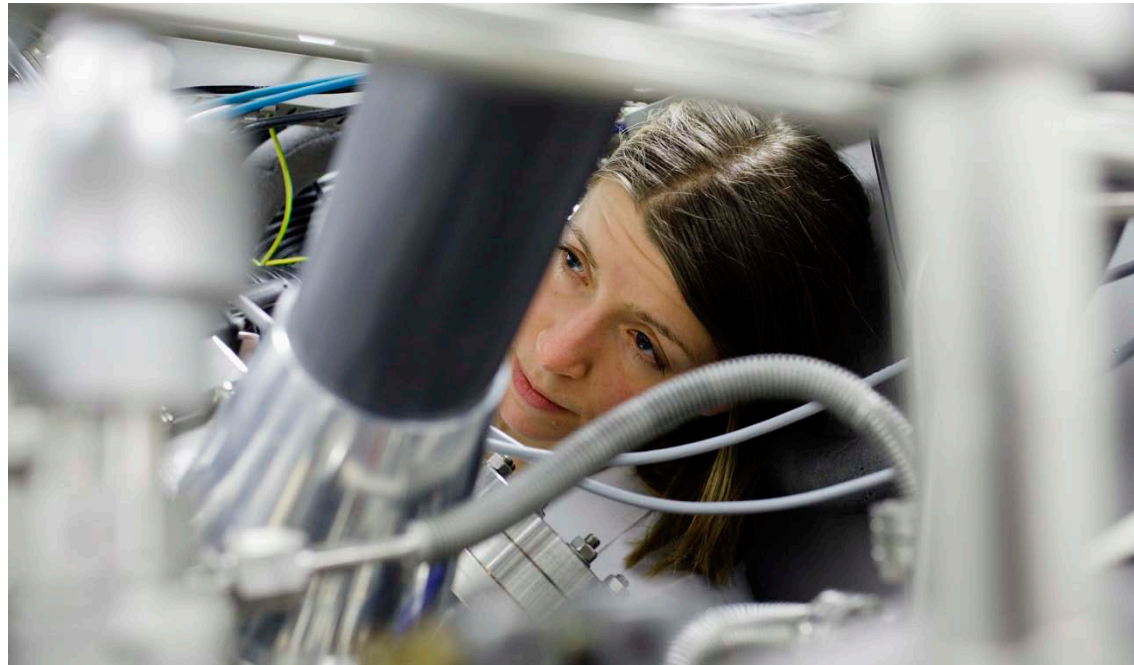




LUND
UNIVERSITY



A long and winding road – promoting Open Access at a very large and research-intensive university

Open Access & the Changing Role of Libraries
IFLA Sat. Meet., Gothenburg, August 9th, 2010
Lars Björnshauge, Director of Libraries, Lund
University, Sweden

One of Europe's Leading Universities



- Founded in 1666
- 46 000 students
- 2 800 doctoral students
- 6 000 employees
- 562 professors (18 % women)
- Eight faculties
- Several campuses
- EUR 620 million turnover

Faculties



- Engineering
- Science
- Law
- Social Sciences
- Economics and Management
- Medicine
- Humanities and Theology
- Fine and Performing Arts

One University – multiple campuses



Campuses outside Lund:

