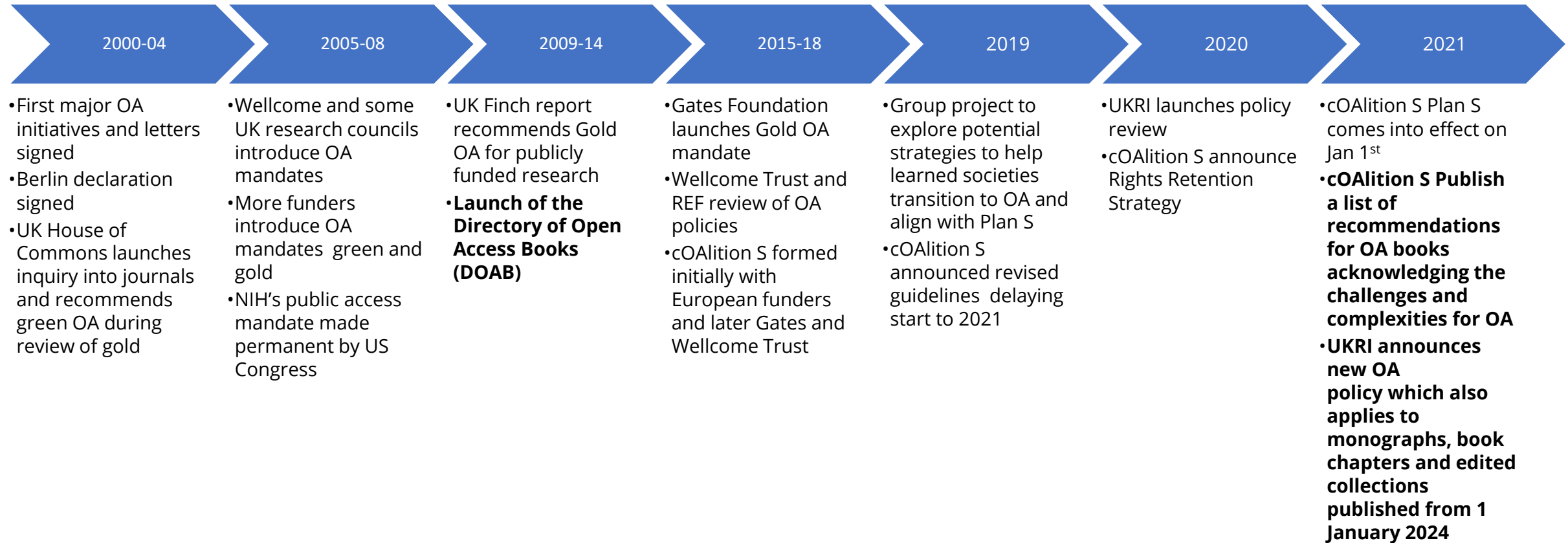


Leila Moore, Director, Open Access Policy, Wiley

What do we Mean by Open Access?

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Open Access Timeline



Open Access License Types



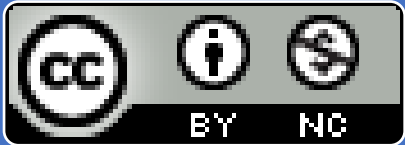
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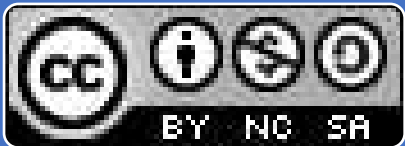
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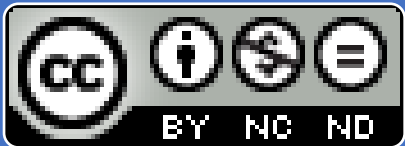
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Open Access Books Publishing Models

Considerations for all OA models

- Book Publishing Charge (BPC) pricing
- Pricing for print version
- Most suitable license type
- Funding model
- Effect on print sales
- Effect on commercial income e.g. permissions, translations
- Is there a system in place to accept BPC payments
- System modifications to hold funder and license information
- Navigating funder mandates (chapter level DOIs, adding OA funding info to frontmatter)
- Are distribution channels ready to accept additional metadata for OA books

