

Workshop

Open Access as a Business Model: Practical Insights and Disciplinary Comparisons

Jana Keck (German Historical Institute Washington, Max
Weber Foundation)

Nanette Rißler-Pipka (Max Weber Foundation, Bonn)



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Virtual Housekeeping

» The meeting will be recorded for internal use only



» Please, mute yourself when not speaking



» Please, use your full name (and institution if you wish) in the name tag in Zoom

» AI-assistance (for meeting notes etc.) not allowed



» Any time, comment and ask questions during the talks in the chat



» Please, use the “raise hand” reaction if you want to join in the discussion actively



Introduction

- » **The Occasion:** Max Weber Foundation (MWS) adopted two **policies** on Open Science and Open Access initiated by the Working Group Digital Humanities
- » **The Diamond Capacity Centre:** SeDOA started in May 2025 as a DFG funded project
- » **The Goal:** of this workshop is to bring together OA-experts from different contexts and fields - to start a discussion, exchange ideas of **best practice** and possible **business models**



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Our experts ...

- **Carmen Birkle**, Professor of North American Literary and Cultural Studies at Philipps University, Marburg, and Editor of *Amerikastudien / American Studies Journal*
- **Anna Ross**, Senior Lecturer in Modern European History at School of History, Philosophy and Digital Humanities, University of Sheffield, and Editor of German History Journal
- **Julius Wilm**, Postdoctoral Researcher, Research Centre Global Dynamics, Leipzig University, Germany
- **Josef Jeschke**, Specialised Information Service (FID) Middle East, North Africa and Islamic Studies, Halle University Library
- **Johan Rooryck**, Executive Director of cOAlition S and Visiting Professor at Leiden University
- **Joe Deville**, Professor in Science and Technology Studies at Lancaster University and Managing Director of the Open Book Collective
- **Michael Kaiser**, Head of Research Infrastructures, Libraries, IT at Max Weber Foundation



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Transitioning Journals to Open Access

Carmen Birkle, Professor of North American Literary and Cultural Studies at Philipps University, Marburg, and Editor of *Amerikastudien / American Studies Journal*



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Transitioning Journals to Open Access

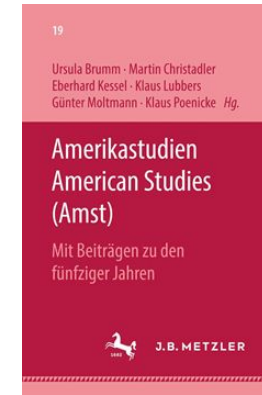
Short History of *Amerikastudien* / American Studies

- » Founded in 1956 as the official journal of the German Association for American Studies (GAAS), in the wake of World War II
- » Originally called *Jahrbuch für Amerikastudien* (published once a year), with founding editor Walther Fischer
- » Coincided with the establishment of American Studies as a new discipline in Germany (the GAAS had been founded in 1953), interdisciplinary



Transitioning Journals to Open Access

- » **Challenges:** change to semi-annual publication in 1974; change to quarterly in 1980; changes in editorial offices and their locations; introduction of new formats such as the forum section and interviews; membership tied to a journal subscription since 1993; *JSTOR* moving wall
- » Final change to **open access in 2019**.



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Transitioning Journals to Open Access

- » **Members** voted for an open-access journal in 2018
- » **Pros and cons**: accessibility; visibility; faster availability; no print copies; differences between the generations
- » **Questions to be solved**: with or without publisher; which publisher; how to finance the new publication format; who could / would be the new general editors

Transitioning Journals to Open Access

Resolved:

- » **with publisher:** Universitätsverlag Winter (small German publisher with a high reputation in the humanities and a long history in publishing; connected to the GAAS for a long time; smooth cooperation, significant expertise)
- » **Financial issue:** publication paid by the members of the association through their membership fees
- » **General Editors:** in two places: Flensburg and Marburg; editors with experience in the publication of *Amst*

Transitioning Journals to Open Access

Results

- » **Offices in Flensburg and Marburg** established; new workflow worked out
- » **Editorial team**: general editors; associate editors; copy-editors (native speakers of English); student assistants
- » **Supported by an Editorial Board** (represents the disciplines of Literary and Cultural Studies, History, Political Sciences) and an international Advisory Board of experts in different areas of American Studies
- » **Supported by ca. 60 readers for double-blind peer reviews** to guarantee high-quality results; rotation principle, replaced every six years
- » Publish **two special issues** and **two thematically unrelated issues every year**



