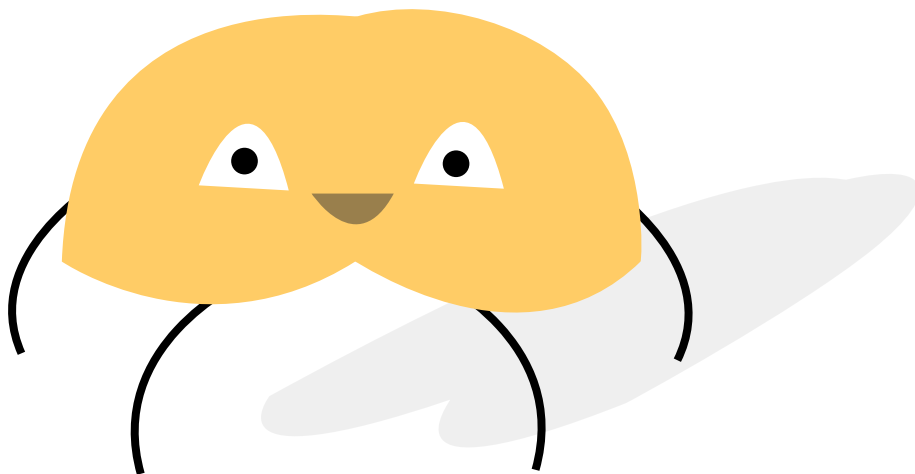


This is Knowledge.

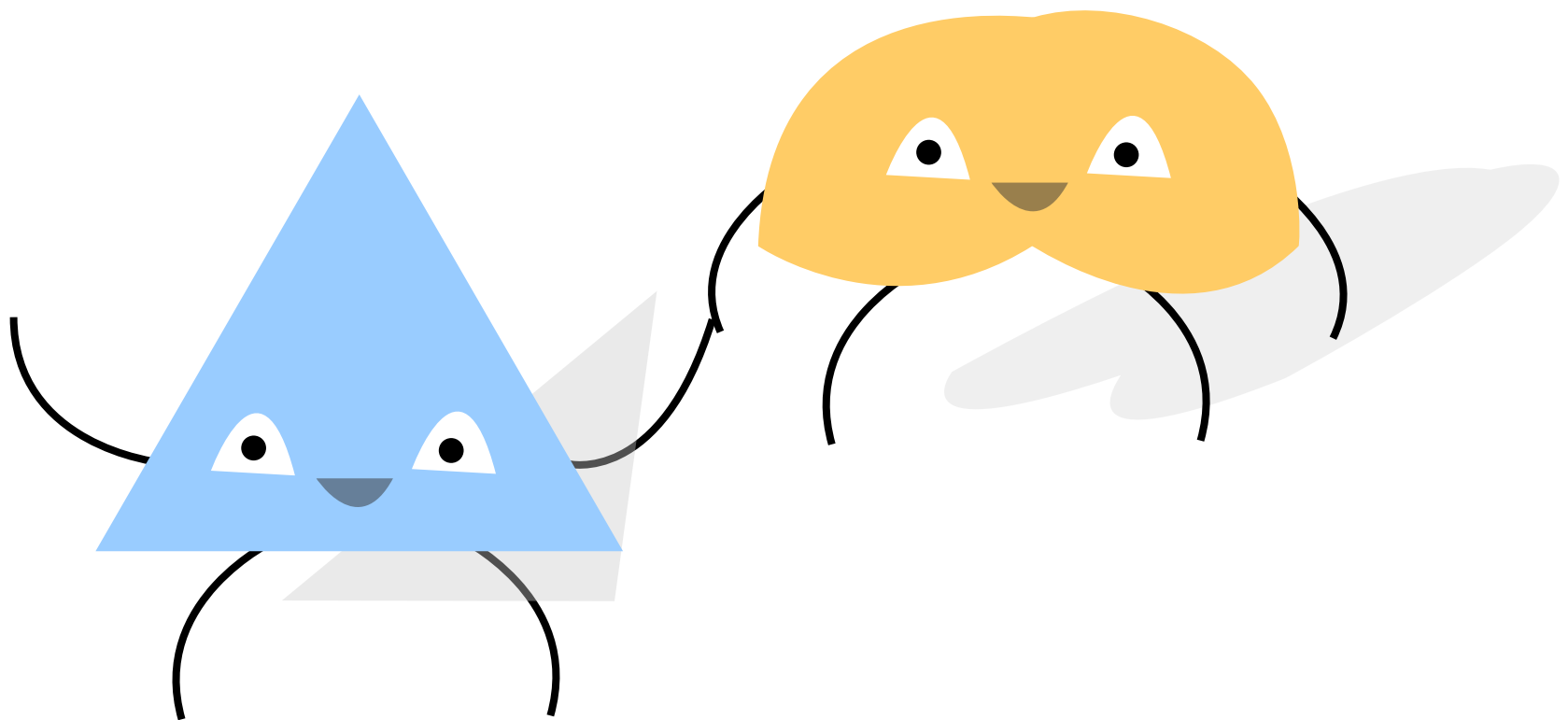
Hi! I'm Knowledge.



