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www.share-project.org

SHARE is a research infrastructure, which studies the effects of health, social and economic policies in Europe over the life-course of European citizens. SHARE was created after a joint communication by the European Council and the European Parliament to the European Commission. It has been a huge success measured by the number of users, the number of scientific publications and its public policy support. The data has world-class value as proven by the many users also outside of the EU, especially in the US. The key value of SHARE lies in its strict cross-national comparability which permits unbiased cross-national comparisons of the economic, health and social situation of European citizens aged 50 and over.

To obtain this key value, SHARE aims to include all European countries, especially all EU member states. SHARE has made great progress during the first waves and has collected data in 28 countries. Moreover, substantial international coordination has to be done among these countries. To this end, SHARE has implemented an efficient and effective central management model.

The project aims to strengthen the centralised approach of SHARE with the aim to combine scientific excellence with cohesion across all 28 SHARE member countries. Specifically, the project will support the supra-national innovation and development tasks to be executed by the Area Coordinators (scientific content) and the survey designers (fieldwork methods and electronic tools) during Waves 8-10 of SHARE.

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Objectives:

The main goal of WP11 is to ensure efficient communication between the project consortium, the Scientific Monitoring Board (SMB), the European Commission, the member states and external stakeholders. Therefore, WP11 designed dissemination and exploitation programmes for scientific users, policy makers in various domains (healthcare, social care, pension provision), including European Commission Services (DG Employment, DG SANTE), the media and the general public. Implementation of these dissemination and communication measures is major task of WP11.

Tasks:

- Schedule and organise all project conferences
- Create identity and disseminate information on SHARE objectives and participants through the SHARE website, poster, informative brochure, standard communication material to be provided to the European Commission and online newsletters
- Transmit the common communication strategy to all project participants and tailor dissemination activities to suit users/stakeholders
- Disseminate information on the project's outcomes and results to selected audiences through the organisation of two dissemination workshops in Brussels with related press releases, and two workshops at UniVe

Summary of progress:

SHARE-ERIC organised the following project conferences within the reporting period:

- SHARE Wave 8 Main TTT, Frankfurt, Germany, 30 September – 2 October 2019
- SHARE Wave 9 CentERdata - MEA Meeting, Mannheim, Germany, 28-29 November 2019
- SHARE Wave 8 Mid-term Meeting, Online, 1-3 April 2020
- SHARE Wave 9 Planning Meeting, Online, 12-14 October 2020
- SHARE Wave 9 CentERdata - MEA Meeting, Online, 12 December 2020
- SHARE Wave 9 Field Rehearsal TTT, Online, 2-3 March 2021
- SHARE Wave 9 Post-FiRe Meeting, Online, 14-15 April 2021
- SHARE Wave 9 Main CATI TTT, Online, 31 May – 1 June 2021
- SHARE Wave 9 Main CAPI TTT, Online, 6-7 October 2021

Furthermore, SHARE and its Country Teams organised 23 user workshops to promote SHARE data within the scientific community within the reporting period. Most of them were online workshops, but some also took place in person.

SHARE-ERIC published four online newsletters to reach out to researchers and public within the reporting period (one in 2019, two in 2020 and one in 2021). The next newsletter is planned for end of 2021. All of them were sent out to a majority of the registered SHARE users as well as other people who subscribed for this newsletter. Moreover, we published these newsletters on the SHARE website (www.share-eric.eu/press-news/newsletter). Furthermore, SHARE published seven "SHARE Findings Newsletter" within the reporting period (one in 2019, three in 2020 and three in 2021). Its main target group is non-scientific, i.e. press, politicians,

organisations and the public. Hence, its content is a breakdown of scientific findings for a non-scientific audience. All editions are also publicly available on the SHARE website.

The “SHARE Findings” for a non-scientific audience are published through our distribution channels (website, social media, to media and in newsletters). Within the reporting period, we published 28 SHARE based findings on several dissemination channels.

SHARE Central also operates the [SHARE Blog](#), a platform on which researchers who work with SHARE data can exchange ideas, discuss and present SHARE-based findings to other researchers as well as a wider public. The website on which the blog runs was set up by SHARE but the blog itself, in terms of its content, largely operates independently. The editorial board consists of active researchers who use SHARE data as well as a representative of the SHARE Coordination in Munich. The editors invite fellow researchers to write contributions for the blog while the SHARE communications team uses its channels to promote new articles. In the reporting period, 26 SHARE blog postings were published.