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Transitioning Journals to Open Access



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Transitioning Journals to Open Access

Statistics

- » **Visibility and distribution range**: readers all over the world, in 87 countries, largest group from the United States, followed by Germany, United Kingdom, China; including most European countries and countries from Africa, Asia, North and South America, such as Canada, Dominican Republic, Ecuador, Nigeria, Thailand; also submissions from across the world
- » **Accessibility**: for everyone with access to the Internet
- » **Readership changes**: increase in readership; no statistical evidence but increase in the younger generations; easier to use for teaching and therefore available to students as well (new technologies, reading online, more sustainability)



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Transitioning Journals to Open Access

New Challenges

- » Large Language Models (LLMs) like ChatGPT (original work?)
- » Current political climate in the United States (censorship?)
- » Editorial offices affected by financial cuts at their universities

personnel

unpaid work

focus on third-party funding



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

The Hybrid Open Access Model

Anna Ross, Senior Lecturer in Modern European History at School of History, Philosophy and Digital Humanities, University of Sheffield, and Editor of *German History Journal*



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

The Hybrid OA Model

GERMAN HISTORY (OUP)

- *Journal of the German History Society.*
- What we accept: articles on all periods of German history and all German-speaking areas.
- Book reviews and review essays, discussion fora, reflections on the state of the field, special issues.
- Relevance: essential for historians of Germany and of major value for all non-specialists interested in the field.
- Metrics:
 - Impact factor (citations): 0.6 (2 years) 0.5 (5 years)
 - SJR: 0.179 (Q2)(2024)
 - 44/101 history journals
- Why publish here? community journal; annual prizes, etc.



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Hybrid OA

- **Hybrid journal** – mix of open access articles and articles available to those with a journal subscription.

OPEN ACCESS OPTIONS:

- **Gold open access** – authors usually pay an APC to make their research articles available immediately upon publication, under a Creative Commons licence with re-use rights for readers (usually grant funded)
- **Read and publish** transformative agreements (university funded)
- **Green open access and self-archiving** – authors deposit their accepted manuscript (ie post-acceptance and before copyediting) into a non-commercial repository. In non-commercial repositories, articles can become freely available after the proscribed embargo period.
- **Developing countries** – fully open access (OUP funded)



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

What is the role of FIDs in OA? And how does it differ in and for specific regions?

Josef Jeschke, Specialised Information Service (FID) Middle East, North Africa and Islamic Studies, Halle University Library



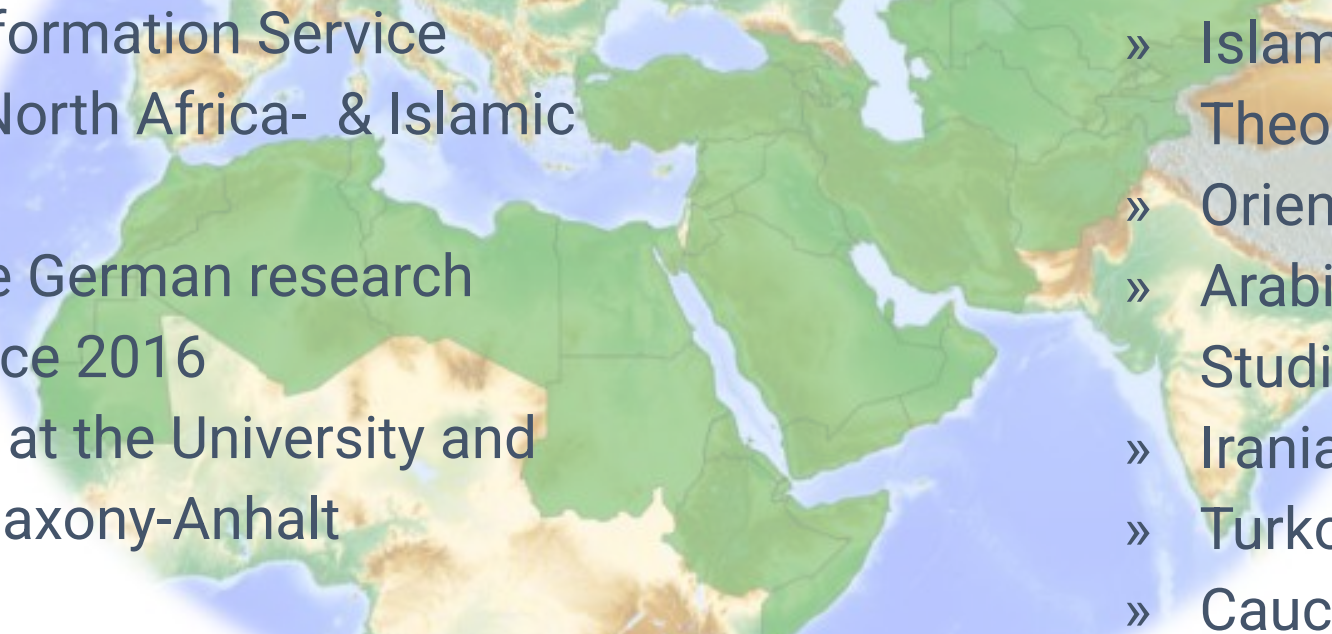
Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

