Disruptive innovation
IN SCHOLARLY COMMUNICATIONS

Dr. Koen Becking
President of the Executive Board
4 Disrupting Forces

- Age of Urbanization
- Accelerating Technological Change
- An Aging World
- Greater Global Connections

Source: McKinsey Global Institute
Disruptive
TECHNOLOGICAL CHANGE

PROJECT TITAN
APPLE CAR
Greater GLOBAL Connections
What is the role of a university?

The existential debate on universities ranges back to their origin.

Knowledge to its end
Knowledge in relation to learning
Knowledge in relation to professional skills

A UNIVERSITY SHOULD BE A STIMULATING ENVIRONMENT FOR THE RESTLESS HUNT OF SCIENTIFIC KNOWLEDGE

Sources: Henry Newman (1852), The Idea of a University; Johan Wissema (2009), Towards the 3rd Generation University
Why the position of a university within society is changing...

1. Digital innovation
2. Global orientation
3. International competition
4. Demand for social responsibility
5. Changing funding schemes and models

21st Century universities should face society.

Society requires universities to develop 21st Century skills.

Sources: European Universities Association, November 2015
Our current thinking is deeply rooted in our traditional values.

We work in the spirit of our founding father Martinus Cobbenhagen (1889-1954).

He was one of the first to address social responsibility within enterprises based on catholic social-economic ideas.

Pluralism, Justice, Tolerance, and Solidarity

The combination of hard and soft skills in the context of the advancement of society provides Tilburg university with a unique profile.

The Cobbenhagen building (1958): a design by Bedaux, reflecting the serenity of our Catholic roots.
Tilburg University is a student-centric, academic-driven university that focuses on social innovation by combining education, research, and knowledge valorization in the pursuit of excellence.

Highly-Qualified “Entrepreneurial Thinkers”

EDUCATION
Bachelor and Master programs

SCIENTIFIC EXCELLENCE
- ECONOMICS & BUSINESS
- HUMANITIES & THEOLOGY
- LAW & GOVERNANCE
- SOCIAL & BEHAVIORAL SCIENCE

RESEARCH
Scientific Communities of Practice

VALORIZATION
Social Innovation Areas

DEPARTMENTS

3rd GENERATION UNIVERSITY
OPEN...

...access

...educational resources

...data

...source

...science
What is open access?

Open access [...] literature is digital, online, free of charge, and free of most copyright and licensing restrictions.>>

(Peter Suber, 2012)
EXPLANATION OF OPEN ACCESS
IMPORTANCE OF OPEN ACCESS
Division of tasks, and the role of libraries

1. **VSNU** is in the lead
2. Libraries have an important **advisory role** and support in the preparation of the negotiation files and communication to researchers
3. Negotiations with big publishers are led by a **board member of a university**
4. Negotiations with smaller publishers are led by a **library director**
5. Surfmarket advises and supports
Dutch ambition for open access

100% gold open access by 2020
Going for gold requires a properly thought-out and well organised negotiation.
Focus on the biggest publishers...

Wiley

Springer

Elsevier

Sage

Taylor & Francis

American Chemical Society

Royal Society of Chemistry

Brill

BOOM

Oxford University Press

American University Press

Ars Aequi

ProQuest

Kluwer

IOS Press
... because the top 8 covers 70% of the market
Know the facts about the worldwide publishing market

**Market today**
Subscription

- Current worldwide spending on subscriptions: **€ 7.6 bn**

**Market transformed**
Open access

- Estimated worldwide spending on open access publications: **€ 4.0 bn** + 45% buffer

Open access possible within the current financial system

- Number of scholarly articles: **#2 m**
- Current price per article publication: **€ 3.800**
- Estimated realistic price per article publication: **€ 2.000**

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Based on Schimme, R., Geschuhn, K. K., & Vogler, A. (2015). Disrupting the subscription journals' business model for the necessary large-scale transformation to open access. doi:10.17617/1.3.
Big deals as vehicle for open access negotiations

**Springer**

- 100%
- two years
- OA big deal
- on 1,700 titles

November 2014

Update: extended for 2017

**Sage**

- two years
- partial OA deal
- 200 articles (20% of output)
- selected titles

July 2015

Update: extended for 2017-2018

100%
Big deals as vehicle for open access negotiations

- **Elsevier**
  - December 2015
  - Three years
  - Partial OA deal
  - 3,600 articles
  - (10-20-30% of output)
  - Selected titles

- **Wiley**
  - February 2016
  - 100%
  - Four years
  - OA big deal
  - in 1,400 titles

- **ACS**
  - July 2016
  - 100%
  - Four years
  - OA big deal
  - in 53 titles

- **Taylor & Francis**
  - May 2016
  - 100%
  - Two years
  - OA big deal
  - in 1,580 titles

• Oxford University Press
• Kluwer
For compliance we monitor progress: openaccess.nl

Web of Science NL corresponding authors (2016)

~ 24000
TREND OPEN ACCESS ARTICLES TOP 7 PUBLISHERS AND RELATED COSTS

start OA negotiations
Thank you