

The Liège ORBi model :  
ID/OA(\*), a mandatory policy linked to assessment processes.

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The decision to build an institutional repository at the University of Liège dates back to 2005. It took 3 years to prepare for a faultless start in November 2008. A strong communication campaign conveyed the Open Access concept to the ULg research community, based on the « carrot and stick » principle.

On the stick side :

- Any mandate needs some coercitive persuasion. Rather than resting on advocacy, we have linked internal assessment to the scientific production stored in ORBi. Those applying for funds, human resources or a promotion have no choice but to file all their production in full text.
- Since then, evidence for a much increased readership (about twice, <http://opcit.eprints.org/>) has transformed the early participants in strong advocates of the repository. 112,000 items have been filed, 67,000 (60 %) with full text (only mandatory for documents published since 2002). To this day, the level of compliance concerning ORBi deposits is reaching 86%.

On the carrot side :

- A name was coined to personalise the concept : ORBi (Open Repository and Bibliography, <http://orbi.ulg.ac.be/>), suggesting an improved worldwide audience.
- A special effort in internal communication was devoted to acceptance of the mandate. It appeared essential to make it plain that ORBi would offer an unprecedented increase in readership, but that it would only be valuable if all ULg members would abide by the new rules.
- ORBi publishes permanent statistics of consultation, a « hit parade » of most consulted authors, of most downloaded articles, etc. It provides direct links to any citation of the articles.
- The report generated automatically by ORBi is nicely and logically presented, according to the traditional values of the major research sectors. It can be used as a publication list for CVs and can be printed by the author in an updated version, at any time.

ORBi is now considered a success by almost all ULg members. The advantages it provides to individual authors have become a better incentive than the mandate itself. Today, the carrot has become much more efficient than the stick !

(\*) : ID/OA = *Immediate Deposit, Optional Access*