OA - Full Book

- The full book is published as OA upon publication
- Author/funder pays a BPC if applicable
- eBook is made available to read and download at no charge
- A CC license is applied to the OA content
- A print version of the book may be available to purchase
- A version of the eBook may be available for sale

OA - Hybrid

- A select amount of content within a book is published OA upon publication
- The author pays a BPC for the OA content if applicable
- The OA content is made available to read and download at no charge
- A CC license is applied to the OA content
- The eBook is still available to purchase
- A print version of the book may be available to purchase

Additional complications

- Pricing and discounts
- Proportion of book that can be OA before you flip to full book OA
- Multiple funders
- Double dipping

OA - Retrospective

- The full book or selected content within the book is published OA at some point after publication
- The author pays a BPC for the OA content (sometimes at a reduced cost depending on how long the book has been published for)
- The OA content is made available to read and download at no charge
- If the full book is OA a version of the eBook may be available for purchase
- If hybrid OA the eBook is still available to purchase
- A CC license is applied to the OA content
- A print version of the book may be available to purchase

Additional complications

- Timing
- BPC pricing/discounting
- Funding
- Double dipping

Open Access Books Funding Models

Model	Description	Example publishers / service providers
Book processing charge (BPC) / Open Access fee	A fee is charged by the publisher in order for the ebook to be made open access; usually all ebook formats will be open access. The fee is typically paid by the author's funder or institution .	Bloomsbury, Brill, CUP, De Gruyter, Elsevier, InTechOpen, MDPI, OUP, Springer Nature (incl. Palgrave Macmillan), Stockholm University Press, T&F (incl. Routledge), University of California Press (Luminos)
Freemium	A version of the ebook is made open access or freely available at no charge to the author; the free access is subsidised by other revenue sources, such as sales of other e-formats, print sales, and/or library membership fees.	OECD, Open Book Publishers, OpenEdition, Open Humanities Press, Punctum Books
Institutional subsidy / New University Presses (NUP)	An institution subsidises publication at an open access press based at or associated with the institution. Fees may not apply or may be discounted; academics based at the institution may receive additional discounts or fee waivers.	Lever Press, UCL Press, University of Huddersfield Press, White Rose Press
Library Membership	Libraries or other institutions pay an annual membership fee to a publisher that underwrites some costs of making books open access; the member institution and/or its authors may receive additional benefits such as discounts on book processing charges (BPCs).	Open Book Publishers, Punctum Books, University of California Press (Luminos)
Library consortium ("Institutional crowdfunding")	Libraries pledge a fee towards making a collection of books open access, covering some or all of the costs between them. Once enough libraries have confirmed participation and the target amount is achieved, the collection is made open access.	Knowledge Unlatched, Transcript
Crowdfunding	Individuals pledge fees to make a book open access; once enough individuals have confirmed participation and the target amount is achieved, the book is made open access.	Unglue.it (typically in collaboration with publishers, e.g., CUP, OBP), self-published authors

Over to our second speaker...



Graham Bell, Executive Director, EDItEUR

Open Access Metadata, Standards and Best Practice

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Open Access products in ONIX

Graham Bell
EDItEUR

BIC Brunch, 27th January 2022

What is Open access?

What is Open Access?

- there isn't one single definition
- 'free' ?
 - free of charge?
 - free of at least *some* of the normal copyright and distribution restrictions
 - but might still *retain* some rights as well (including moral rights such as the right to be identified as the author and to maintain the integrity of the work)
 - the exact licence under which the content is made available is critical
- OA is most prevalent in the world of academic journals, but Open Access monographs and hybrid OA are both growing

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● OA

Acc

www.budapestopenaccessinitiative.org/read

Budapest Open Access Initiative

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BOAI15

Toward the Internet of the Mind

BOAI10

Translations

Background

Read the original BOAI declaration

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Read the Budapest Open Access Initiative

An old tradition and a new technology have converged to make possible an unprecedented public good. The old tradition is the willingness of scientists and scholars to publish the fruits of their research in scholarly journals without payment, for the sake of inquiry and knowledge. The new technology is the internet. The public good they make possible is the world-wide electronic distribution of the peer-reviewed journal literature and completely free and unrestricted access to it by all scientists, scholars, teachers, students, and other curious minds. Removing access barriers to this literature will accelerate research, enrich education, share the learning of the rich with the poor and the poor with the rich, make this literature as useful as it can be, and lay the foundation for uniting humanity in a common intellectual conversation and quest for knowledge.