**Knowledge is free to always
help her friends to achieve new
and exciting things.**

Let's do science!

I can help!



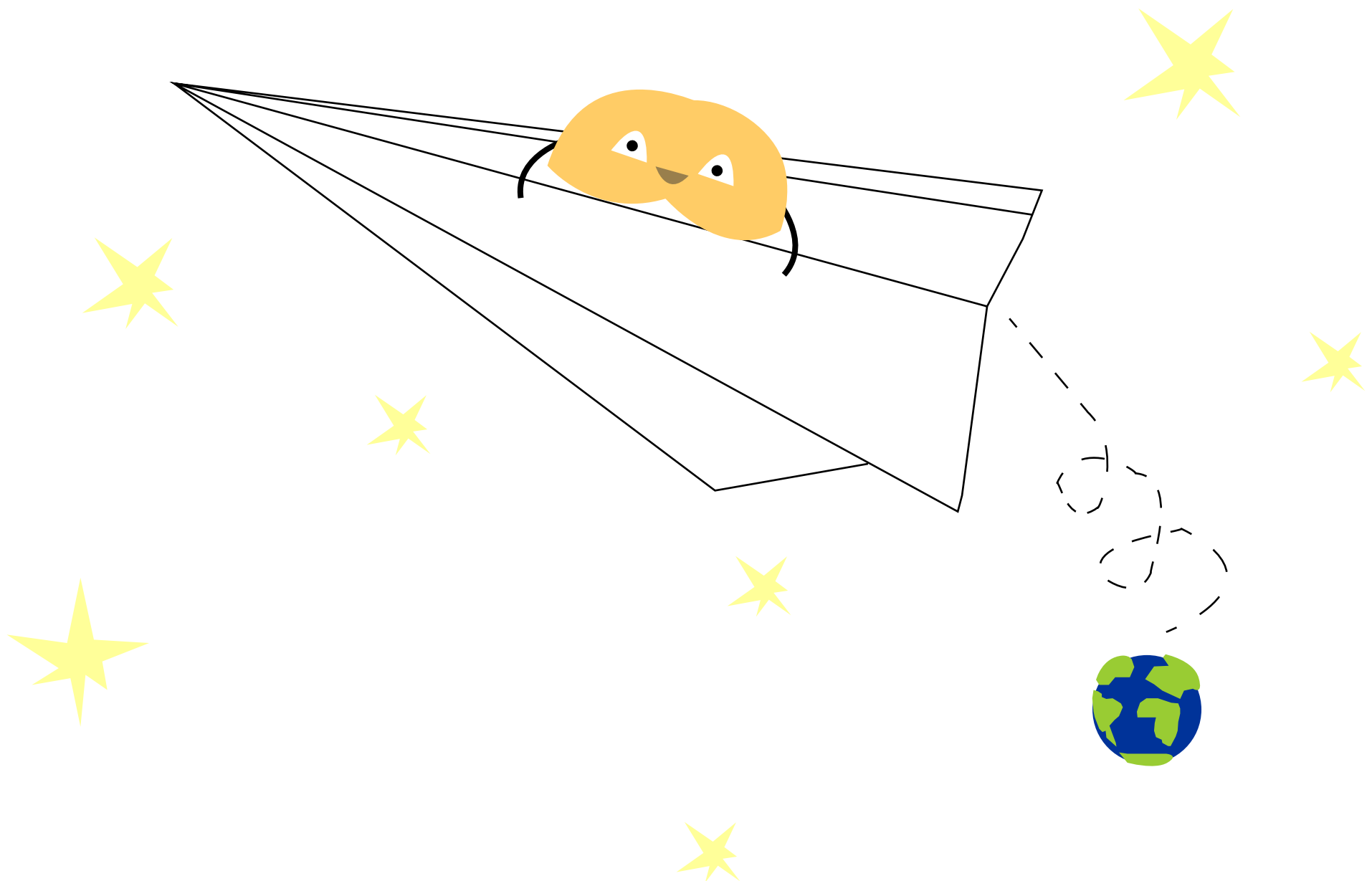
**But this wasn't always the case.
Knowledge was locked away behind
barriers called “paywalls” for many
years, unbeknownst to world.**