Malmö

Malmö Academy of Music

Malmö Art Academy

Malmö Theatre Academy

Skåne University Hospital, Malmö

Helsingborg

Campus Helsingborg

Ljungbyhed

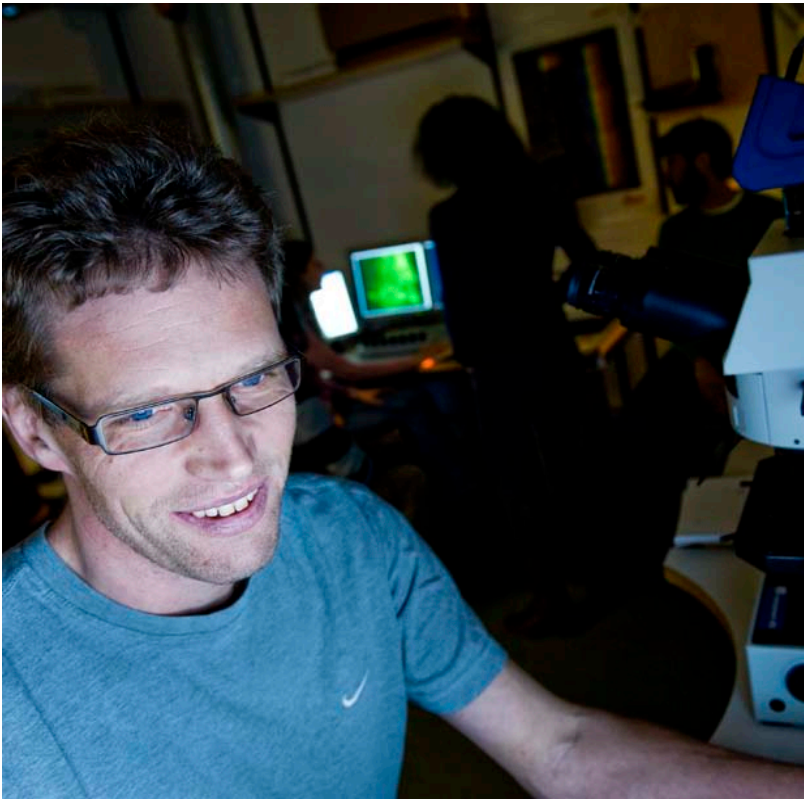
School of Aviation

Research – meta-areas



- Life Sciences
- Health and Ageing
- Complex Systems
- Environment, Energy and Economics
- Advanced Materials
- Economic, Social and Political Systems
- Human Development, Conditions and Democracy

Cross-disciplinary research – examples



- Work Environment College
- Centre for Health Economics
- Centre for Sustainability Studies
- CIRCLE
- Nano-science
- Neurodegenerative Diseases
- Stem Cell Center
- Translational Cancer Research

ESS Scandinavia



European Spallation Source (ESS)

- The ESS will be built in Lund and will be used by several European countries
- A multi-scientific research facility based on the world's most powerful neutron source, estimated to be fully operational in 2020
- Will be used to study the structure and function of a multitude of materials – e.g. plastics, proteins and medicines

Working with Scholarly Communication Issues and Open Access

- Doing the basic work – building capacity:
 - ”Importing” and disseminating the emerging international discussion and experiments in the local, national and Nordic agenda:
 - Swedish Resource Centre for Scientific Communication – ScieCom.org (2002 -)
 - 1st Nordic Conference on Scholarly Communication (2002)
 - Creating informal networks of committed people and ”early adaptors” – library staff & researchers
 - Receiving the first financial support from the National Library

ScieCom

- Inform scholars, administrators, funders, and libraries about the scholarly communication crisis
- Contribute to a common strategic plan for Swedish HE-libraries to work efficiently with alternative publishing models
- Re-establish control of scholarly communication
- Use bibliometrics, open citation and other methods to analyse and show the "impact" of alternative publishing
- Work with Intellectual Property Rights issues - Model licenses
- Arrange seminars and networking opportunities

Initial activities

- Dissertation database – late 90'ties
- Thesis database - 2001
- LU:research – parallellpublishing – 2002
- The initial contacts to interested LU-researchers
- Initial work with model licenses for parallellpublishing
- and developing services for the community

- In 2003 we launched the Directory of Open Access Journals
- In 2005 we together with Univ. of Nottingham developed the first version of Open DOAR (now operated by Univ. of Nottingham)

DOAJ DIRECTORY OF
OPEN ACCESS
JOURNALS

*Open*DOAR

Emerging attention from the university association

- The Swedish Association of Higher Education (SUHF)
 - Report on the future of libraries (2003)
 - Recommendation that universities establish professional units to take care of the publications and publishing activities – and that the university libraries should be in charge of these operations.
 - The report was used by the libraries to enter in discussions with the university management – as well in Lund
 - During the following years SUHF became an important facilitator of the OA-activities – among other things via signing the Berlin Declaration and due to good contacts to research funders