For various reasons, this kind of free and unrestricted online availability, which we will call **open access**, has so far been limited to small portions of the journal literature. But even in these limited collections, many different initiatives have shown that open access is economically feasible, that it gives readers extraordinary power to find and make use of relevant literature, and that it gives authors and their works vast and measurable new visibility, readership, and impact. To secure these benefits for all, we call on all interested institutions and individuals to help open up access to the rest of this literature and remove the barriers, especially the price barriers, that stand in the way. The more who join the effort to advance this cause, the sooner we will all enjoy the benefits of open access.

The literature that should be freely accessible online is that which scholars give to the world without expectation of payment. Primarily, this category encompasses their peer-reviewed journal articles, but it also includes any unreviewed preprints that they might wish to put online for comment or to alert colleagues to important research findings. There are many degrees and kinds of wider and easier access to this literature. By "open access" to this literature, we mean its free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution, and the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.

While the peer-reviewed journal literature should be accessible online without cost to readers, it is not costless to produce. However, experiments show that the overall costs of providing open access to this literature are far lower than the costs of traditional forms of dissemination. With such an opportunity to save money and expand the scope of dissemination at the same time, there is today a strong incentive for professional associations, universities, libraries, foundations, and others to embrace open access as a means of advancing their missions. Achieving open access will require new cost recovery models and financing mechanisms, but the significantly lower overall cost of dissemination is a reason to be confident that the goal is attainable and not merely preferable or utopian.

So what is different about OA metadata?

- credit for the funding bodies
- provision of an 'open access statement' or flag
- specification of the exact licence
- setting the price to free of charge
- specifying the location of the repository (and possibly also the location of any digital preservation site / dark archive)

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</Publisher>
```


But how can I tell it's Open Access?

- 'Open Access' is not one single concept – the exact licence is the only true and detailed statement of the intellectual property status
- so there's a practical need to provide a pithy indicator of 'open access'
 - not in itself a legal statement
 - just a shorthand indicator or 'flag' – primarily for marketing purposes
 - use of the indicator without a specific licence link is strongly discouraged

But how can I tell it's Open Access?

- 'Open Access' is not one single concept – the exact licence is the only true and
- so there's
 - not in it
 - just a sh
- use of the indicator without a specific licence link is strongly discouraged

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<TextContent>  
  <TextType>20</TextType>  
  <ContentAudience>oo</ContentAudience>  
  <Text>Open access – no commercial reuse</Text>  
</TextContent>
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      <dt>You can</dt>
      <dd>• copy and share</dd>
      <dd>• extract, adapt and reuse</dd>
      <dt>provided you</dt>
      <dd>• credit the original creator</dd>
      <dd>• make no commercial use of the content</dd>
    </dl>
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</TextContent>
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<TextContent>

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<Text textf

<dl>

<dt>Y

<dd>•

<dd>•

<dt>p

<dd>•

<dd>•

</dl>

</Text>

</TextContent>

Open access – no commercial reuse.

You can

- copy and share
- extract, adapt and reuse

provided you

- credit the original creator
- make no commercial use of the content

reuse.</p>

<Text textformat="o5"><p>Open access – no commercial reuse.</p>

<dl>

<dt>You can</dt>

<dd>• copy and share</dd>

<dd>• extract, adapt and reuse</dd>

<dt>provided you</dt>

<dd>• credit the original creator</dd>

<dd>• make no commercial use of the content</dd>

</dl>

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      by/4.0/</EpubLicenseExpressionLink>
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It's free. Do I use <PriceAmount> zero?

- in ONIX, <PriceAmount> can never be zero
- free of charge products in ONIX use <UnpricedItemType>
 <ProductAvailability>21</ProductAvailability>
 <UnpricedItemType>01</UnpricedItemType>
- <UnpricedItemType> can also be used within <Price> if a product is only *sometimes* free of charge – for example if Open Access is delayed

It's free. Do I use <PriceAmount> zero?

- in ONIX,

- free of charge

<Product

<Unprice

- <Unprice

only some

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product is
is delayed

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    docid=341341</WebsiteLink>
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</Website>
```

