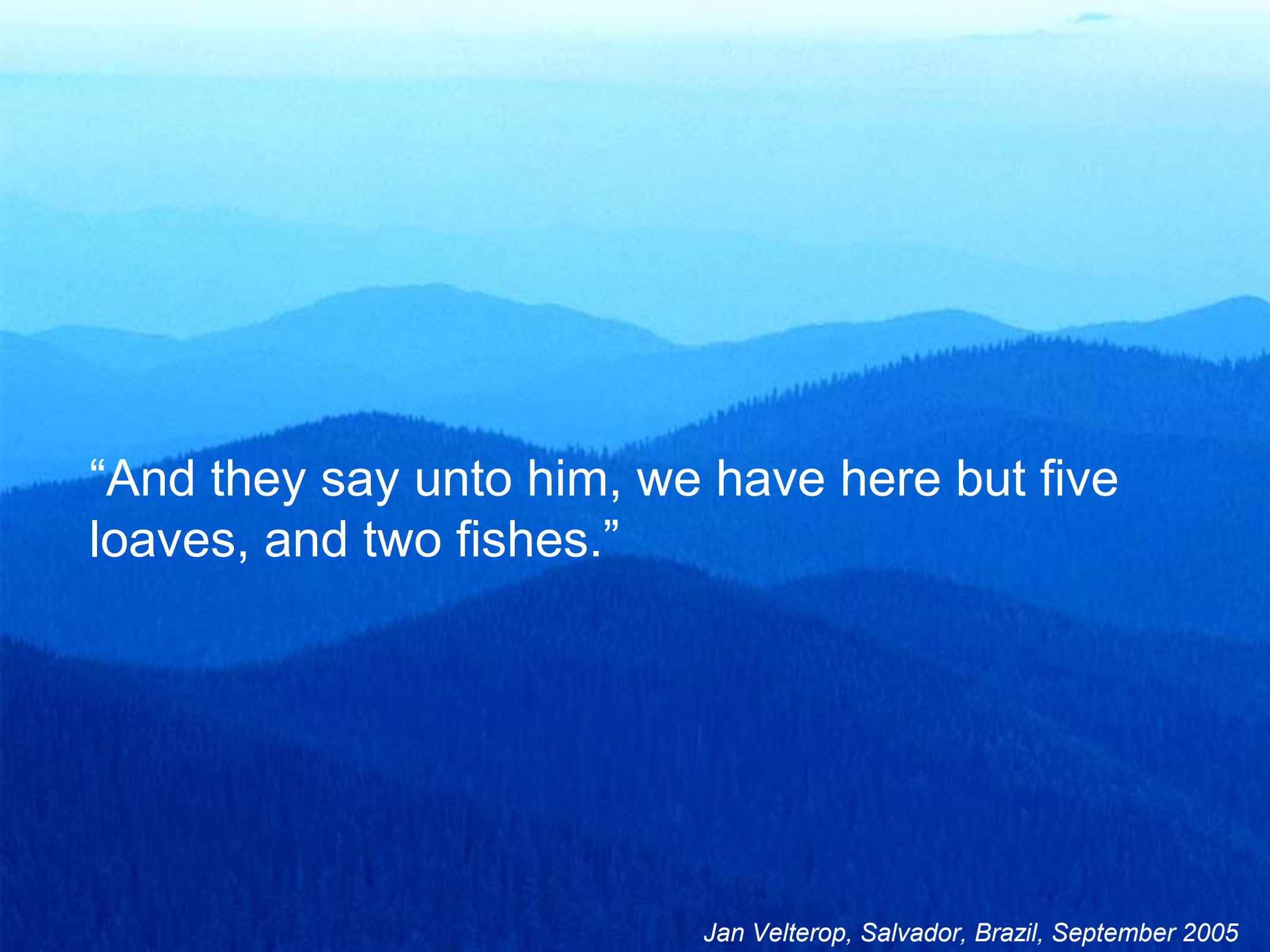
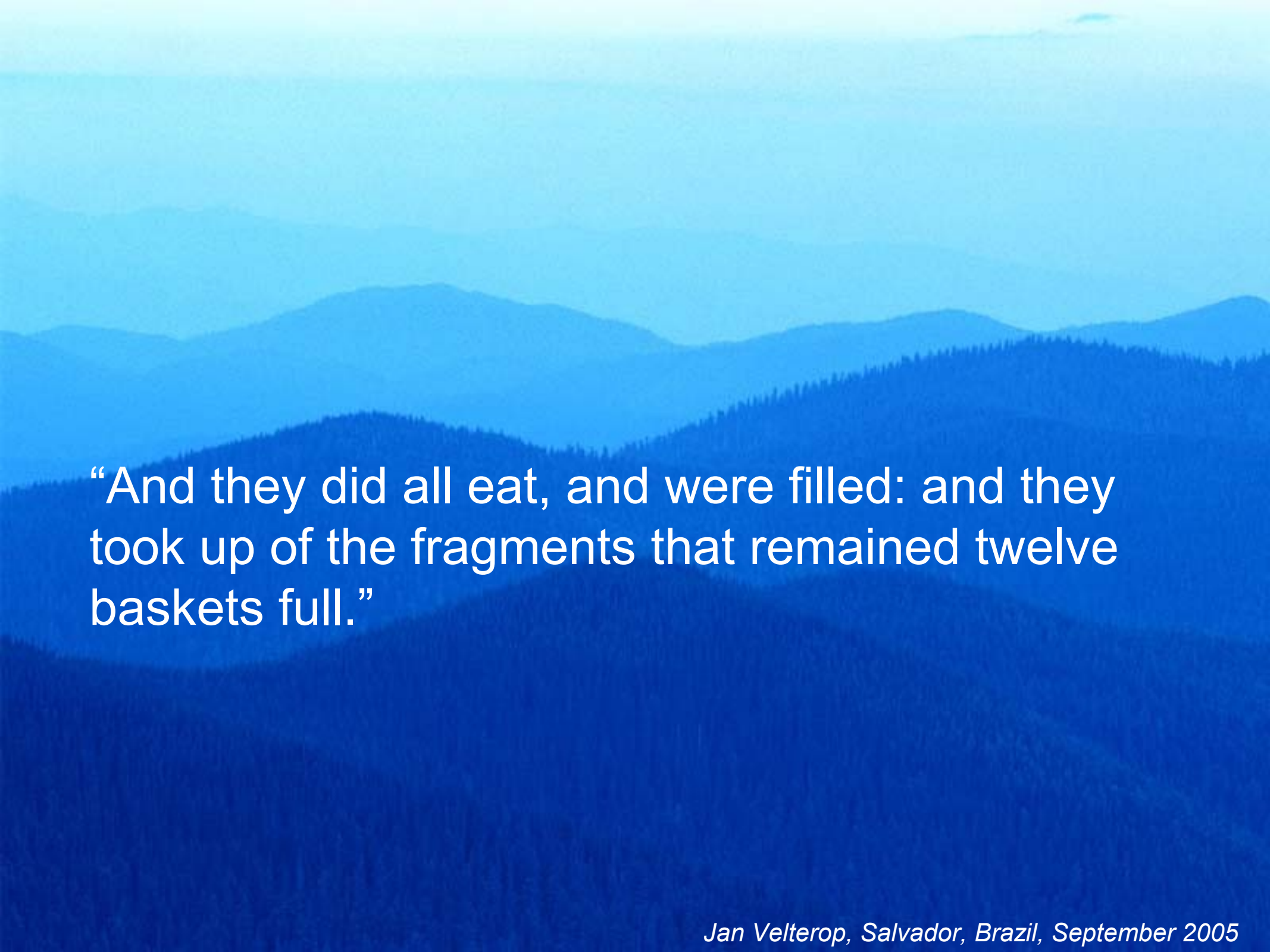




Knowledge shared  
is  
Knowledge multiplied



“And they say unto him, we have here but five loaves, and two fishes.”