Building on external developments to promote the OA-issues internally

- Under the influence from
 - The initiatives and activities from the Library Head Office
 - The initiatives and engagement of SUHF
 - The still lauder discussion about the crisis in scholarly communication

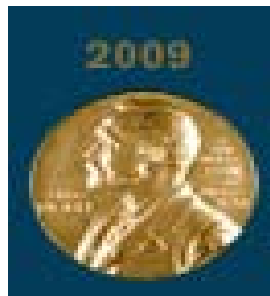
the Lund University Board issued a soft OA-mandate in November 2005

The soft OA-mandate and then what?

- Implementing the OA-mandate (2006-)
 - Merging existing databases into one – Lund University Publications (LUP)
 - Information, advice, advocacy and promotion of OA-issues
 - Information meetings with researchers at departments
 - Where to publish?
 - Advocacy materials
 - Copyright issues
 - Support for parallelpublishing (librarians at the faculty libraries)
 - Fund for publication charges

(in several of these activities we have taken advantage of managing and participating in projects funded by the National Library and Nordic funds)

Projects



- Swepub
- Open Access to Nobel Prize awarded work – a pilot project
- Aiding scientific journals towards open access publishing
- H-prints
- Parallel publishing of scientific articles (PAVA)
- Research Data in Humanities and Arts sciences - Open Access?

Conferences

Hosting and arranging conferences has proven to be a very good way of "importing" knowledge and experience facilitate networking

Since 2002 we have arranged 4 Nordic Conferences on Scholarly Communication bringing together international experts and nordic library staff

In 2009 we hosted the 1st Conference of the newly founded Open Access Scholarly Publishers Association

In 2010 (last week) we hosted the eIFL General Assembly 2010 (sponsored by the Swedish Library Association)

augusti 2010



Openness -
Trade, Tools and Transparency

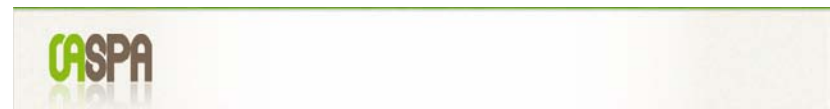
21-23 April 2008, Lund, Sweden

Following up the success of the previous Nordic Conferences on Scholarly Communication, Lund University Libraries are proud to announce the Fourth Nordic Conference.

In order to discuss, present and analyse the problems and challenges that arise within scholarly communication Lund University Libraries invite scholars, publishers, vendors, editors, librarians and other interested parties to the Fourth Nordic Conference on Scholarly Communication 21 - 23 April 2008 in Lund, Sweden. The conference takes place every second year and aims to be an important contribution to the discussion and to the development within the Nordic countries.

More information about the conference programme will be available on the website.

NCSC 2008
LUND UNIVERSITY LIBRARIES
WWW.LUB.LU.SE/NCSC



Lars Björnshauge

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Helpful trends!

- A couple of trends has been helpful:
 - The increasing pressure on universities to expose their research and to be visible
 - The ranking issue
 - Research evaluation exercises
 - Resource allocation models with publication activity as a parameter
- These issues indeed have attention from the university management! – and
- This has proven to be very helpful in promoting issues related to primarily Institutional Repository and as well Open Access!

So where are we now?

- LUP –
 - +75.000 records
 - Only a fraction so far in fulltext – but a relative high fraction in national & international comparison
- Based on the trends just mentioned LUP is developing into a Current Research Information System (CRIS) integrating (with)
 - research project databases,
 - research contract database,
 - linking publications with research data
- all this of course in cooperation with relevant units with the university and
- with close attention from the university management!

