

Open access 2020**Factsheet for ambassadors****Why is the SNSF committed to open access?**

The results of research financed by public funds are regarded as belonging to the public. They should therefore be published electronically so that they are immediately available without charge and can be reused by others. The SNSF supports the principle of open access and aims for all publications resulting from SNSF funding to be openly accessible as of 2020.

[Reasons in favour of open access](#)**Why is the SNSF looking for ambassadors in the area of open access?**

The ambassadors represent researchers who are systematically supporting and forging ahead with open access, thereby setting an example for others to emulate. The ambassadors will be spotlighted in the context of the information campaign through various activities and will be deployed flexibly. As public figures they will recommend open access to other researchers, help to give the campaign a voice and foster debate, and seek to increase support for open access within the research community.

What are the tasks of an ambassador?

- Active participation in information events, conferences, panels, etc. (presentation, discussion)
- Taking questions from the media and providing information
- Internet presence on OA website and social media (e.g. testimonials)
- Engaging in efforts to promote open access (e.g. editorial board of OA journal)
- Supporting the strategy of SNSF/swissuniversities (fostering critical debate and reducing prejudices without playing down weaknesses)

The ambassadors are generally requested by the SNSF to carry out the respective tasks, but they are also welcome to take the initiative themselves at any time.

Why should anyone choose to be an ambassador?

Primarily because open access is a burning issue for them. An ambassador has the opportunity to promote the open access agenda across Switzerland and to get people talking about it. He or she can take part in events on behalf of the SNSF and contribute towards the OA 2020 effort.

How much work does the role of ambassador involve?

It is still too early to anticipate the effort involved, this will also depend on how much time someone wishes to dedicate to the role. The ambassadors will be approached with respect to each task individually.