- <Website> can be used in different contexts – contributor, publisher, supplier. Use within <Publisher> for Gold OA and preservation, within <Contributor> for typical Green OA, and within <Supplier> for other repositories

Real world issues

- Can ONIX describe hybrid OA monographs?
 - ONIX can carry extensive 'chapter level metadata' – chapter titles, author details, abstracts and so on, even extents and marketing material, for each chapter of a book, in Block 3 of ONIX 3.0
 - unfortunately, right now, this does *not* extend to specifying different licences for each chapter
- What about physical OA products?
 - all the preceding advice could apply to physical products, except that <EpubLicense> generally only applies to digital publications



graham@editeur.org
<https://www.editeur.org>

Over to our third speaker...

 **Zelah Pengilley,**
Content Management Analyst, Taylor & Francis Group

Sharing Open Access Titles with the Market
Supply Chain in Action

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Sharing open access titles with the market

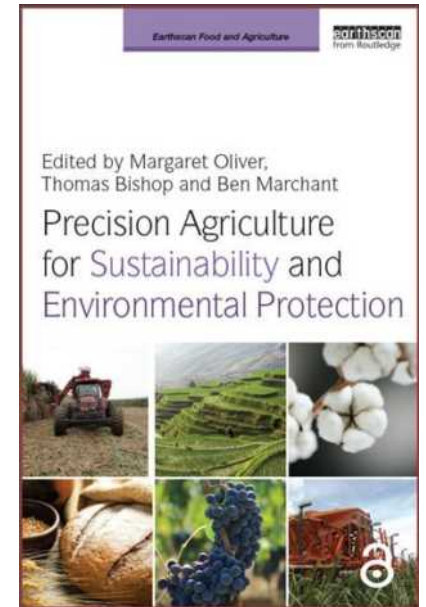


- **Preparing or updating ebook files**

Whether a book is born open access or converted post-publication we add:

- The book-level DOI on the imprint page and the chapter-level DOI on every chapter title page This is to aid discoverability and to fulfil contractual obligations to funders;
- The OA logo to the title page;
- The licence details and funder information on the copyright page;
- The OA logo licence information and where to access the ebook on the cover

For titles with some OA chapters we also add a bespoke chapter title page containing the book title author/contributors chapter title DOI funding body and license information



Sharing open access titles with the market



- **Storing and distributing OA metadata**
 - We modified our title management system to hold licence information and details of funding bodies;
 - We modified our Onix for full OA titles to include the Open Access data specified by Editeur;
 - Onix for titles containing some OA chapters does not yet include OA data OA details are managed via manual form submission
- **Distributing OA ebooks**
 - We host and provide access to our full and partial OA titles on our ebook platform <https://www.taylorfrancis.com/search?openAccess=true>;
 - Distribution of full OA titles to OA-specific channels such as OAPEN and Open Research Library is relatively straight-forward; distribution of partial OA titles to those channels is manual;
 - Library channels are keen to receive and provide access to full and partial OA ebooks;
 - We send OA ebooks to retail channels but awareness of OA is more limited and they are not set up to communicate information about funding or licence types

Sharing open access titles with the market



Challenges in our distribution process

- Not all parties in the supply chain are ready to process and display information about funding bodies and licences;
- Not all of the OA data can yet be stored in or sent via in our distribution system so a parallel feed is necessary;
- Many channels still take only Onix 2.1 or CSV metadata which cannot hold the OA specific data
- We are still working on how to automate storage and distribution of chapter-level metadata where only some chapters are open access
- We are still working on how to automate alerting channels when the availability status changes;
- Titles become OA immediately once the funding is approved and paid but for post-publication conversions the files will take a while to update with the OA logos and disclaimers. This can cause confusion in the market and with authors and funders who expect to see OA files immediately. We can't convert ahead of payment in case the funding falls through
- Is it right that we send out ebook files for OA titles for third parties to provide access rather than simply directing customers to access for free on our platform?