The role of FIDs

- 
- » Specialised Information Service Middle East-, North Africa- & Islamic Studies (FID)
 - » founded by the German research foundation since 2016
 - » based in Halle at the University and State Library Saxony-Anhalt
 - » Islamic Studies and Theology
 - » Oriental Christianity
 - » Arabic and Semitic Studies
 - » Iranian Studies
 - » Turkology
 - » Caucasian Studies

The role of FIDs

Our goal:
Providing the German research community
access to research materials from and about the
Mena region



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland



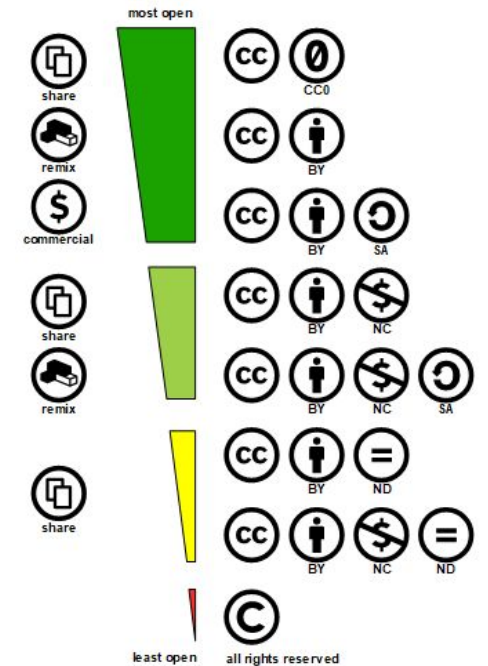
UNIVERSITÄTS- UND LANDESBIBLIOTHEK
SACHSEN-ANHALT

23.05.2025

The role of FIDs - OA in and for specific regions

FID and OA

- OA transformation
- strengthening Diamond and Gold OA
- information about Green Open Access and copyright
- enabling Diamond OA and secondary publication (self-archiving) according to German Copyright Act § 38 (UrhG § 38)



The role of FIDs

**Our OA challenge concerning the region:
To unlock the potential for democratization of
knowledge and closing the colonial gap**



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland



UNIVERSITÄTS- UND LANDESBIBLIOTHEK
SACHSEN-ANHALT

23.05.2025

Josef Jeschke

What are the Diamond Open Access principles?

Johan Rooryck, Executive Director of cOAlition S and Visiting Professor at Leiden University



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

The Diamond Open Access Principles

Principle 1: Publishing is part of the research process

Scholarly communication is an integral component of research and scholarship. Academic publishing must therefore be collaboratively driven and led by academic communities.

Principle 2: Ownership and governance

All ***content-related elements*** (journal and platform titles, papers, reviews, decisions, data, correspondence, reviewer databases) are controlled and owned by scholarly communities. They cannot be sold or traded as commodities. Open licenses for content are the default.

Service-related elements (copy-editing, typesetting, platforms) can be outsourced via competitive time-delimited contracts with publishing service providers.

The Diamond Open Access Principles

Principle 3: Equitable by nature and design

Scholarly results and publications are a public good. There should be no financial barriers to reading and publishing them. Diamond publishing does not charge obligatory fees to either authors or readers.

Principle 4: A federated and global network of communities

Diamond publishing is socially defined as a decentralized federation of local, regional, and global scholarly communities that represent a variety of identities, epistemic traditions, languages, and disciplines. These Diamond OA Communities (DOAC) implicitly or explicitly share the values expressed in the principles of Diamond OA.