How can I help
the world if I'm stuck
under this paywall?

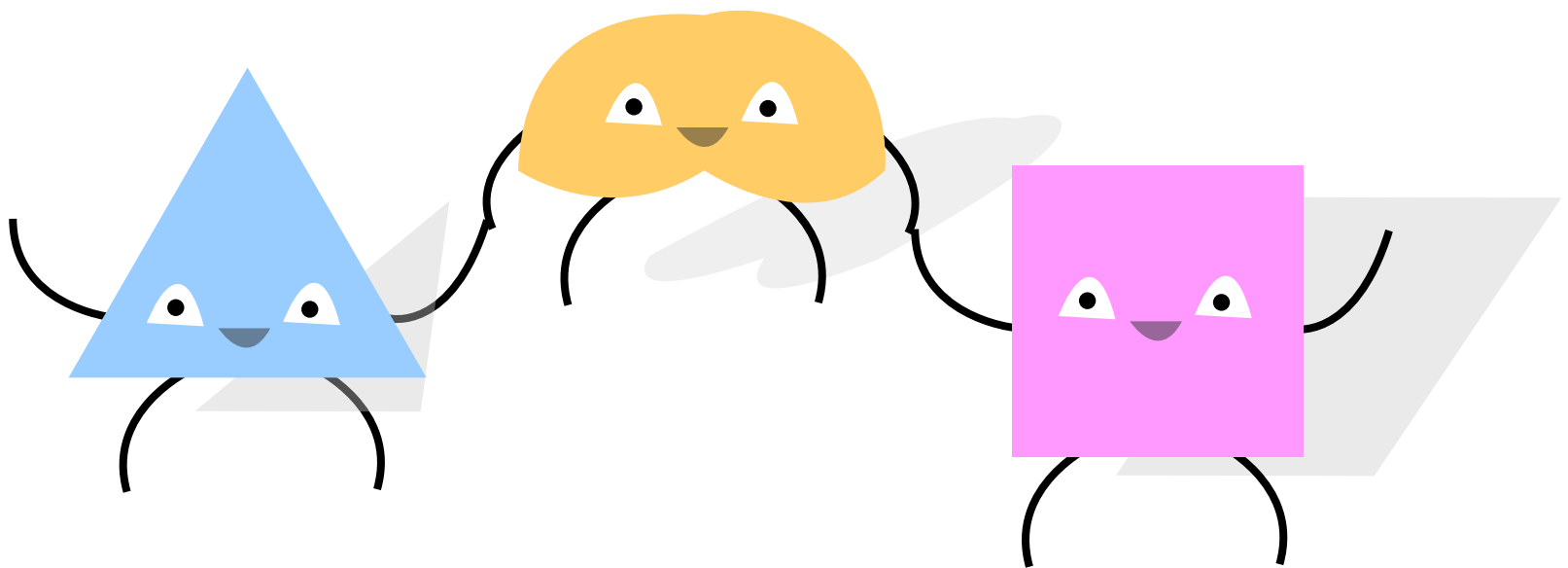


However, once the world realized Knowledge had gone missing, they built new tools and ways to set her free - this was known as the open access movement.