“And they did all eat, and were filled: and they took up of the fragments that remained twelve baskets full.”



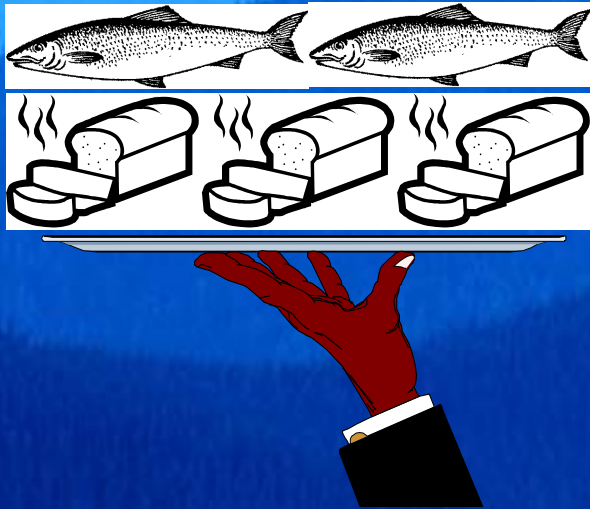
“And they that had eaten were about five thousand men, beside women and children.”



# The story of the Loaves and Fishes

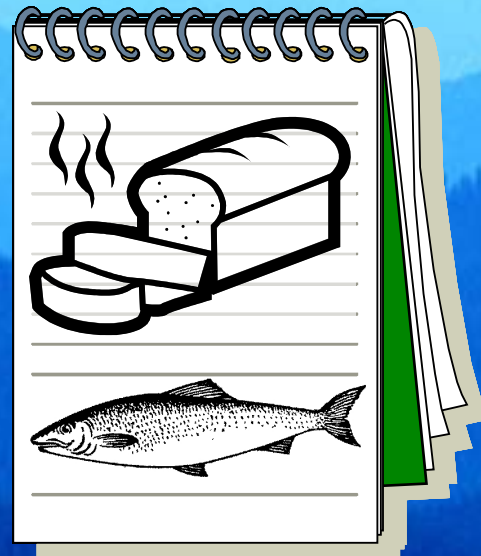
- Is it about food?
- Food for the Soul
- Understanding
- Insight
- Wisdom
- The more you share it, the more it's worth

commodity  
disappears when consumed



information

does not disappear when consumed



still here!

