The role of grey literature publishers much like that of commercial publishers is to provide value-added information to publications in advance of their dissemination. Today, this involves the inclusion of rich metadata and actionable persistent identifiers. Together they enhance both the generation and transfer of knowledge. Likewise, for grey literature to meet and benefit from compliance with FAIR data principles, publishers must be proactive in the inclusion of PIDS and their associated metadata.

This approach to enhanced publication further demonstrates the value of cross-linking in the publication trail. For example, by incorporating PIDS, research data associated with full-text can appear openly accessible in a data archive even prior to the publication of the manuscript. Likewise, video recordings of conference presentations can be published in an audio-visual portal prior to their publication as conference papers. Similarly, conference papers can appear published and openly accessible in a federated or institutional repository independent of their publication in the conference proceedings.

The more accessible a publication is upon its introduction in the information chain the greater the potential impact it can have. This is of course the significant benefit open access offers grey literature. When the publication further contains actionable persistent identifiers such as the DOI, ORCID, ROR, and Funder ID along with associated rich metadata the researcher and end-user stand to further gain. Today, the inclusion of PIDS is no longer seen as an added benefit but rather becomes a precondition.

Not only are grey literature publishers responsible for the inclusion of PIDS and metadata related to their publications but also the authors and researchers are invited, if not mandated to do so. When they are provided with standardized online templates accompanied by scope notes, this can both enhance the quality of the publication, while decreasing the time in which their work becomes findable, (openly) accessible, interoperable, and (re)usable.

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