



Research4Life Fund Raising Feasibility Study

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Why was this study needed?

- Research4Life, despite its many achievements, has only reached a small fraction of its potential
- The 2016 strategic plan identified the need for investment in technology, outreach, training and impact assessment
- Research4Life cannot deliver this ambitious plan on volunteer effort, occasional donations and in-kind contributions



What was CABI asked to do?

- Identify potential donors and test their appetite to support Research4Life financially
- Create a costed fund-raising strategy, a communications plan and recommend the most appropriate legal and operational structure to implement them
- 6-month project funded by six Research4Life publishers



what is CABI?

CABI is a not-for-profit science-based development and information organization



what does CABI do?

CABI addresses issues of global concern such as food security, through science, information and communication

Segmentation of potential donor types

Primary focus of research was on:

- International bilateral and multilateral donors (e.g. DFID, EU, USAID)
- Charitable foundations (e.g. BMGF, Google, CISCO)
- Publishing industry enterprises (i.e. publishers)
- Key individual stakeholders (e.g. academic authors)

Other potential target groups

- Universities, including University Libraries
- Learned Societies
- Other corporations, via CSR programmes
- General public

With whose strategic objectives does Research4Life most closely align?

- *Goals of the donor organisation*
- *How they work and what type of funding they offer*
- *Strategic priority areas*
- *Focus countries*
- *Key contacts*
- *History of supporting similar initiatives*

How does Research4Life benefit publishers?

- Helps to develop new markets at low cost and low risk
- Encourages good practice in the research communities within emerging markets, establishing a culture of legal use of content as opposed to illegal sharing and avoiding the advances of predatory publishers
- Demonstrates to policy makers that established copyright and content licensing practices are not a barrier to access, if the system is efficient and easy to use
- Increases the scale and quality of research literature from developing countries, particularly in subject areas of more immediate relevance to them
- Increases the usage and appreciation of research information generally
- Meets corporate social responsibility objectives

Research findings – key points

- Major international donors and charitable foundations perceive Research4Life as a system which perpetuates an anachronistic and inequitable publishing model
- Funding Research4Life directly would conflict with their efforts to promote Open Access
- A common response was “why should we fund Research4Life if the publishers themselves don’t?”
- When asked, many publishers have said that they **would** be willing to provide more regular financial support
- If Research4Life could demonstrate the tangible support of the publishing industry, it could make a much stronger pitch to donors to support training and capacity development
- Research4Life should form strategic partnerships with other like-minded organisations to achieve its objectives



Next Steps

- Establish “***Friends of Research4Life***” as a legal entity, able to raise and receive donor funds and to support the Research4Life Executive Council in its implementation of the Strategic Plan
- Explore concept of ***Friends of Research4Life*** as a membership organisation, with different categories of membership and tiered subscription rates
- Further consultations with STM publishers – summit meeting planned for first half of 2018



Want to know more?

- If you would like to attend the Publisher Summit meeting in 2018, please contact:

Richard Gedye, STM
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- And please continue to support Research4Life in its goal to remove barriers to knowledge and to level the playing field for all researchers worldwide!



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thank you
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