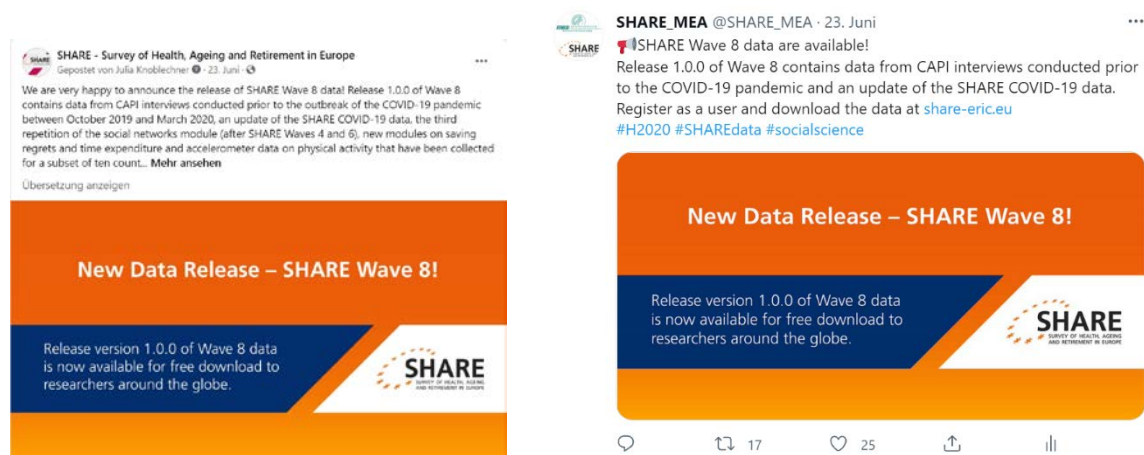
The COHESION project funded the data collection of SHARE Wave 8 in 2019/2020. The corresponding data releases were communicated to all registered SHARE users via an email by the SHARE Database Management Team. In order to attract potential users, the Public Relations Team published a news item on the data release and disseminated it to a broader global research community via Twitter and Facebook:

Weblink:

www.share-project.org/home0/news/article/share-wave-8-data-release.html?L=0&cHash=f56a235a00b68e686b6924c8dc421e48

Social Media, e.g. Link to Twitter:

https://twitter.com/SHARE_MEA/status/1407692452580954113



Furthermore, there is a section on the SHARE Website that explains to all potential data users, how to get access to the SHARE dataset – step by step: www.share-project.org/data-access.html?L=0

Additionally, we published a new version of the SHARE researcher flyer and used the relaunch to communicate the advantages of the data to potential SHARE users, also via a news item and other social media channels.

News item: <http://www.share-project.org/home0/news/article/advantages-of-share-data-in-a-nutshell-including-share-covid-19-data.html>

Download the Flyer:

www.share-project.org/fileadmin/pdf_documentation/SHARE_Flyer_Researcher_2021.pdf

Social Media: e.g. https://twitter.com/SHARE_MEA/status/1435871919140704257



As shown through the two examples, we regularly spread news about SHARE via the Twitter account @SHARE_MEA and are actively engaged with the SHARE user community, e.g. through the continuous retweeting of SHARE-based publications or relevant social media content to our Follower Community. We now have around 1,426 followers (October 2021), mainly from the research community from all over the world. Our SHARE Facebook page has around 955 followers in October 2021, both numbers are steadily increasing (www.facebook.com/surveyofhealthageingandretirementineurope).

Within the reporting period, we additionally provided 22 news items / press releases, among them one about the SHARE Wave 8 data release and one about the new flyer for researchers to promote the data. To highlight the anniversary of SHARE being an ERIC for more than 10 years, we also published a press release which explains SHARE's roots in the European Research Area mentioning the COHESION project, which was also sent to EU policy makers and associated social media communication: www.share-project.org/home0/news/article/10-years-of-research-excellence-as-a-european-infrastructure.html?L=0&cHash=d275916a8e65bbc77e3fcc1de7cb5eed

SHARE-ERIC is also monitoring and accelerating the mentioning of SHARE in the international media continuously. For the reporting period, we were able to count about 260 articles from all over the world in which SHARE was named. A selected number of them is published on the website: <http://www.share-project.org/press-news/share-in-the-press.html>.

To improve internal communication, SHARE-ERIC organised a virtual PR help desk for all country teams in October 2020 during the SHARE Wave 9 Planning Meeting. Supplementing these efforts, we provide an updated intranet platform included in our SHARE website to

exchange materials with country teams. Additionally, we use a “short news exchange channel” via Basecamp to keep in touch faster. For instance, we send the template for the researcher flyer to all country teams and encourage them to spread and/or translate the flyer in their national language. We also keep the country teams up to date on our press releases and social media activities via this internal channel to better interact and coordinate PR activities and assist them in PR related questions.