Still a lot to be done

- More advocacy
- More help to researchers
- Hopefully a clear mandate from the university following the mandates from funders
- Next step will be to try to work with editors and referees doing work for commercial journals
- More focus on Gold OA

Lessons learned 1

- Do not expect the university management to request or demand anything particular from the library when it comes to scholarly communication
- Let committed and curious employees develop themselves and experiment
- Facilitate networking with colleagues from other universities.
- Be creative in "finding" resources and money within your budget.
- Do not ask for permission, you can ask for forgiveness later!

Lessons learned 2

- You are not alone on an island – on the contrary:
 - Take advantage of national/international developments
- Attract external funding opportunities:
 - Engage in projects (national & international)
- Central/national funding is very helpful:
 - In Sweden the funding provided by the National Library has been of paramount importance for the developments in Lund and in Sweden.

A critical balance of our work so far?

- We have with all right been and still are encouraged by
 - our new and important role as managers of the institutional record of our universities,
 - our contribution to strategic objectives of our institutions and
 - our improved profile internally at our universities
 - and by the results of our national and international collaboration.
- All of our activities on the Green Road has been very important, given a lot of benefits to our institutions, but ...

- So far our collective work haven't had substantial effects on the existing system of scholarly communication
- The effects are further marginalisation of society publishers and minor publishers (punishing the good guys!)
- Are we trapped in Green??

Where did it all start?

- The starting point was the crisis in scholarly communication, with the notion that the predominant model of scholarly communication – subscription based scholarly journals
 - Is unsustainable
 - Is leaving less developed countries out
 - Is limiting the usage rights of authors and readers
 - Has transferred the most important assets from our universities, the output from public funded research as a commodity, a private good.
 - **And preventing libraries and librarians as a collective group to fulfil their primary role: providing access to the information needed by their users!**

Licensing & OA:

- While engaging in Open Access issues by
 - building repositories,
 - helping our universities with managing and disseminating their intellectual output and
 - struggling to get the funds for these activities
- We are at the same time as a routine job approving invoices from the commercial publishers, thus further promoting the existing unsustainable model

A paradox

- Our message has been heard!
 - Universities, university associations, research funders and even governments want Open Access to publicly funded research.
 - And yet we are so far not really able to bring about change in the existing model
- Did we have the right focus?

Gold?

- Apart from
 - Our efforts in bringing scholarly journals that are not in the streamlined commercial flow (scholarly journals from smaller language areas, journals within humanities and social science etc) up to date and in an OA-mode
 - Allocating funds for paying for articles in OA-journals with publication charges

Nothing much else happens when it comes to Open Access Publishing (Gold OA).

So what can we do as individual libraries or consortia without any risk?

- Support the good initiatives, the initiatives that aim to promote Open Access Publishing
 - Become a supporting member of OASPA (publishers that work in the direction we and our masters want to see!)
 - Become a member of BioLine (many journals on the waiting list!)
 - Enter institutional/consortial membership with OA-publishers (BMC, PLoS, Hindawi, Copernicus etc)
 - Become a member of DOAJ
 - Etc etc
- These things will cost you a **very small fraction** of your library budget or consortium turnover and will make a lot of difference!

Things we have to do together!

- Whereas Green is primarily an institutional thing - changing the existing model calls for **collaborative action** and action on a **higher level!**
- We have to collectively (via our consortia, library directors committees etc) convince those who want to see Open Access become real, that changes requires **investment and bold action.**

Things we have to do together!

(ctd)

- So far we have done a very good job internally with the Green stuff.
- Now we have to convince our universities, university associations, research funders etc. that they have to invest
 - Invest in funds for publication charges
 - Invest their collective power in supporting us in bringing about real change to the unsustainable model of scholarly communication.

Conclusion

- We can be very proud of the ways we have developed our new role in the Open Access issues, but ...
- Now we have to take it one step further and really confront the important issue:
- Bringing about **real** change in scholarly communication
- **Simply because this is required if we as libraries and librarians collectively will fulfil our professional role!**

BTW!
We still need your support!
Visit us at IFLA

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JOURNALS

Thank you for your help,
inspiration, support and attention

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