

Promoting Transformational Agreements: A Guide for Societies

What are Transformational Agreements?

A transformational agreement is a partnership between your publisher (that's us) and an institution. They allow researchers unlimited access to read a collection of journals, plus funding to cover article publication charges (APCs) when authors choose to publish open access

Visit [Author Services](#) to see which institutions have transformational agreements available to their authors.

The Benefits of Transformational Agreements for your Members and Authors

Wiley is committed to enabling researchers to publish open access via transformational agreements. By encouraging your society members and authors affiliated with a participating institution to publish via a transformational agreement, they can benefit from:

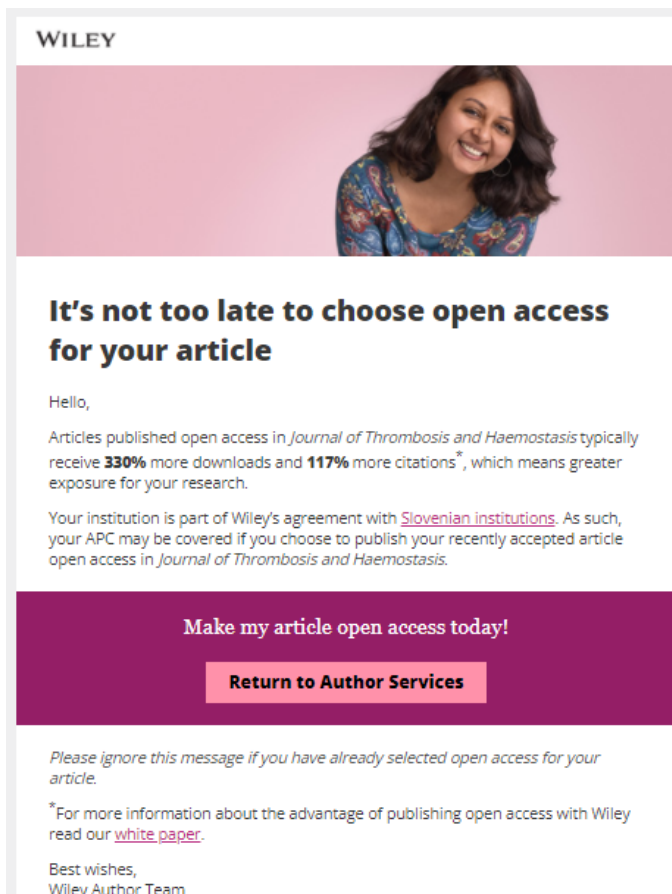
- Increased readership, citations, and Altmetric scores.
- A simple process – publishing charges are paid centrally by their institution, making publishing open access a more seamless procedure.
- A broad coverage of subjects available to publish in, creating equity towards open access for all fields of research.
- Compliance with funder mandates, including those outlined by the [principles of Plan S](#).

How we promote open access funding opportunities to your new and existing authors

Wiley – and nearly all institutions with open access accounts – are actively promoting open access publishing opportunities to affiliated researchers via existing global campaigns and targeted advertising, depending on the individual agreement.

Wiley:

- Provides institutional librarians with training and support, so they can encourage, help, and guide authors through the available open access opportunities
- Hosts webinars, training, and panel sessions, so authors at affiliated institutions are aware of available funding and how to access it
- Reaches authors directly across multiple marketing channels, including:
 - Personalized emails, which:
 - inform of open access funding
 - promote the benefits of publishing open access
 - direct authors to check their eligibility
 - drive submissions to your journal
 - By recognizing author institutional or geographical affiliations as they browse journals on Wiley Online Library, and directing them to check their funding eligibility
 - Google Adwords on journal search pages with content about relevant agreements and funding
 - Targeted adverts to visitors of publishing-related sites, such as Preprint servers
 - Tailored adverts and emails to researchers via partners including ResearchGate
- Notifies authors at the point of article submission that they might be eligible for funding, and linking them to relevant resources
- Reminds eligible authors of funding opportunity after they've submitted, if they've not opted for open access by that stage
- Provides content and resources on our Author Services website such as a list of institutional funders, 'Check my Eligibility' form, and a video explaining what open access is



Example of an email sent to authors after article acceptance, encouraging them to select open access.

How can societies encourage your members and authors to take advantage of open access funding opportunities?

If you'd like to increase awareness of this opportunity for your members and authors, we advise that you use the messaging and collateral we've provided [here](#), including web banners and pre-written text.

Messaging should direct researchers to [Wiley Author Services](#) for detailed information, or to the [Check my Eligibility form](#). These resources are kept up-to-date with changes to funding availability, qualifying institutions and guidance on workflows.

Societies may promote a specific agreement or all available funding opportunities; consider including messaging, or banner adverts, in your newsletters, on social media, your websites, or in direct communications with members.