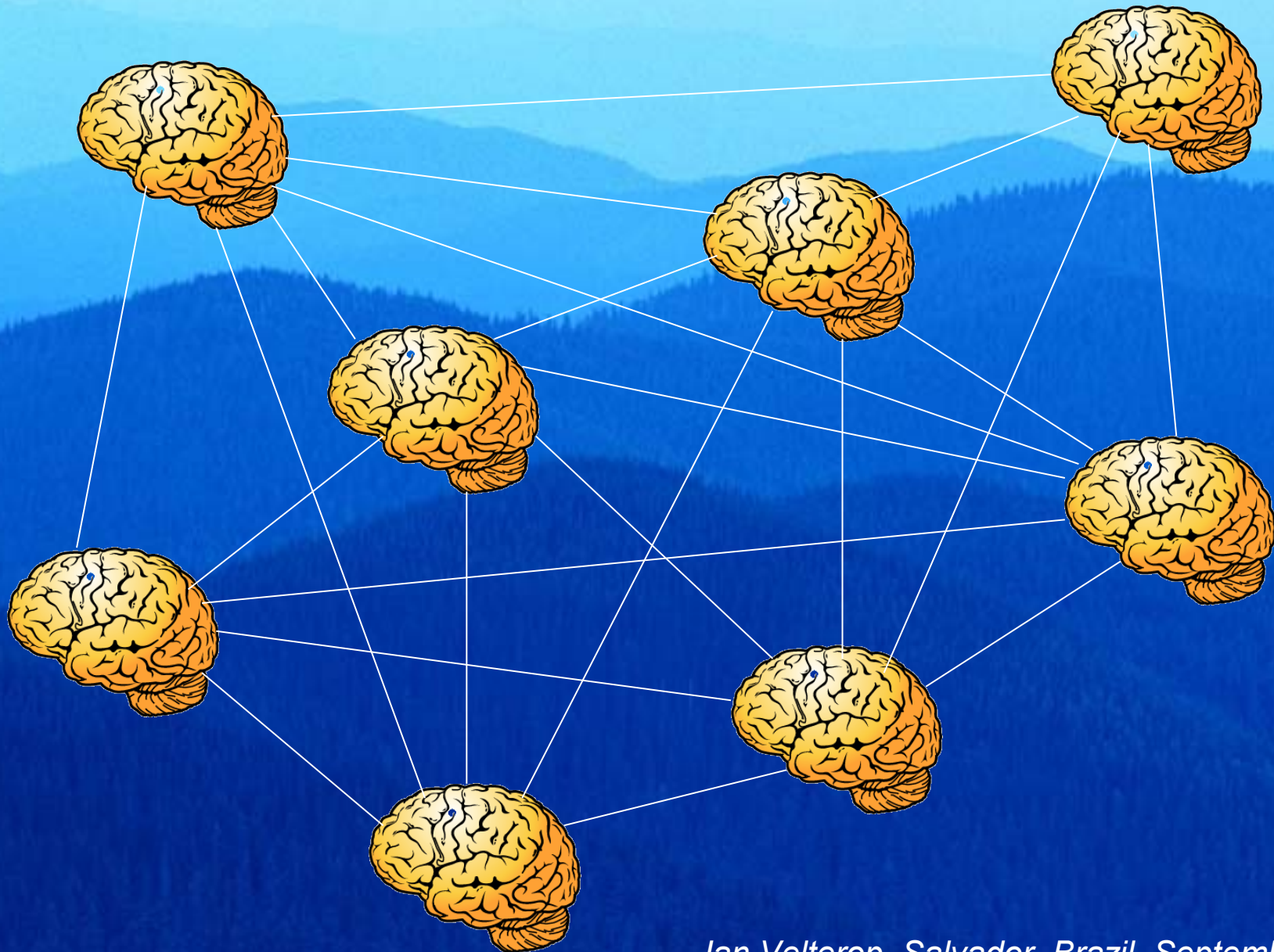




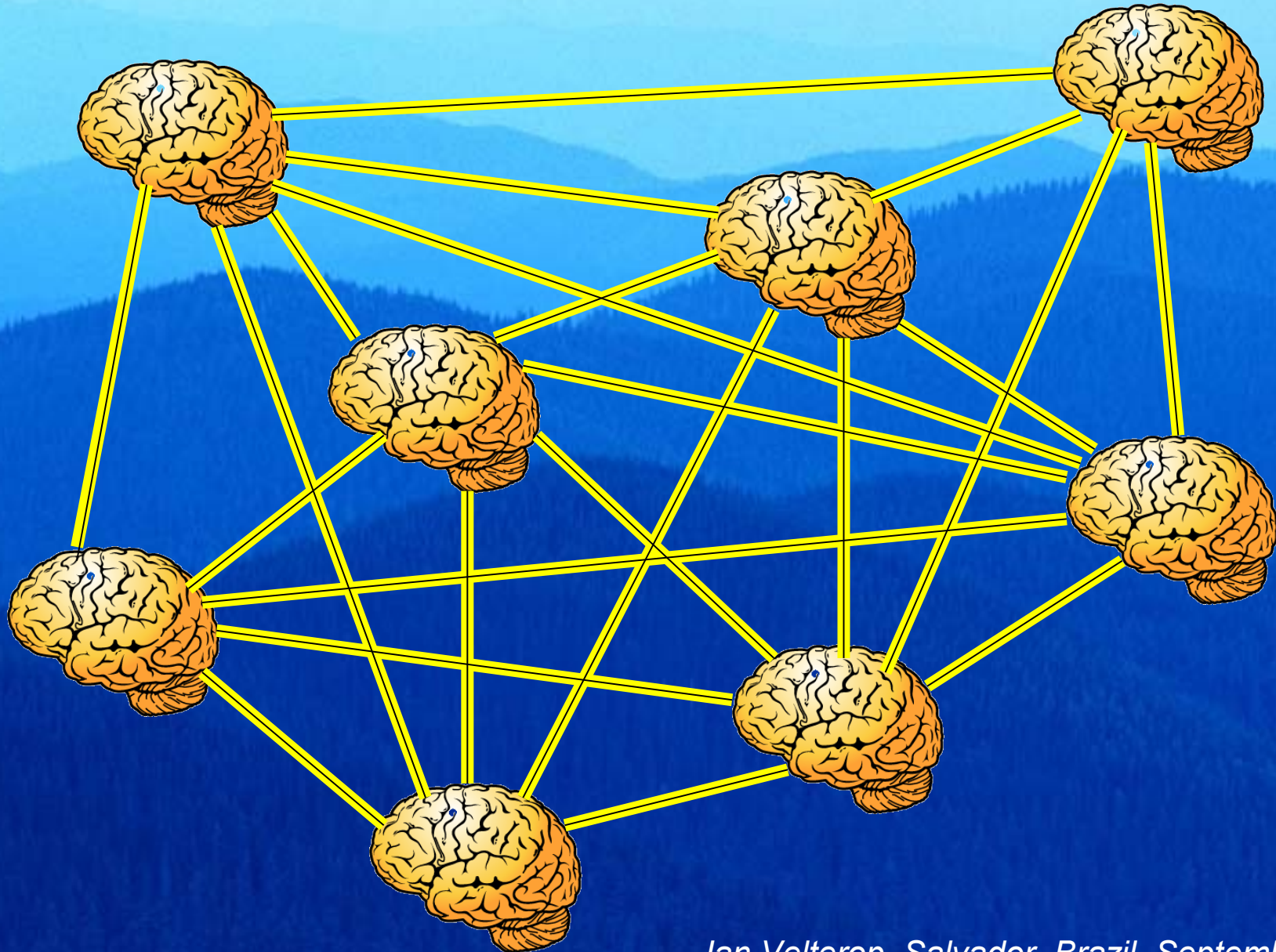
Share!



Isn't science communication the connective tissue between the world's inquisitive minds?



Distributed, collective, intelligence; more than the sum of its parts; only possible with optimal communication







What's holding us back?

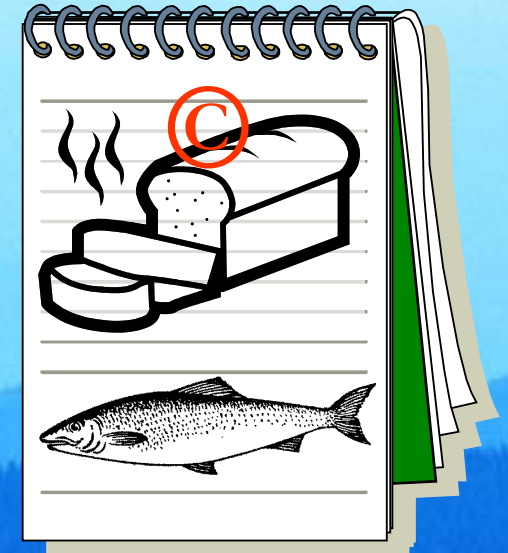
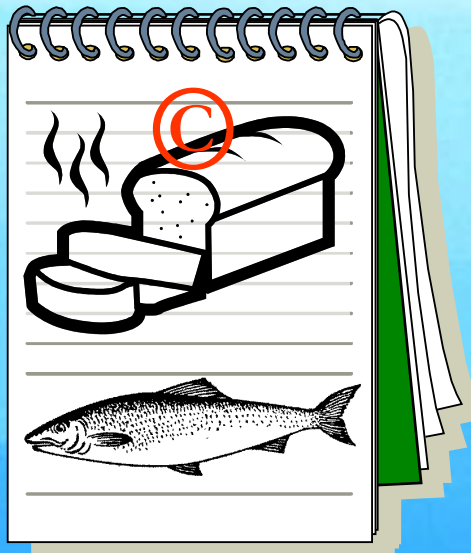




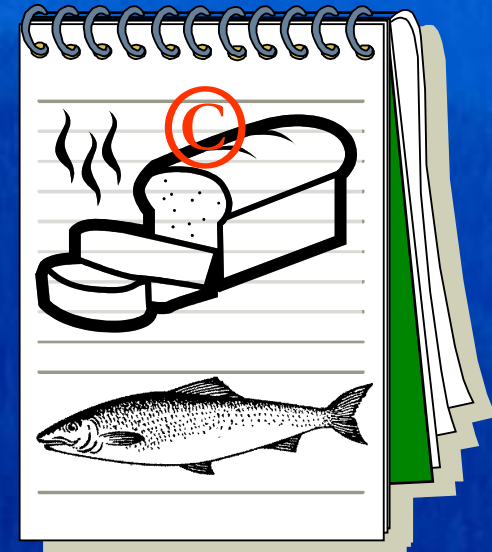
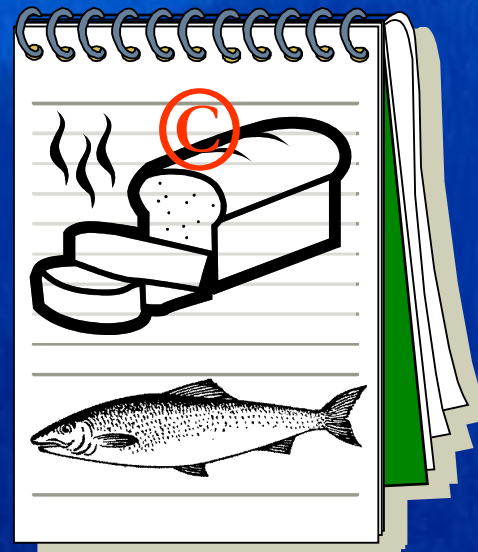
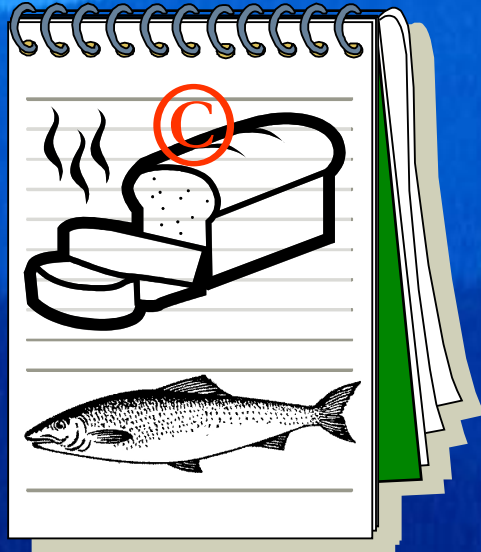
# Publishing costs



