

# **Gold for Gold**

Does your institution subscribe to **RSC Gold**?

Would your researchers like to publish RSC papers Open Access (OA), free of charge?

If the answer to both of these is yes, then you should take advantage of **Gold for Gold**...

## How does Gold for Gold work?

As an **RSC Gold** subscriber your institution is entitled to a select number of voucher codes which can be used to publish accepted Royal Society of Chemistry papers via the RSC's Gold OA option. Each voucher code can be used to publish one paper free of charge.

So, not only does your institution have access to our premium collection of 41 international journals, databases and magazines, but now your researchers have a vehicle to get even more visibility for their valuable research, further raising your institution's profile.

- Firstly your institution must nominate a representative to oversee the distribution of voucher codes (typically a librarian or someone within the chemistry/research department)
- This representative should inform us of their role by e-mailing goldforgold@rsc.org – we will then provide the representative with their institution's voucher codes
- The representative can pass on an individual voucher code to an author once that author's article has been accepted in one of our journals. It is then up to the author to submit their voucher code via the **Gold for Gold** online acceptance form

For full process details, including how non-RSC Gold institutions can purchase voucher codes, go to http://rsc.li goldforgoldfaqs

6

Gold for Gold demonstrates our engagement with the chemical science community and recent Open Access developments

Lorraine Estelle, Chief Executive of Jisc, UK



The Gold for Gold initiative is a great opportunity to introduce the Open Access Road to our researchers in Chemistry.

Margareta Fathli, Librarian, KTH Royal Institute of Technology, Sweden





#### **The Numbers**

A total of 878 Gold for Gold applications from 187 institutions in 26 different countries were made in 2013, with a monthly record number of 184 Gold for Gold applications made in November.

#### Gold for Gold articles 2013



All of the world's top 30 academic institutions\* subscribe to RSC Gold, entitling them to Gold for Gold voucher codes. Those benefiting include:

- Californian Institute of Technology, US
- University of Oxford, UK
- Stanford University, US
- University of Toronto, Canada
- l University of Tokyo, Japan

### Consortia

Our first nationwide deal benefits all institutions involved in the DFG-RSC Gold licence agreement. 87 institutions in Germany, plus all Max Planck and Fraunhofer Institutes, will profit collectively from more than 900 Gold for Gold voucher codes in 2014. And relevant researchers will have the opportunity to publish OA free of charge for the next three years in any of our journals.

\*According to the Times Higher Education top 200 world rankings 2013-2014

For more information go to **http://rsc.li/goldforgold** To claim voucher codes and for consortia opportunities contact your Account Manager or e-mail **goldforgold@rsc.org** 



When my paper was accepted for publication, I contacted our librarian to request a complimentary Gold for Gold voucher; with that in hand the article was soon converted for publication under a Creative Commons OA license. It was that easy and quick to see that our work would be placed in a well-regarded journal but not locked up behind a pay wall.

Professor Kit Cummins, MIT, US and Associate Editor of Chemical Science

The Alliance-RSC GOLD Licence agreement, negotiated with the Royal Society of Chemistry, is innovative. Not only does it offer our users easy access to all RSC journal content, but all participating institutions receive a certain quantity of Open Access (OA) vouchers with which their authors can publish OA free of charge in any RSC journal.

Uwe Rosemann, Director German National Library of Science and Technology and University Library Hannover (TIB/UB), Germany