Open Access: Making Things Work

Setting the Service

- Ensure completeness of OA service infrastructure; allow for competing service models; ensure OA service, workflow and support integration

Funding the Fees

- Ensure OA funding thru sponsoring, publication service fees and (remaining) subscription fees; continuously rebalance funds; prepare for handling OA publication service fees thru "license value"-for-money targets and well-organized administrative processes

Working the Will

- Appeal to "good scientific practice" values AND address the reputation issue in creative ways, e.g. thru new high-reputation journals, converted leading journals, changing community standards, creation of "Like"-collections, and support for derived works