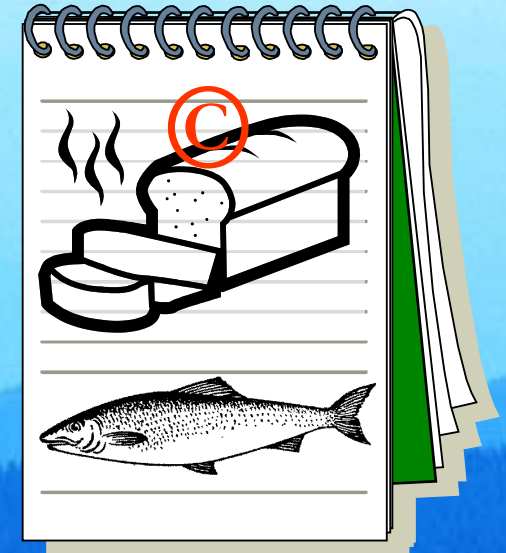
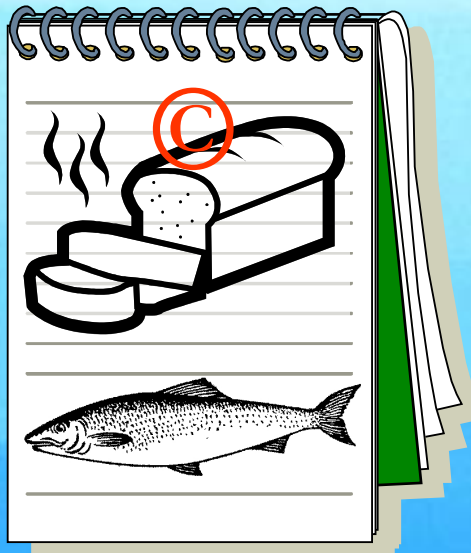
And how those are paid



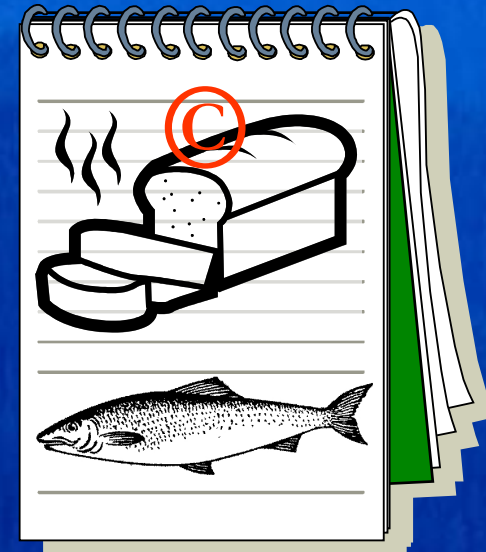
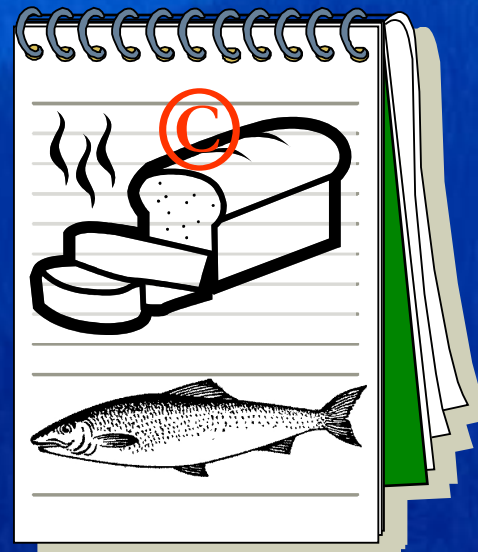
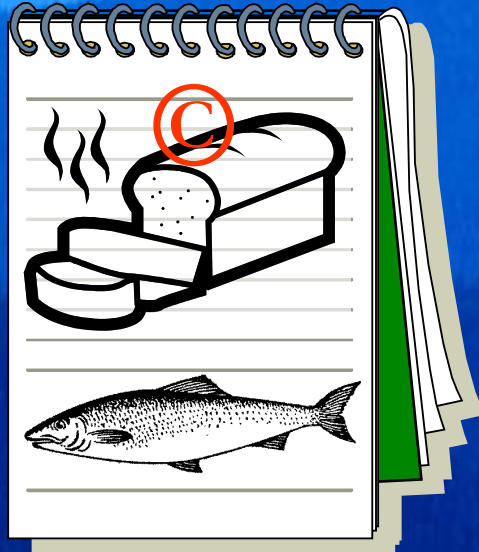
copyright







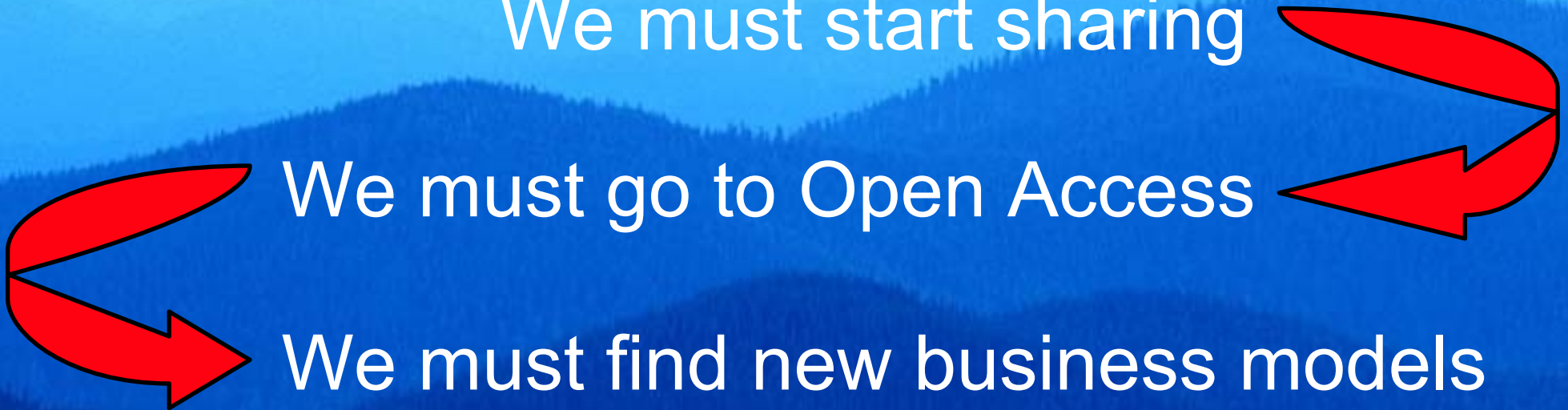
\$ £ € ¥




We must start sharing

We must go to Open Access

We must find new business models





For Open Access to work, publishing *and the cost of publishing* must be seen as needs that are integral to doing research



