

## No turning back: using 2020 as a deadline to move from petitions to formal commitments

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Many organizations and institutions are using 2020 as a deadline to make an urgent push towards more efficient, equitable, and open forms of scholarly communication. The majority of these efforts are focusing on institutional and systemic changes in infrastructure and available tools and resources. While necessary, the “build it and they will come” approach is often not sufficient for effecting mass social change in the scholarly communication domain.