



knowledge without boundaries

EIFL-OA: Open Access

Removing barriers to knowledge

INSTITUTIONAL REPOSITORY AS THE BASIS OF THE PROMOTION AND IMPLEMENTATION OF OPEN ACCESS PRINCIPLES CASE STUDY FROM ESTONIA

Elena Sipria-Mironov
Merit Burenkov

February 2012

Results of the EIFL-funded project: “Institutional repository as the basis of the promotion and implementation of Open Access principles” implemented by University of Tartu Library (UTL)

“The reason why I use UT digital archive in DSpace is the fact that it preserves my research and educational materials. In addition to that, all my materials are protected by licences and they are a subject to copyright law; thus the people who are using the materials will reference them correctly.”

Krista Uibu, the lecturer of Estonian language and literature, UT

INTRODUCTION

Estonia does not have a national-level official position on Open Access (OA) for research publications. Interest has been expressed at the national level, but it is still up to individual institutions to decide about OA implementations. We lack a national policy on making state-funded research results and data publicly available. There is also a lack of understanding of OA principles among researchers and students. [Several institutions in Estonia have OA institutional repositories](#) but [OA publishing is less common](#). Therefore, the awareness of the benefits of OA is best disseminated through a national OA advocacy campaign.

One of the goals of the project “Institutional repository as the basis of the promotion and implementation of OA principles” was to promote the use of the [OA digital repository DSpace at University of Tartu](#) (UT) among researchers and students at UT’s faculties and colleges. The second goal was to initiate an in-depth discussion on the national level between different stakeholders and to achieve a common understanding how to advance OA in Estonia.

KEY ACHIEVEMENTS

- A series of promotional activities were held during OA Week 2011, resulting in increased usage of OA textbooks and learning objects in the University of Tartu (UT)’s institutional repository and of UT’s OA web site portal. During the period of January - December 2011, the University of Tartu Library (UTL) Open Access gate had more than 30,000 visits (20,500 unique page-views). And during OA Week visits increased 23%.

- Created a general print brochure on OA that was sent to all libraries and UT colleges and a video promoting their IR.
- The UTL is now taking part in the Estonia Ministry of Education and Research for monitoring Estonian research policies and is involved in national OA policy discussions
- The UTL has become a centre of learning and knowledge sharing for other institutions seeking advice in the field of OA.

PROJECT DESCRIPTION

To reach out to the primary audience we used the following strategies of OA advocacy campaign:

- 1) Facilitated dialogue between OA advocates, researchers and policy makers to increase awareness and understanding of OA.
- 2) Organised workshops to exchange experience and knowledge between different communities (researchers, scientists, librarians, publishers).
- 3) Promoted and shared our experiences on the national level. Designed a national strategy and implemented it.
- 4) Involved all the stakeholders (especially the decision-makers) and promoted the relevance and importance of OA to them.
- 5) Contributed to the activities of governmental teams developing legislation on OA to public funded research outputs. Increased awareness and cooperation on the ministerial/governmental level.

OA WEEK

The main promotional event was the OA Week 2011 held at the University of Tartu Library (UTL). A press release was disseminated via university mailing lists (as well as other lists that included a number of research institutions and organizations), Estonian newspapers, and radio channels. Personal invitations were sent to universities, research institutions, publishers, libraries and other cultural institutions, Estonian Ministries etc.

During the OA Week, public presentations on OA were held in the conference hall of the UTL. On Thursday, October 27, the presentations and discussions focused on national OA institutional repositories. An international conference was held on the 28th of October. The main topics discussed were the following: international OA success stories, OA policies, and OA developments in Estonia. The conference culminated with a panel discussion. The two-day conference was attended by nearly 80 participants and the events were broadcast online. According to the statistics, these events have been viewed 413 times. This number includes both numbers - live and views later.

The OA information desk and digital repository (DSpace) information desk were open in the main hall of the library and various promotional materials were sent to faculty libraries and distributed in UTL to the faculty members and students, visitors from other research institutions and conference participants. UTL broadcasted the OA promotional video in which UT professors talk about OA and OA Week. The video was translated into English (available at <http://www.utlib.ee/openaccess/>).