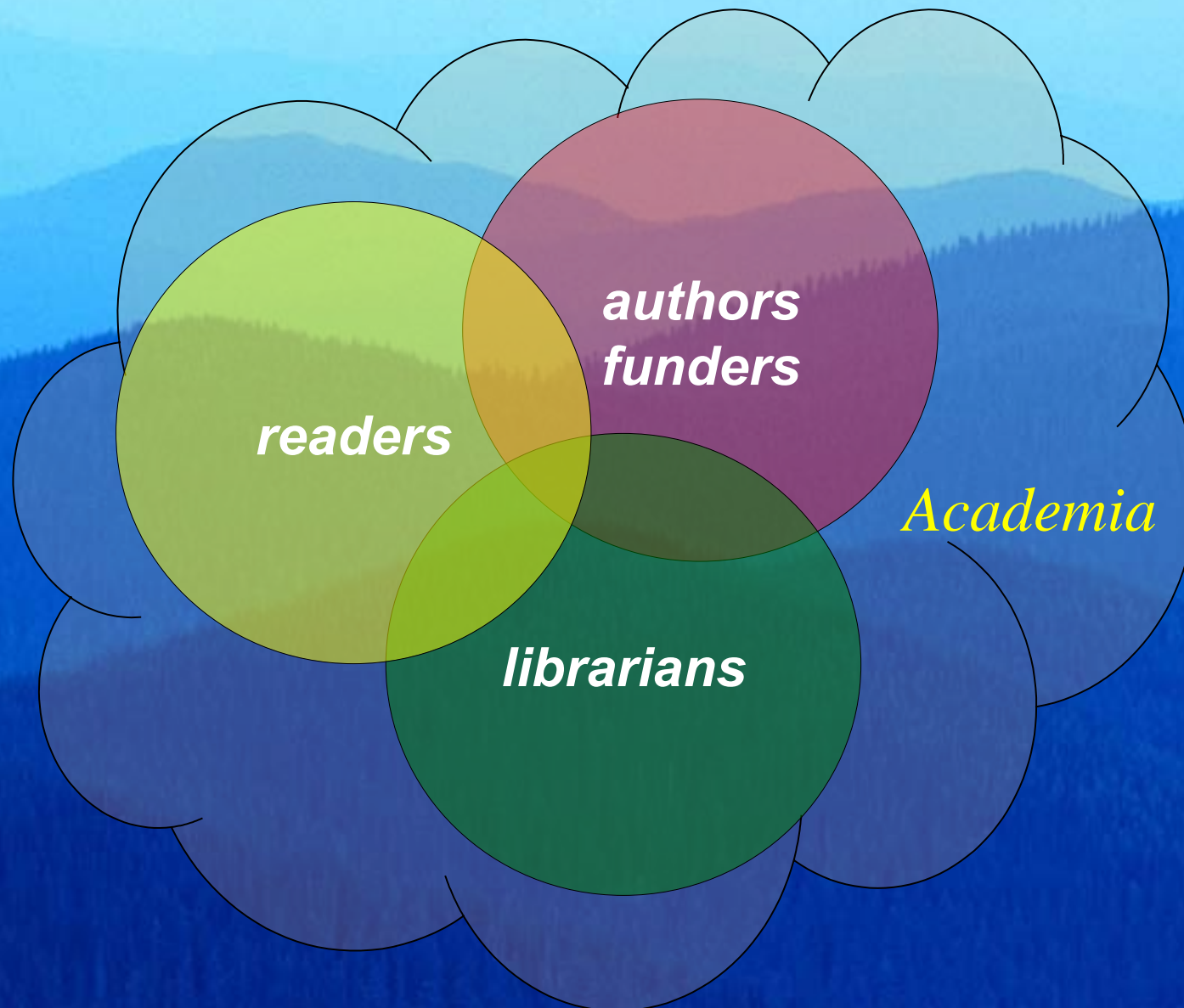
*Just like the cost of  
Erlenmeyer flasks in the lab*





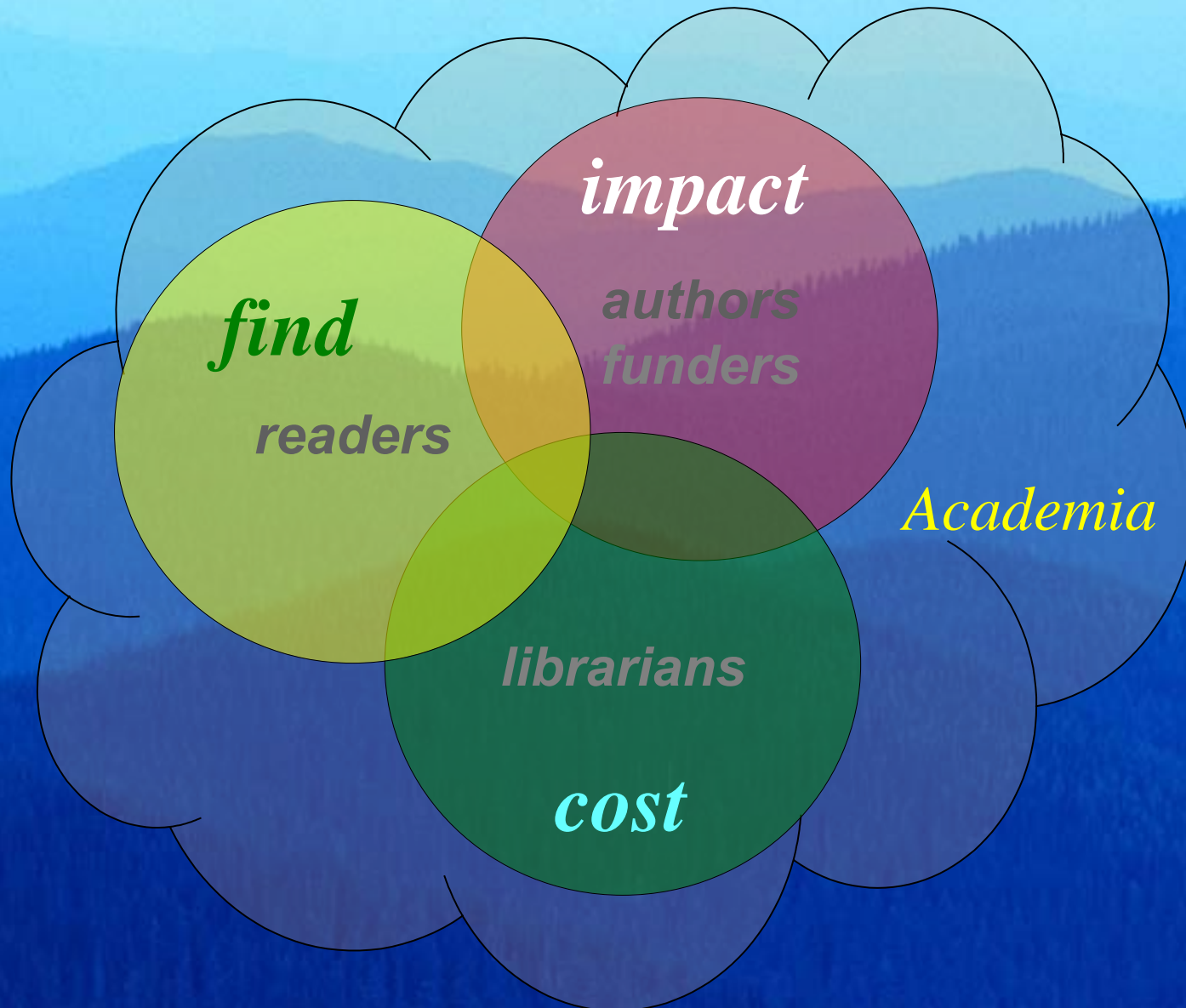
The *service* of publishing should be paid for - not *access* to content