Over to our final speaker...



**Dr. Sven Fund, Managing Director,
Knowledge Unlatched**

Infrastructure, Sustainability and Innovation

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The background of the slide is a soft-focus photograph of numerous pink cosmos flowers with yellow centers, growing on thin green stems. The flowers are scattered across the frame, with some in sharp focus and others blurred, creating a sense of depth. The overall color palette is light and airy, with the pink of the petals contrasting gently against the pale sky and green foliage.

Knowledge Unlatched Open Access Made Simple

Berlin, 27.01.2022
Dr. Sven Fund



Knowledge Unlatched...

- makes scholarly content freely available to everyone
- is the leading marketplace for OA content for libraries and institutions worldwide
- supports publishers of monographs and journals in various disciplines in their transition from paywalled to Open Access
- offers various tools, partner programs and services to increase visibility for OA content

3.000 +
Books

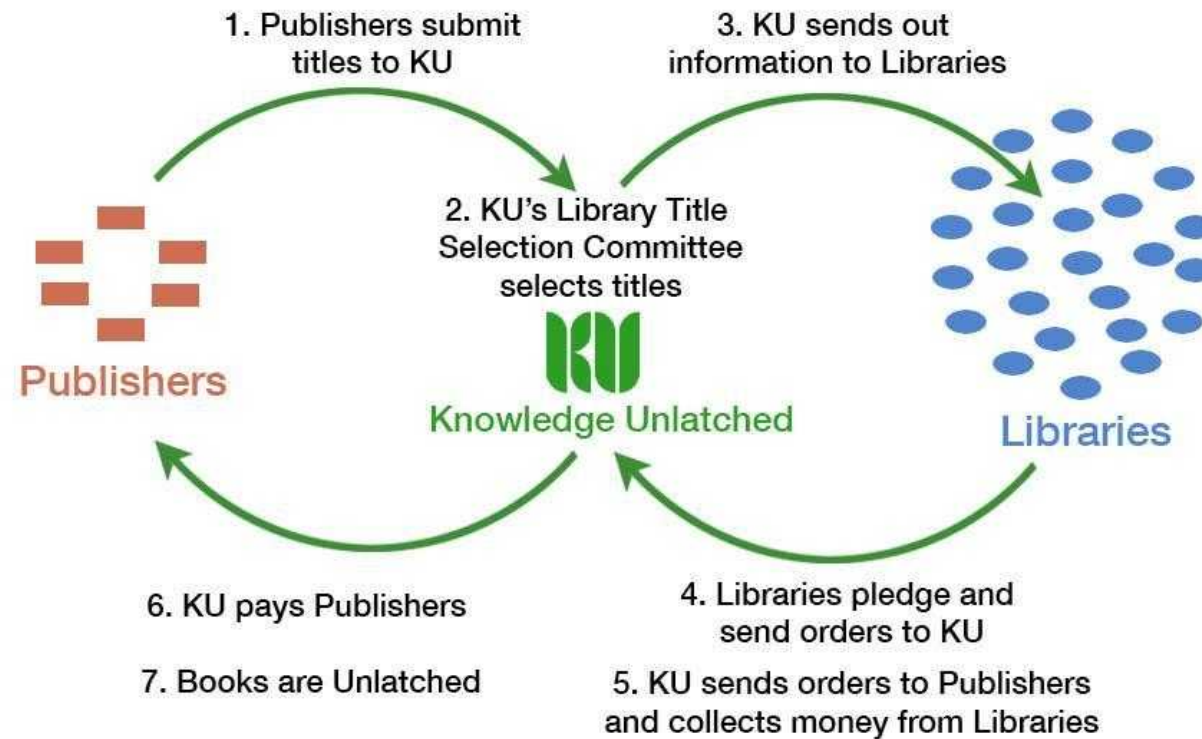
670 +
Libraries

100 +
Publishers

50 +
Journals

15.000.000 +
Interactions

KU's library crowdfunding model involves multiple stakeholders



Spreading Knowledge: Hard Work

- Integration with existing systems: CoreSource, Bibliovault or SFTP
- Single title hosting on multiple OA platforms
- Access to additional promotional services
- Instant MARC Record creation for easy cataloguing
- Quarterly usage reporting
- Social Media on title level to KU Network