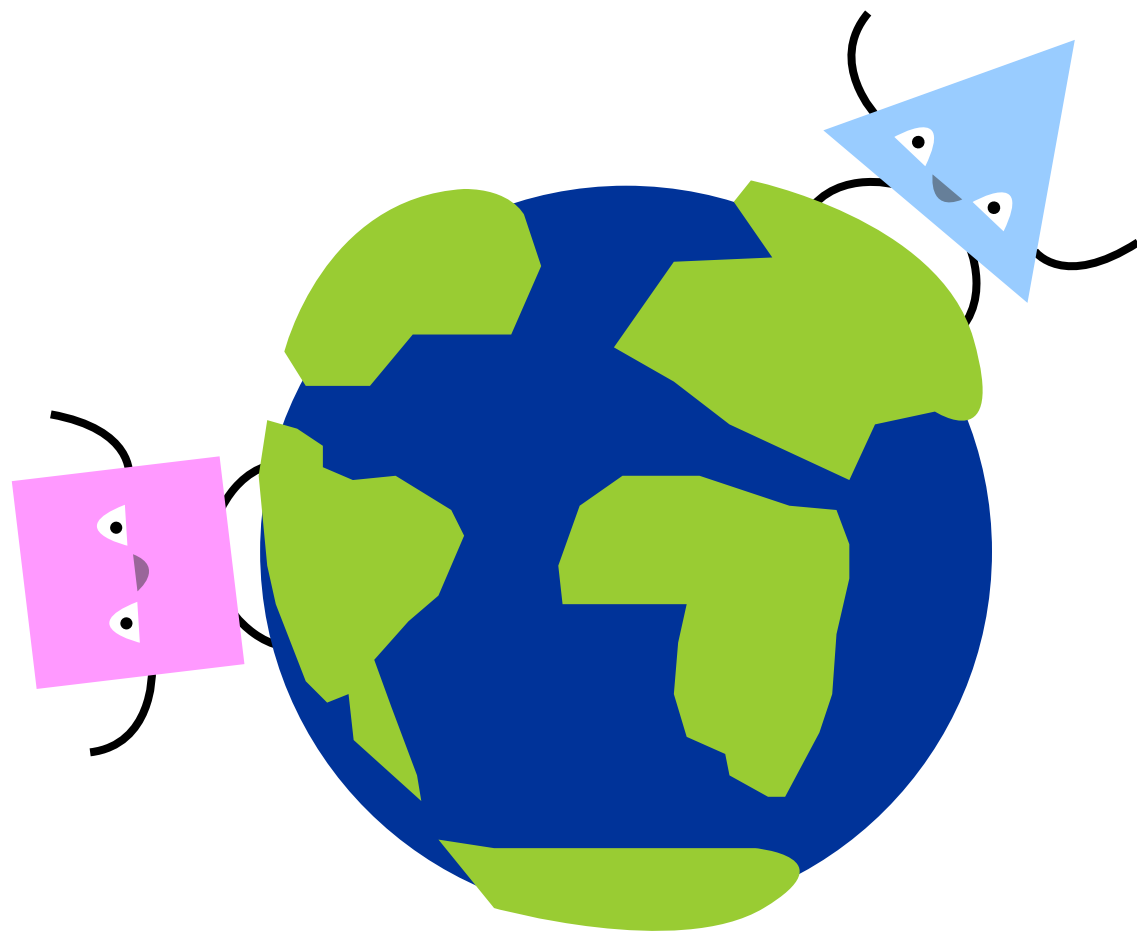
**Since Knowledge has been freed,
she has created a more inclusive,
productive, diverse, and friendly
community of scientists and
researchers...**

Let's work together!



