



ELSEVIER

Elsevier's Developing World Initiatives

A Commercial Publisher looks at the
HINARI, AGORA, and OARE
Projects

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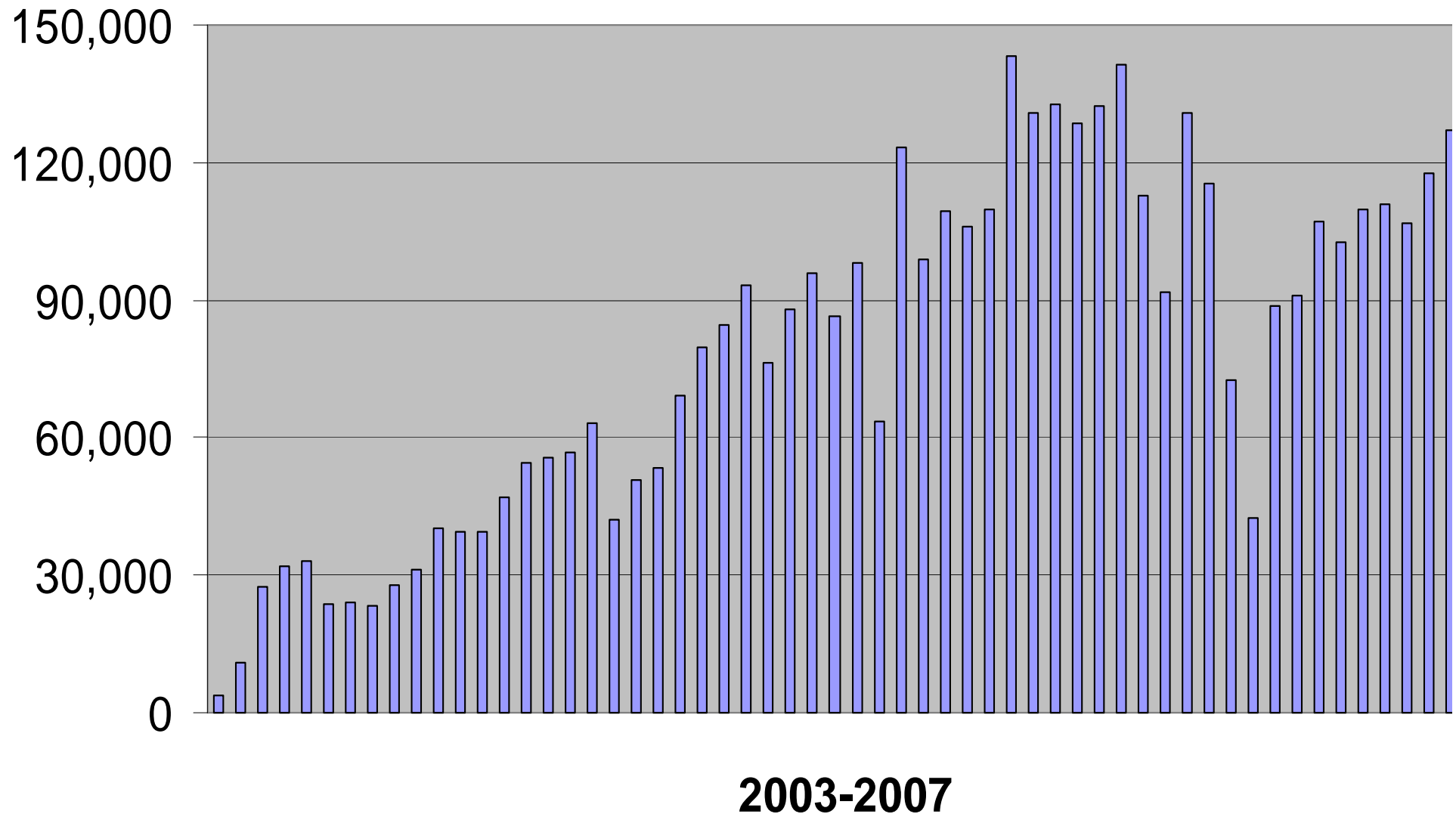
Early Days for HINARI

- The Elsevier effort was spearheaded by Leo Voogt, former IFLA Executive Secretary but then Global Director of Library Relations for Elsevier in 2001.
- Elsevier Publishers were somewhat skeptical of the scheme— with reason. No one gives away free content – it just isn't done. The concept of Information Philanthropy was still very new.
- At the release of HINARI, Leo had managed to obtain 425 Elsevier journal titles mainly in the Life Sciences and Medicine. This amount of content helped influence other publishers to join the program with their content. It “seeded” the project.

HINARI Today at Elsevier

- 8th Largest consortium in ScienceDirect
- 1.2 Million article downloads in 2007
- Number of Elsevier journals= 1,300 (including society journals). Social Science titles recently added.
- Title list is now combined for all 3 programs, HINARI-AGORA-OARE. Same content for all programs.
- Top Elsevier journal downloaded: The Lancet
- Clinical titles are most popular

HINARI Usage--Elsevier



Benefits For All

- For the Participating Institutions:
 - Level playing field with First World
 - Access to the most current research
 - Broad array of content even including LIS journals
- For the Participating Publishers:
 - Extend reach to new readers
 - Potential to attract new authors
 - Commercial venture? In the future.
 - Fulfill its Corporate Social Responsibility mission
 - » Elsevier Role

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To summarize so far

- The “Experiment” has been more successful than anyone ever imagined. The need for this type of information has been demonstrated by the usage statistics as well as reports from the field.
- Shift of opinions. Our Publishers now want to belong to the program and make their journals available.
- Creation of successful partnerships—United Nations and the professional publishing sector. A proof of concept.



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Thank you for your attention.

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