

➔ Scientific publishing is a multi-billion dollar industry, yet little of that money is reinvested in the scientists actually conducting the research. Paywalls for those looking to access information and high open access publish-

ing fees impede scientific progress and favor individuals and institutions with resources.

As one of the last independent, nonprofit scientific publishers completely governed by scientists, The Electrochemical Society has developed a business-model-changing initiative called *Free the Science* that will make our research freely available to all readers, while becoming free for authors to publish.

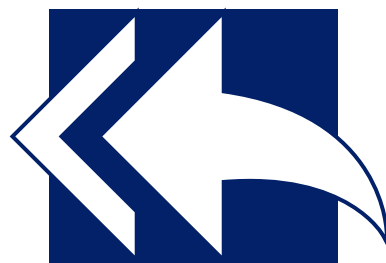
Free the Science is ECS's initiative to keep the money in research rather than in the publishing industry.

That means ECS is giving up its income stream – selling scientific research to individuals and institutions. To offset this the Society needs to raise a significant fund over the next six years to support the continued production and dissemination of our high quality, peer-reviewed scientific research.

ECS is not creating a new journal for open access, like many of the for-profit publishers, we are taking our current highly regarded, peer-reviewed journals and making them free to all.

We talked to dozens of scientists and engineers about the concept of *Free the Science*. Here is what some of them had to say.

The New Model for Scientific Publishing



1 It's now or never to make this move.

➔ “The whole game has been turned upside down, in terms of how it's done, what people are reading, how they are using the information, how we are disseminating the research results to the public. And so the key here is either adapt or fall by the wayside and be irrelevant.”



Krishnan Rajeshwar
University of Texas at Austin professor and ECS President

➔ “ECS could take the easy road and collaborate with a commercial, for-profit publisher. However, there's a clear downside in the long run because ECS is formed by the members and its mission is to disseminate the science. If we lose the journals, we lose the content.”



Christina Bock
Senior Research Scientist at the National Research Council and 3rd Vice President of ECS

2 You are either for-science or for-profit.

➔ “As commercial publishers got involved, this became much more of: we need to generate a profit. And that leads you down certain paths in order to ensure that the profit can be generated for shareholders and that, in many cases, dilutes the quality that you're willing to accept because you need to fill your pages in your journals because your subscription income depends on it.”



Dennis Hess
Georgia Institute of Technology professor, editor of the ECS Journal of Solid State Science and Technology, and past ECS President

➔ “The rise of commercial publishers has corrupted the process by which we vet, disseminate, and research. Commercial publishing is undermining the quality of science.”



Johna Leddy
University of Iowa professor and current ECS Senior Vice President

➔ “Consider the frustration of knowing that the article you need is out there, but you don't have access to it because you can't afford to pay for the article. If you had that piece of information, what might you build? What might you do to change things?”

➔ “If you have \$3,000, will you use that money to support a student's salary? Or buy materials? Or to publish your results? That can become a concern.”



Yue Kuo
Texas A&M University professor and 2nd Vice President of ECS

➔ “Knowledge and information are power, and ECS is determined to give the power back to the people, back to the authors, back to the researchers, and back to the scientists.”



Lili Deligianni
IBM Principal Investigator and past ECS Secretary

➔ “The authors are going to get their information read more widely. They're going to get cited more widely, and that should open up collaborations, and just expand and grow the field at a much more rapid rate.”



EJ Taylor
Chief Technical Officer of Faraday Technology and ECS Treasurer

“ECS doesn't just publish papers; ECS actually publishes good science.”



Shirley Meng
University of California San Diego professor and Vice Chair of the ECS Battery Division

3 Authors need to stand up to the system.

➔ “Commercial publishers are interested in making money, not facilitating authors' goal of distributing their results and getting people to use, cite, and further develop their work. These for-profit publishers, because they need to make money, they have a different approach, they get a different set of criteria for the whole process. Not with the authors' interest in the front of their minds. And the authors, really, are kind of used in the process. They are donating their work to this company to make money from and the company should try to make sure that the quality is good. But I found that sometimes decisions are made that interferes with that, decisions based on profit-making actually.”



Gerald Frankel
The Ohio State University professor and technical editor of the Journal of The Electrochemical Society

4 Free the Science will have a global impact.

“Giving access to people in developing nations and schools that do not have the same economic resources as some of the higher-tier research institutions, opens up more people to that knowledge, and they can either build upon it or utilize it.”



David Go
University of Notre Dame professor and previous ECS Toyota Young Investigator Fellowship winner

“I get a lot of requests from students in developing countries. Their institution may not have the resources to subscribe to the journals, and they send me personal emails to ask for a paper. In some way, ECS is helping developing countries build up their science program.”



Shirley Meng
University of California San Diego professor and Vice Chair of the ECS Battery Division

“(*Free the Science*) means that we are truly democratizing the practice of publishing. We’re making it an even playing field. It makes it easy for authors to get their results out to places where the use of those results could be maximized. Let’s face it, ultimately what are we doing all this for? We are doing this to improve the quality of life and to leave a better world for the succeeding generations than what we found.”



Krishnan Rajeshwar
University of Texas at Austin professor and ECS President

5 ECS is uniquely qualified to Free the Science.

“ECS has a long history of excellent science, and doing excellent science vetting. The reviewers of ECS journals are there because they’re interested in science. You get good quality people who are knowledgeable in the field in which you are submitting a paper.”



Johna Leddy
University of Iowa professor and current ECS Senior Vice President

“ECS is one of the oldest professional societies with a great reputation. Written in its history are many famous authors and members, from Nobel Prize laureates to industry leaders and pioneers.”



Yue Kuo
Texas A&M University professor and 2nd Vice President of ECS

“I think it’s good that we make the information available, but we really need a way of controlling or evaluating to make sure the information is correct. ECS has high quality standards, so the Society can play a really important role in that.”



Neus Sabaté
Researcher at the Microelectronic Institute in Barcelona and Science for Solving Society’s Problems Challenge grantee



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Free the Science, Save the World

Electrochemistry and solid state science have never been more important to global health and sustainability. Our community is making key discoveries in renewable energy, medical technology, and more. Such important discoveries need maximum discoverability. Author Choice Open Access is a good start, but ultimately we hope to **open access to our entire Digital Library without charging any publication or subscription fees.** We’ve launched the *Free the Science* initiative to make this vision a reality.



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