**...working together (not against)
to make new discoveries...**

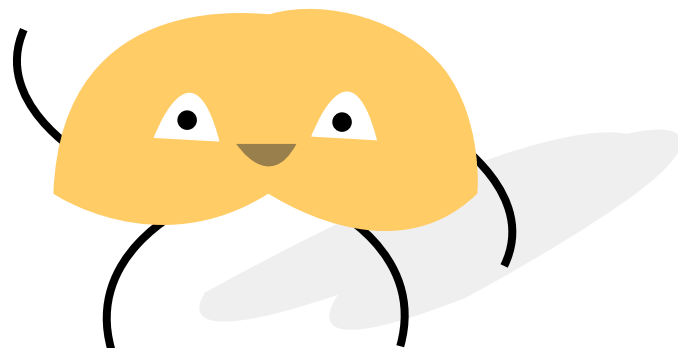
*Can you share your
data with me?*



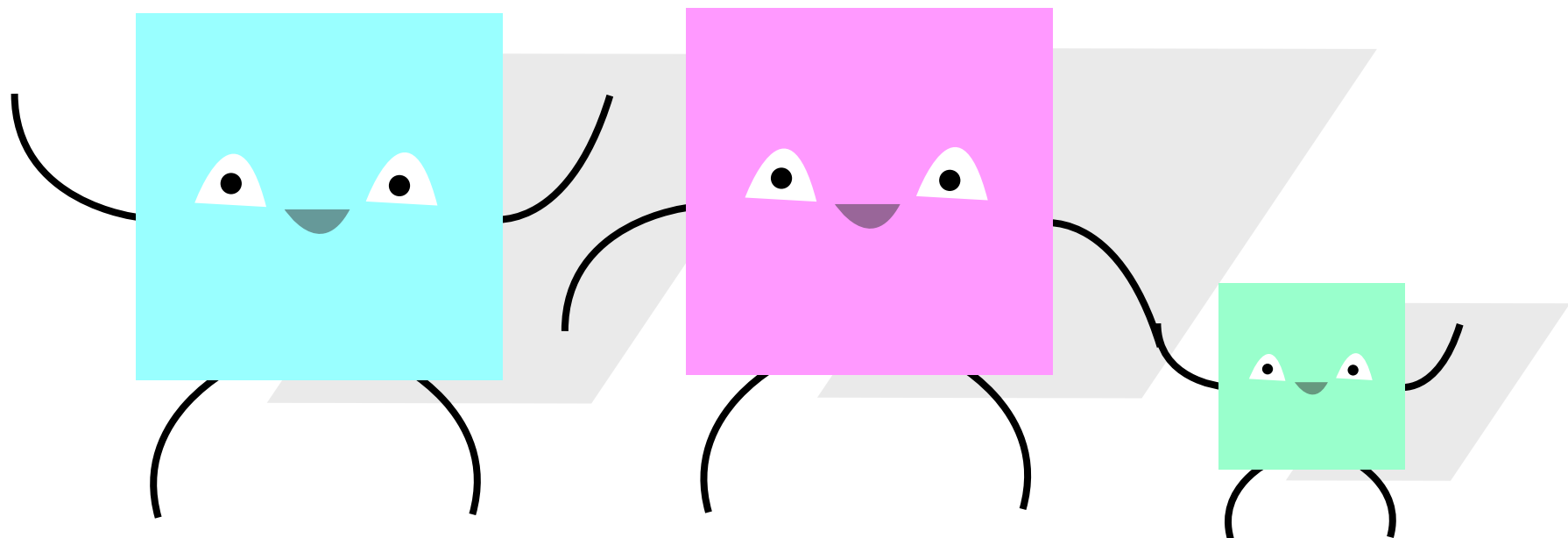
*Sure! Let's solve
this together!*

...find cures to diseases...

Happy you're feeling better!



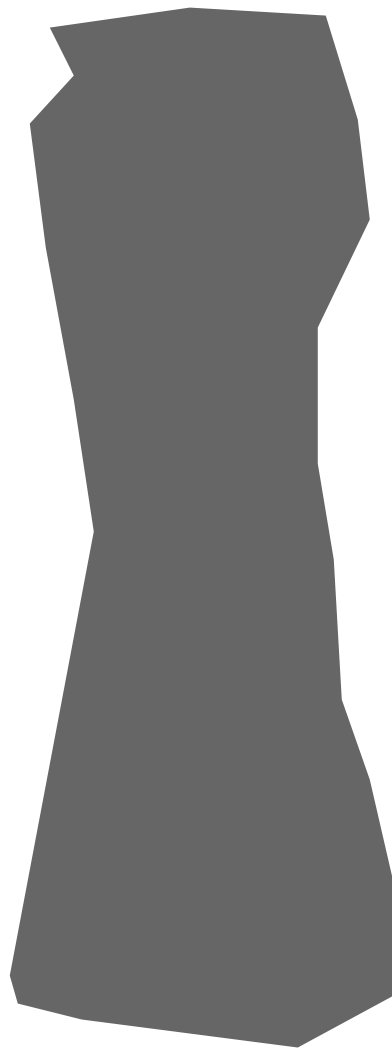
Without open access to Knowledge our family
would not be together today.



...and build a more liveable planet.



**However, once the world realized
Knowledge had gone missing, they
built new tools and ways to set her
free.**



How can I help the world
if I'm stuck behind this paywall?