HOZZÁFERÉS AZ ADATOKHOZ
A SHARE adatokhoz világszerte minden kutató igénye...

MI A 'SHARE'?
A 'Survey of Health, Ageing and Retirement in Europe', röviden **SHARE**, egy olyan kutatási infrastruktúra Európában, mely az egészségügyi, szociális, gazdasági és környezetvédelmi politikák hatásait tanulmányozza az európai polgárok egész életútjában, valamint azon túlmenően, 2004 óta, kétféleképpen hullámokban, 27 európai országból és izraelből 50 éves vagy idősebb embereket kérdezők meg. Az eddig befejezett nyolc felmérés hullám alatt összeségében 480 000 interjú készült el, körülbelül 140 000 személlyel.

A **SHARE** a legnagyobb paneurópai társadalomtudományi paneltanulmány, amely nemzetközileg összehasonlítható longitudinális mikrodátákat szolgáltat, amelyek betekintést adnak az európai életrétek egészségügyi és társadalmi-gazdasági életkörülményeibe, mind kutatók, mind pedig politikai döntéshozók számára. A **SHARE** kutatás hatása globális, mivel nem csak az Európai Unió összes tagországát fedi le szigorúan összehangolt módon, de emellett világszerte teszteszt-tanulmányok hálózatába is beolvadtok, Amerikától Kelet-Ázsiáig.

2020-ban megkezdődött az új COVID-19 adatok gyűjtése. A **SHARE** idős adatbázis a járványügyi elengedhetetlen döntések nem tervezett társadalmi-gazdasági és egészségügyi következményeinek, valamint a COVID-19 világjárvány hosszú távú hatásainak tanulmányozására az élet-, és a multidiszciplináris megközelítés miatt, amely az egészséges társadalmi-gazdasági adatokkal ötvözi. Az adatok lehetőséget nyújtanak a különböző országok és a longitudinális dimenziók közötti különbségek méréseire és értelmezésére, és össze vannak hangolva a **SHARE** teszteszt-tanulmányi hálójának adataival.

A változók részletes leírása megtalálható a weboldalon: www.share-erk.eu

AZ ADATTÁR TARTALMA

- COVID-19 ADATOK**
Egészség és egészségmagartás, mentális egészség, fertőzések és egészségügyi ellátás, munka- és gazdasági helyzetváltozások, közösségi hálózatok a járvány idején
- GAZDASÁGI HELYZET**
Mint például a jelenlegi munkaerőhelyzet, foglalkoztatottság jellemzők, a nyugdíjkorhatár utáni munkavégzés lehetősége, a jelenlegi jövedelem forrásai és összetétele, vagyon és fogyasztás, lakhatás, oktatás
- FIZIKÁLIS EGÉSZSÉG**
Mint például az egyén egészségi állapotát, diagnosztikai egészségi állapotok, fáradtság és kognitív működés, egészségmagartás, egészségügyi lehetőségek igénybevétele
- MENTÁLIS EGÉSZSÉG**
Mint például a depresszív tünetek, jólét és élettel való elégedettség, az öt nagy személyiségvonás jellemzői
- BIOMARKEREK**
Mint például a szenzoros erő, testtömeg-index, légzőfunkciók, gyónásmérés adatok
- SZOCIÁLIS HÁLÓZATOK ÉS TÁMOGATÁS**
Mint például a családon belüli segítségnyújtás, jövedelem- és vagyonátvitel, közösségi hálózatok, önkéntes tevékenységek
- DEMOGRÁFIA**
Mint például a családi állapot, gyermekek, lakhatás, oktatás

A SHARE ELŐNYEI

NEMZETKÖZI ÖSSZEHASONLÍTHATÓSÁG
Az előzetesen összehangolt, nemzetközi tervezés szigorú eljárás irányelveket és procedúrákat követ a mentévére, a kérdőív-tervezésre és az adatgyűjtésre vonatkozóan, így a kutatók össze tudják hasonlítani az országokat.

LONGITUDINÁLIS MINTA
A kétféleképpen panel adatfelvétellel megragadja az öregedési folyamat dinamikusan jellemét. Továbbá a 3. és 7. hullámban összekapcsolták az egyéni mikrodátákat a választások egész életében (kora gyermekkorától napjainkig) a jeleni állapotban előforduló intézményi makrodátákkal.