MARKETING THE REPOSITORY

UTL contributed to the development of a positive image of the University repository. The strategy involved technical developments and the use of promotional materials such as brochures, posters and web sites to describe benefits of OA institutional repository. Currently the repository has 21,095 records. To encourage authors to deposit their works in the repository, UTL presented the UT repository (DSpace) video, demonstrating the best practices (available in Estonian at <http://www.utlib.ee/openaccess/>). All promotional materials included benefits of depositing research outputs in the UT DSpace and benefits of OA. Library specialists assisted authors in depositing their research materials and provided services to check copyright permissions. UTL consulted and trained faculty librarians and learning technology specialists to involve them in engaging with the faculty staff in the repository developments.

ESTONIAN MINISTRY OF EDUCATION AND RESEARCH PROJECT

The Estonian Ministry of Education and Research has shown their interest in implementing the OA principles and included OA policies in the “Research and Innovation Policy Monitoring Programme”. During the project, international trends in OA development will be analysed and suggestions will be made for the implementation of OA in Estonia on the national level. UTL is a member of the working group. The international conference which was held during OA Week (on the 28th of October) was supported by this program and the representatives of the programme spoke at the conference and participated in the panel discussion.

STRATEGIES, TACTIC, AND TOOLS

OA Week 2011 at UTL definitely created a good basis for further discussions on OA principles and their implementation in Estonia.

Selected documentation:

Pictures: http://foto.ut.ee/fotogalerii/2011/OA_nadal111027_28/index.html

Videos: <http://www.utv.ee/naita?id=6713>

<http://www.utv.ee/naita?id=6635>

Below are links to event announcements and press release and articles about OA in Estonia:

http://www.utlib.ee/index.php?s_id=384&e_id=367&e=1

<http://www.ut.ee/1072389>

<http://vilraam.blogspot.com/2010/02/tere-tulemast.html>

<http://www.tyye.ee/et/tyye/uudistearhiiv/442-oa.html>

<http://uudiskiri.e-ope.ee/?p=2285>

<http://noorteaken.tartu.ee/?event=1286806908>

<http://www.tartupostimees.ee/612460/konverents-propageerib-ligipaasu-teadus-kirjandusele/>

<http://www.ajakiri.ut.ee/orb.aw/class=file/action=preview/id=1092561/Detsember+2011+nr+11.pdf>

KEY BENEFITS

We can see that OA Week 2011 was successful in raising awareness. First of all, the usage of OA textbooks and learning objects in the UT OA repository (DSpace) increased during the OA Week in October. In addition to that, more people visited [UTL OA web gate](#) in October than during any other time of the year. The UTL OA web gate includes the most important information about OA in Estonian language and it is an importance source of information on OA in Estonia.

SUCCESS STORIES

The OA Week events, conference and website were, in a way, a turning point for OA developments in Estonia. Today, the UTL takes part in the Estonian Ministry of Education and Research programme for monitoring Estonian research policies and is involved in national OA policy discussions. Furthermore, the UTL has become a centre of learning and knowledge sharing for other institutions seeking advice in the field of OA. The feedback we have received has been utterly positive.

Our strategically important partners from the Estonian Ministry of Education and Research and the Research Monitoring Programme attended the conference. Given that they hold an important position in the OA policy discussion, we were glad to hear that they understood the importance of the conference and the need to continue organising such events in the future.

LESSONS LEARNED

We expected broader public discussions among different target groups. OA is still a new concept in Estonia, so it will take more time to get involved. We decided to present the topic of OA along with other more familiar issues that have gained more attention, i.e. copyright and e-books. If OA is a new concept in a country, it is important to involve various target groups and have support from the government to promote OA on the national level.

THE FUTURE

In addition to OA repository, UTL will be launching OA publishing services using Open Journal Systems software. We plan to continue educating the public and supporting policy makers in adopting national OA policy to empower Estonian higher education