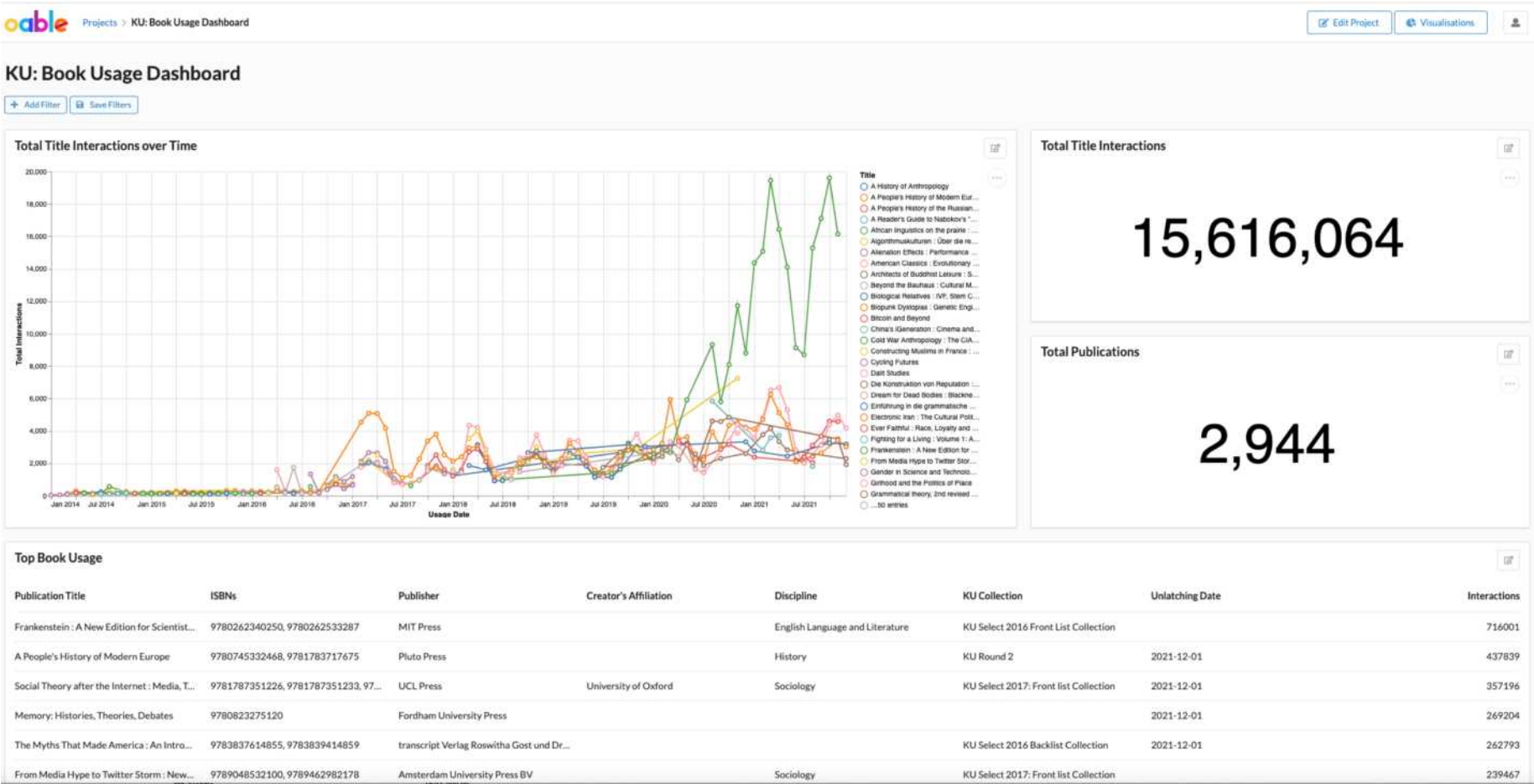


+ publisher platforms

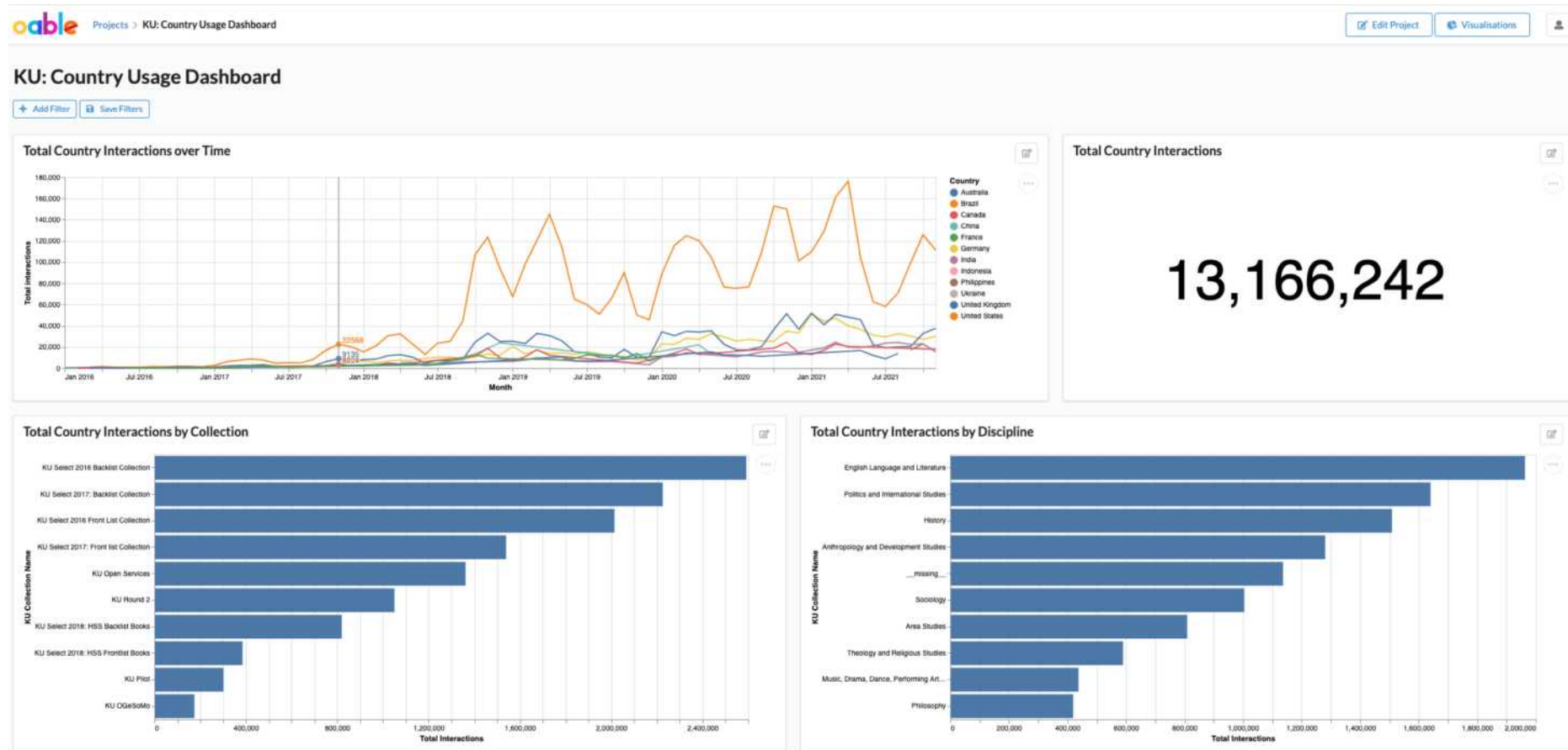
Major Use Cases for Analytics

- Business intelligence for publishers
 - for content acquisition
 - to negotiate read & publish deals
 - to report on readership & impact
- Business intelligence for institutions
 - for collection building
 - to monitor funding trends
- Non-institutional usage allocation