The Diamond Open Access Principles

Advantages:

- ❖ **Resilient:**
Diamond OA cannot be bought and can redistribute quickly
- ❖ **Diverse:**
Diamond OA is linguistically and culturally diverse
- ❖ **Societal:**
Diamond OA often addresses societal challenges: patient journals, journals for practitioners
- ❖ **Quality:**
predatory journals, paper mill submissions, compromised peer reviews, and plagiarism are rarely attested in Diamond OA (Khanna & Willinsky 2024)
- ❖ **Economic:**
A publicly owned scholarly communication system can provide full transparency of costs

The Diamond Open Access Principles

Challenges:

- ❖ **Scattered:**
Diamond journals represent an archipelago of journals, publishers, and traditions. A distributed and federated structure is being built at the national, regional and global levels.
- ❖ **Dependent on the public purse:**
Diamond OA entirely depends on public funds (but then so does almost all research). A variety of academic stakeholders must contribute to the commons of scholarly communication.
- ❖ **Quality**
The diversity of cultural, multilingual, and epistemic traditions entails a diversity of quality. This requires alignment around a common standard. The Diamond OA Standard (DOAS) provides such a standard of quality around 7 core components.

Collectively Funding Diamond OA Books & Infrastructures



Joe Deville

Managing Director, Open Book Collective

Professor, Lancaster University

Depts of Organisation, Work & Technology / Sociology

All slides CC BY



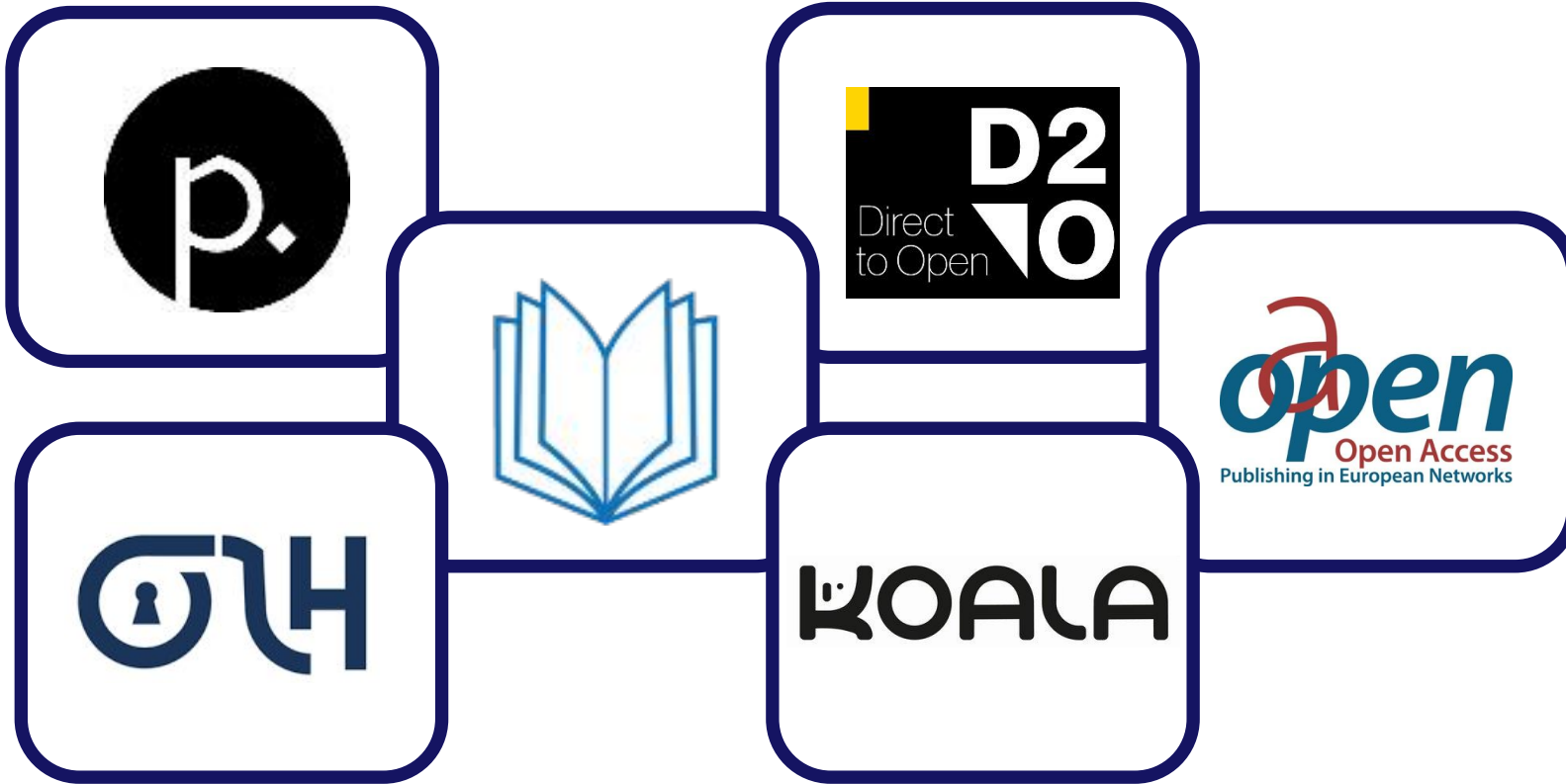
OBC's work is supported by the
Copim Open Book Futures project