# Publishing needs to satisfy:



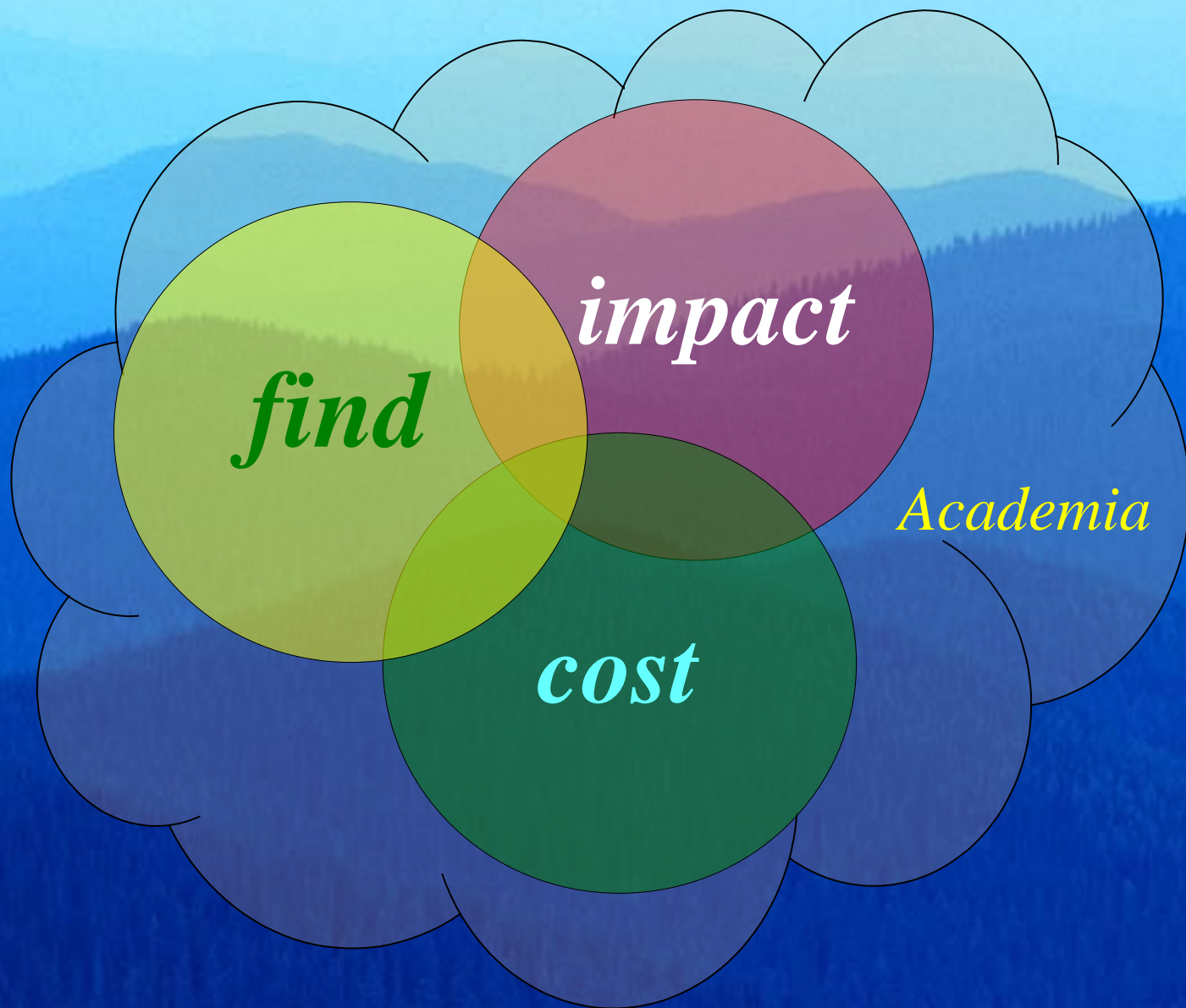


# Various interests:

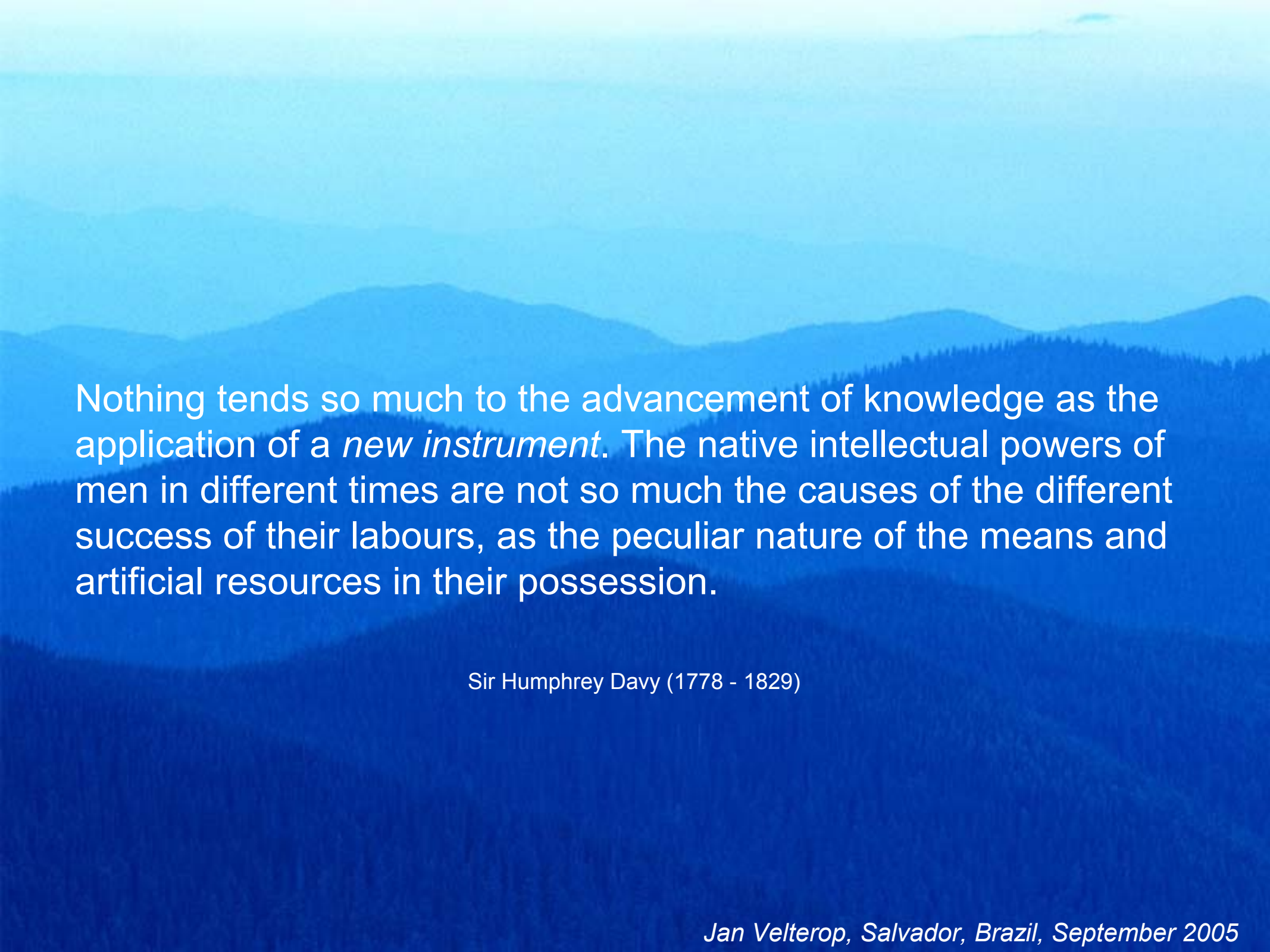




Open Access does all of this  
better than the traditional  
subscription system







Nothing tends so much to the advancement of knowledge as the application of a *new instrument*. The native intellectual powers of men in different times are not so much the causes of the different success of their labours, as the peculiar nature of the means and artificial resources in their possession.

