



Policy for Europeana Thematic Collections

The purpose of this document is to set out the policy governing the creation, operation and curation of Europeana Thematic Collections using the Europeana Collections CMS.

A Thematic Collection using the Europeana Platform and Brand agrees to partner and work with Europeana Foundation employees and practices.

Policy

The policy covers five areas: Content, Demand, Community, Functions & Features and Financial & Operational Sustainability

1. Content

- Good quality content should be available and acquirable for the theme. At minimum the Thematic Collection should be launched with 100,000 items from institutional collections or authenticated user contributed items¹. Curated/contextual content such as lesson plans, timelines, story maps, exhibitions, apps, and related micro-sites may be included additionally.
- A Thematic Collection must adhere to the [Europeana Publishing Framework](#) and the [Europeana Publishing Guide and](#) offer [Tier 2](#) and above content
- Each Thematic Collection will publish a yearly editorial plan.
- The Thematic Collection partner is responsible for maintaining the data quality, finding new contributors and enabling their data to be ingested into Europeana.
- All content is made available via the Europeana Platform and can therefore be used by other Thematic Collections or re-used in accordance with its copyright status via Europeana Labs or Europeana Research.

¹ A good example is the personal memorabilia collected under Europeana 1914-1918

2. Demand

- There has to be demonstrable user demand for the theme from existing communities of interest.
- Demand should be researched and proven, not simply assumed. Methods could include search keyword analyses and other web metrics, user surveys and market research.
- If similar initiatives exist, the Thematic Collection must be in a position to compete, either by being better or different or both.

3. Community

- The Thematic Collection must have an Advisory Board and put in place firm arrangements, e.g. a legal entity or agreed consortia, to ensure operation and curation of the Thematic Collection for a minimum of 4 years.
- An indication of resources for Thematic Collection operation and management can be found in the [Product Specification for a Europeana Thematic Collection](#).

4. Functions & Features

- The Thematic Collection partner will adhere to the latest [Product Specification for Europeana Thematic Collections](#).
- The Thematic Collection partner will work with other such partners and the Europeana Foundation to agree changes and updates to the common specification.
- Any new features or functionality can only be introduced as part of an agreed development schedule with all thematic collections partners and the Europeana Foundation
- Each Thematic Collection is skinned and branded in accordance with the [Europeana Brand Guidelines](#).

5. Financial & Operational Sustainability

- Thematic Collection partners must demonstrate that they have the financial and operational resources to sustain the Thematic Collection for a minimum of 4 years.
- The Europeana DSI core service platform will be provided for the ingestion and publication of the data, and the Thematic Collection functionality, at no additional cost.