OpenBook
Collective

Builds on Diamond OA funding models



Securing sustainable funding via renewable support from dozens of universities

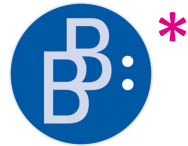
Making it easier for libraries to fund multiple Diamond OA book initiatives

* Based in Germany



LEUVEN UNIVERSITY PRESS

University Presses | €2,800 – €5,600



Independent Presses | €2,020 – €10,789



MATTERING PRESS



meson press *



ScholarLed Presses | €2,120 – €5,080



Service Providers | €1,830 – €10,400

Building a trusted open infrastructure

Non profit

A **charity**, regulated by the Charity Commission of England & Wales. We **retain circa 10% of revenue** to fund operational costs

Community governed

Our library, publisher, and service provider members have **direct control** over the future of the organisation

Stringent membership criteria

Ensuring we support only **trusted OA infrastructures & publishers** producing peer reviewed scholarship of the highest quality

Sustainable

85 supporting members, with circa **€1.2million** raised in commitments so far. Currently grant funded but expect to **be financially self-sufficient** by 2026

Transparent reporting

Members & OBC report annually – e.g. how funds are used & their impact, governance

Issuing grants to support global OA publishing

OBC members contribute to the **Collective Development Fund**: A grant giving fund to build OA capacity

3 grants issued in 2025 (c€44,000), including to found Zimbabwe's first OA university press

Helping build a **global ecosystem** for OA book publishing

Announcing OBC's First Collective Development Fund award: Fostering Academic Self-Reliance in Nigeria through Open Access Books

Establishing a sustainable platform to empower Nigerian scholars and educators to create, produce, and disseminate high-quality open access books, as well as fostering new collaborations across Academic

Announcing OBC's Second Collective Development Fund Award: Enhancing Open Access Book Publishing at Chinhoyi University of Technology Library

Establishing a new sustainable infrastructure for open access book publishing at the Chinhoyi University of Technology, building open access publishing capacity and publishing a series of new high-quality open

Announcing OBC's Third Collective Development Fund Award: The Community Publishing Garden

Creating a model of participatory exchange for publishing practitioners and community members to better serve the forms of knowledge emerging from grassroots communities

by Judith Fathallah

Published on Jan 13, 2025

Press releases for first three Collective Development Fund grants

Stay in touch



@openbookcollective.bsky.social



@openbookcollect@mastodon.social



info@openbookcollective.org

OA as a business model: How to cope with success? The SeDOA use case

Michael Kaiser, Head of Research Infrastructures, Libraries, IT at Max Weber Foundation



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

SeDOA: The DOA Initiative in the German research landscape

- **SeDOA:** Consortium of 15 partner institutions, funded by DFG with 4,5 mill for three years, starting May 1, 2025
- **Further information on SeDOA:**
 - <https://zenodo.org/records/15043760> (application)
 - <https://diamond-open-access.de>
- **Two-fold goal:**
 - Single point of contact for DOA requests in Germany
 - bridging functions to the EDCH



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Managing expectations

SeDOA has been getting many requests from organisation and editors even before the start of the project: How to avoid disappointment?

➤ **What is not possible or at least difficult?**

- taylor-made solutions for every journal or book
- funding for flipping a journal

➤ **What SeDOA can provide:**

- Organising resources already available,
- connecting providers of solutions, making them part of a bigger environment
- fostering joint solutions on a European level, making national approaches part of a bigger movement
- promoting solutions overarching different scholarly disciplines.



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025

Thank you!

contact us: fdm-perspectivia@maxweberstiftung.de



Max Weber
Stiftung

.....

Deutsche
Geisteswissenschaftliche
Institute im Ausland

23.05.2025