Sir Humphrey Davy (1778 - 1829)

# New instrument: Internet

- Unlimited distribution
- Negligible marginal cost



Great - what's holding us  
back?

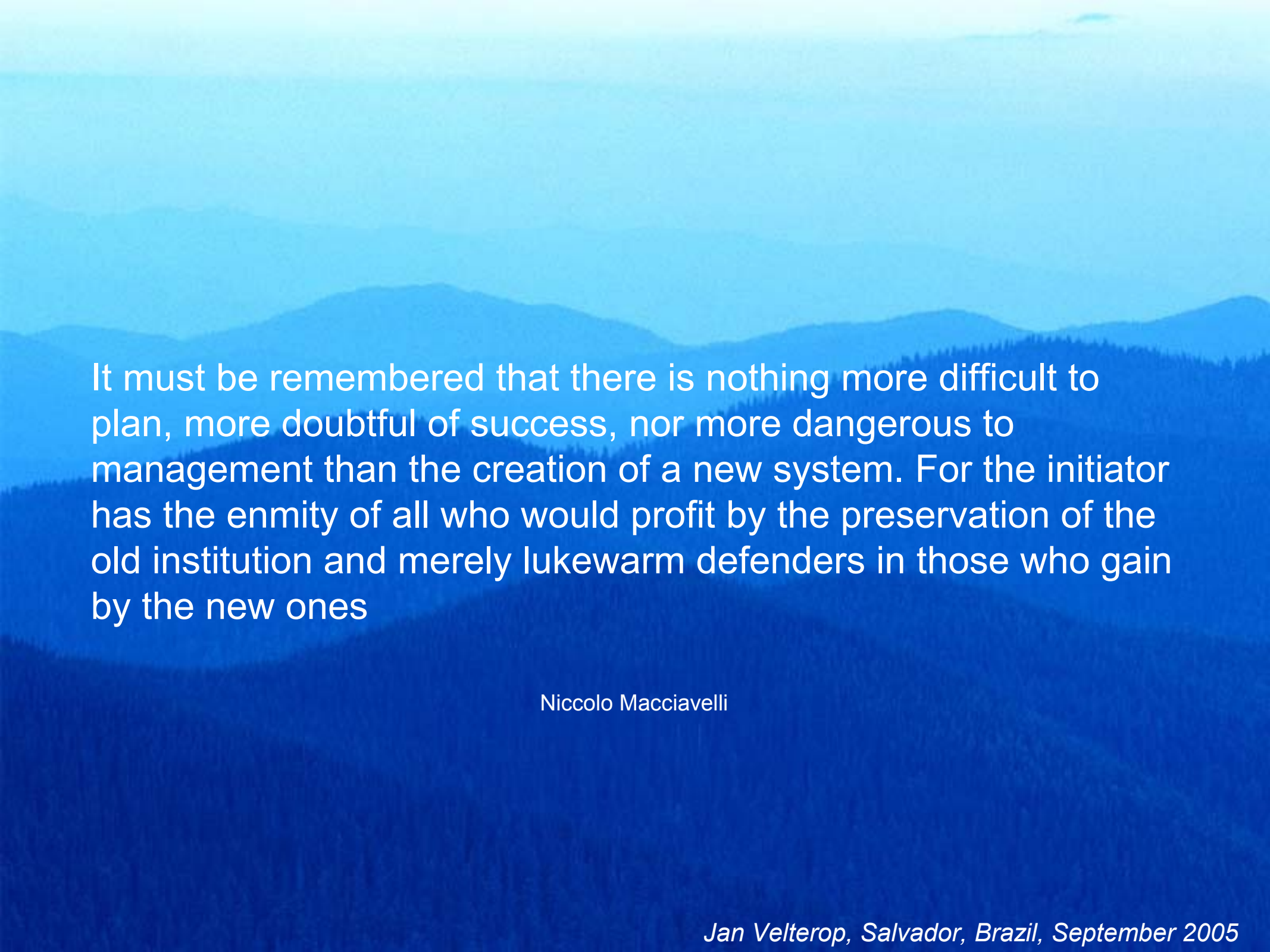




“The penny must drop”



