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
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:

- authors
- funders
- readers
- librarians
Various interests:

- Impact
- Authors
- Funders
- Readers
- Librarians
- Find
- Cost

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

impact

find

cost

Jan Velterop, Salvador, Brazil, September 2005
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 Macciaielli
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Niccolo Macciaielli
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
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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Arthur Schopenhauer
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."
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. What about… and …?"
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. What about… and …? Have you REALLY thought it through?"
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. What about… and …? Have you REALLY thought it through? Does this mean I have to change?"

Claude Legrand
The Publisher’s Options
The Authors’ Choice
Will it bring universal Open Access?
We shouldn’t forego progress where and when we can make it
May others follow
Thank You!

Obrigado!