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Germany's nationwide Projekt DEAL consortium, initiated by the Alliance of Science Organizations, negotiates new publishing models to ensure open access to research results from Germany. DEAL is launching an information campaign under the slogan "[OPEN ACCESS MEANS CC BY](#)".

This campaign aims to raise awareness among scientific authors in Germany about the significance of selecting the right license for their open access publications. They encourage authors to prioritize the Creative Commons Attribution (CC BY) license, maximizing the reach and impact of research.

The DEAL consortium's initiative is driven by the need to reduce the prevalence of non-commercial licenses (NC licenses) in open access publishing, which present numerous issues. They limit research reuse and distribution, often granting publishers exclusive commercial rights. By choosing CC BY, authors can avoid these pitfalls and ensure their research is freely and widely accessible.

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