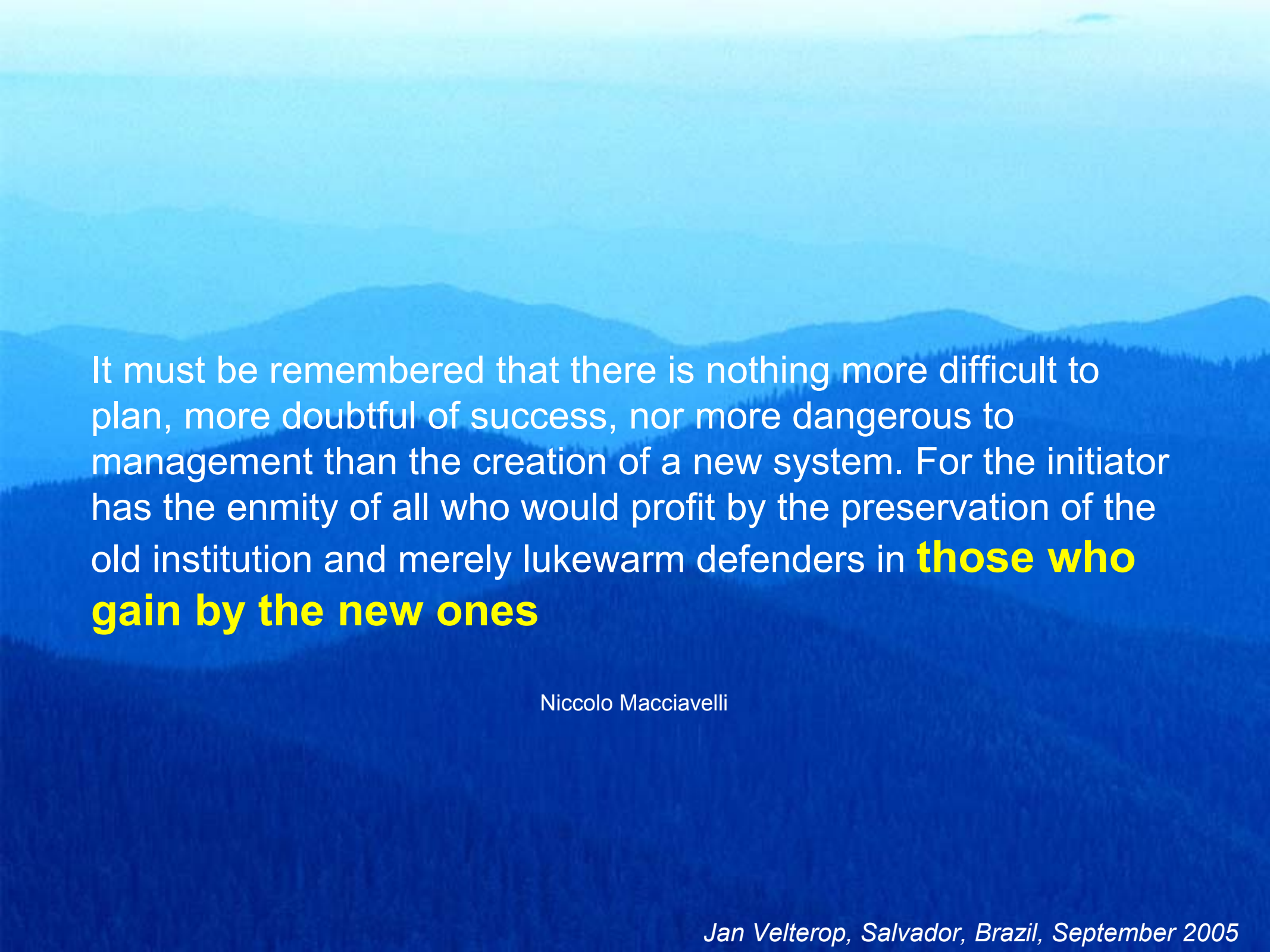
However



It must be remembered that there is nothing more difficult to plan, more doubtful of success, nor more dangerous to management than the creation of a new system. For the initiator has the enmity of all who would profit by the preservation of the old institution and merely lukewarm defenders in those who gain by the new ones

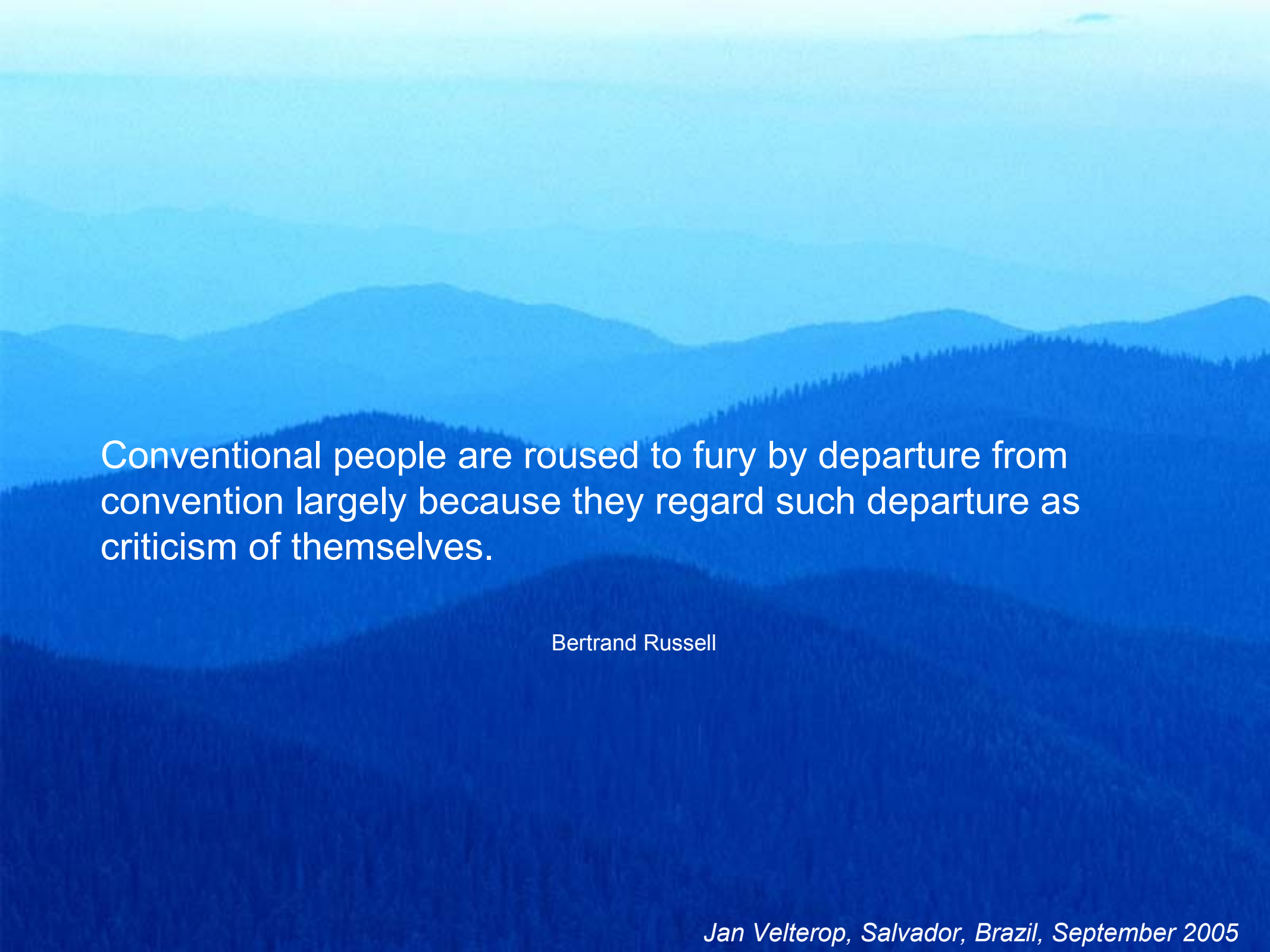
Niccolo Machiavelli






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Niccolo Machiavelli



Conventional people are roused to fury by departure from convention largely because they regard such departure as criticism of themselves.

Bertrand Russell



I can't understand why people are frightened of new ideas. I'm  
frightened of the old ones.

John Cage (1912 - 1992)





As for the future, your task is not to foresee but to enable it.

Antoine de Saint-Exupery

*Jan Velterop, Salvador, Brazil, September 2005*



All truth passes through three stages.

First, it is ridiculed.

Second, it is violently opposed.

Third, it is accepted as being self-evident

Arthur Schopenhauer



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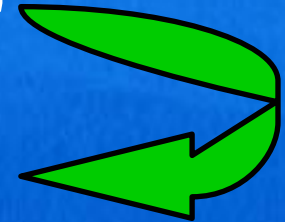
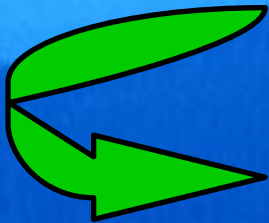
Let's implement Open Access at  
our publishing houses and  
scholarly societies - let's be  
innovative

# Easy, no?

The leaders say: "Let's be more innovative."

The staff says: "Bravo. When do we start?"

The mid-level managers say: "Wait a minute, let's think about that."



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The staff says: "Bravo. When do we start?"

The mid-level managers say: "Wait a minute, let's think about that. What about... and ...? Have you REALLY thought it through? Does this mean I have to change?"

Claude Legrand

# Springer Open Choice

The Publisher's Options  
The Authors' Choice



The background of the slide is a monochromatic blue-tinted photograph of a landscape. It features several layers of rolling hills and mountains, with the foreground showing a dense forest of evergreen trees. The sky is a pale, clear blue, and the overall atmosphere is serene and expansive.

# Will it bring universal Open Access?

A blue-tinted landscape of rolling hills and mountains under a clear sky. The foreground shows a dense forest of evergreen trees on a hillside. The middle ground features several layers of mountain ranges, with the closest being the most detailed and the furthest being the most hazy. The sky is a uniform light blue with a few wispy clouds near the horizon.

We shouldn't forego progress  
where and when we can make it



May others follow



The background of the slide is a monochromatic blue-tinted photograph of a landscape. It features several layers of rolling hills and mountains, with the foreground showing a dense forest of trees. The sky is a clear, light blue, and the overall scene is peaceful and scenic.

Thank You!

Obrigado!