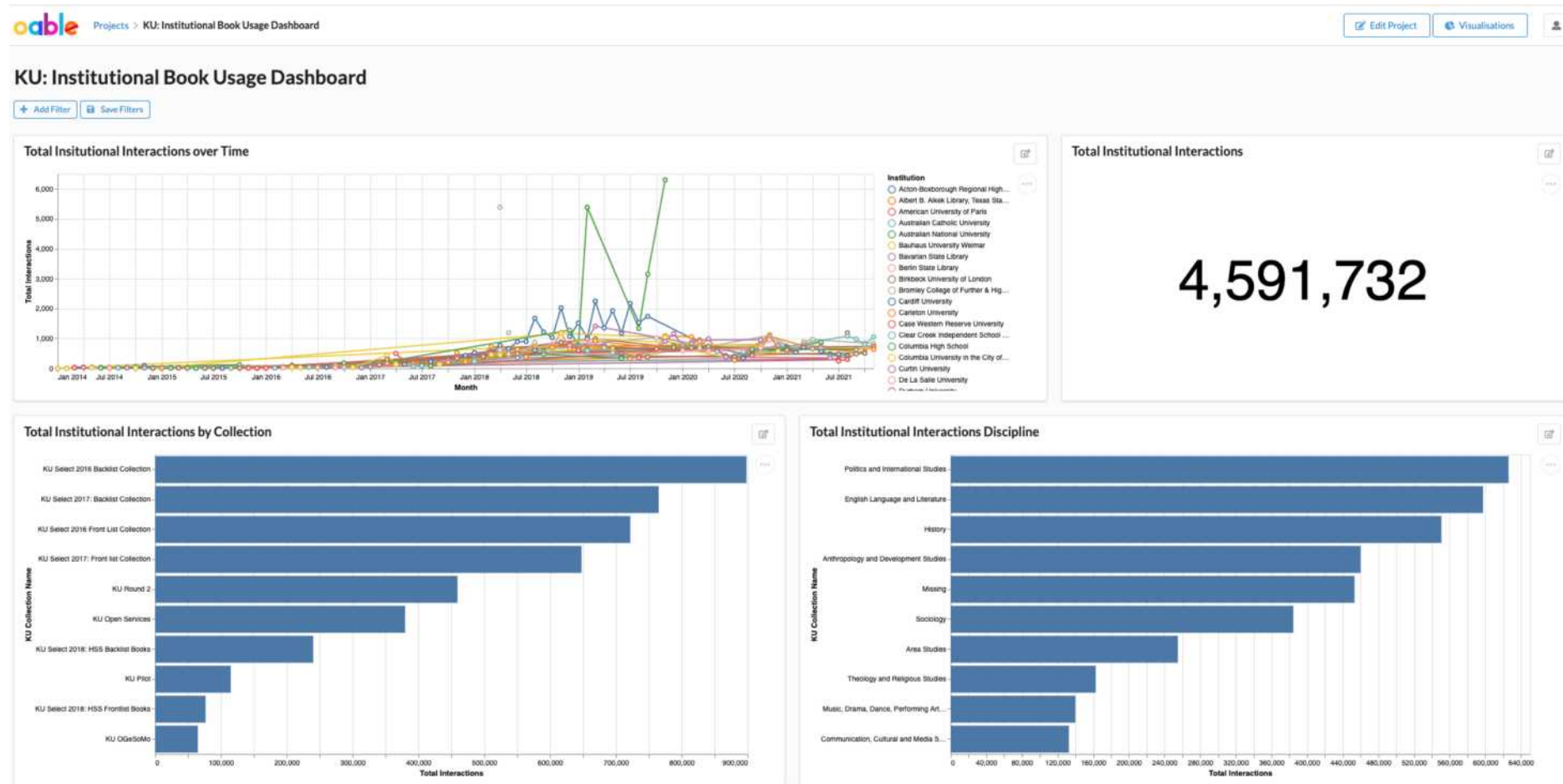
Title Usage Dashboard



Country Usage Dashboard



Institutional Usage Dashboard



Thank you for your attention!
sven@knowledgeunlatched.org



Q&A Session

Over to you, our attendees.

Please put any questions you may have in the
“Questions” or Chat boxes

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