NEMZETKÖZISÉG
Még a **SHARE** tagországokon túl is, az adatok össze vannak hangolva az Egyesült Államokbeli 'Health and Retirement Study' (HRS) és az Egyesült Királyságbeli 'Longitudinal Study of Aging' (LSA) tanulmányokkal, valamint számos öregedési felméréssel vált példaképpé világszerte.

MULTIDISZCIPLINÁRIS
Hozzájárul a képességhez az öregedési folyamatok egészségügyi, társadalmi és orvosi változók közötti kapcsolatokról.

KÜLÖNLEGES ADATTÁRAK
Az **easySHARE** egy egyszerűsített (HRS-adaptált) adatkészlet a diákok közönsége és a komplex felmérés adatok mennyiségi elemzésében kevés tapasztalattal rendelkező kutatók számára.

SHARE-adatok összekapcsolja **SHARE** felmérési adatok adminisztratív adataival. Kapcsolódó adatok állnak rendelkezésre: Németországban (SHARE-ER), Dániában (RELINK-SHAREDK) és Hollandiában (Linkage SHARE-NL).

A **Job Episodes Panel** egy használata kezű hosszú panel, amely lehetővé teszi a munkaerő-piaci státusz azonosítását a választók egész életében.

Example of the translated SHARE Researcher Flyer (Updated in Sept. 2021) to Hungarian

Furthermore, we provided the following PR material:

Respondent Brochure Wave 8 (provided to the SHARE country teams in March 2021): The respondent brochure contained summaries of SHARE based research and has the aim to improve the communication with the respondents of SHARE. It was set up in a way to enable the countries to translate the texts and still have some space for their own country-specific adjustments.



At the moment of writing, the production and printing of the respondent brochure is in progress in various participating countries. Thus, the cover and back page are included in this report.

Annual Activity Report 2019/20; Annual Activity Report 2020/21: The Annual Activity Reports give an overview over the achievements of SHARE within the past year and an outlook on upcoming goals and challenges. All reports are publicly available on the SHARE website and disseminated via letters (print and online) to a large number of several hundreds of recipients, among them are policy makers, the EU Commission, project members, SMB, and additionally to the wider public via social media and news items. The reports are accessible here: www.share-project.org/organisation/share-eric.html?L=0

Currently, all reported SHARE based publications are documented on the SHARE Website: www.share-eric.eu/share-publications. In 2020, we registered on average one new publication based on SHARE data per day! Overall, we are counting over 3,300 publications based on SHARE data (as of Oct 2021). The SHARE PR department puts a lot of effort into tracking SHARE based publications. Users of SHARE data have to sign a statement in which they commit themselves to a) include an acknowledgement section in which they recognise the SHARE funders (for further details, please see <http://www.share-project.org/data-access/citation-requirements.html>) and b) report to SHARE Central all publications that are based on SHARE data. Many users act accordingly and report their papers to [info\[at\]share-project.org](mailto:info[at]share-project.org). However, despite the statement they signed, not all users report their publications to us yet. This makes it necessary to track unreported publications in order to feed a non-public Access database and a list of all SHARE-based publications on the website. Content and (filterable) exports of the publications database are available upon request and free of charge.

Against this background, it is important to stress that SHARE PR is working on two major improvements: The relaunch of the SHARE website and an embedded online publication database with search function.

The relaunch of the SHARE website has the aim to better meet the needs of our different target groups. Therefore, we plan an extra area for current and potential SHARE data users. This “data area” has the goal to easily show and visualize the advantages of SHARE data and to get access to it. Furthermore, data documentation e.g. questionnaires, information on data releases and waves is planned to be easier findable and structured.

Additionally, we will implement a publication database in the new website, which will allow all target groups: researchers, policy makers, media, multipliers and the public to search for SHARE based publications.

We also will have an extra section for our ongoing and former projects on this new website to better separate the different SHARE projects and highlight the goals and achievements of the single projects.

An external web agency was already contracted to implement the relaunch of the SHARE website. The overall goal is to develop a modern, functional and representative website for SHARE, following the SHARE Corporate Design Guidelines. The site content will stay the same in large parts – existing content will be preserved and transferred; new content and new forms of presentation will be added. Additionally, the website will put a better focus on the different target groups of SHARE. In particular, it is supposed to follow a division in two main parts, which will be mirrored on the landing page:

- 1) visitors/users/people who are interested in using SHARE's data and
- 2) visitors who are interested in the societal and political impact of SHARE research, research findings & publications, and the organisation of Europe's biggest social science panel survey.

Objectives of the relaunch are:

- Structural and visual modernisation and simplification of content visibility, according to target groups
- Continuation of existing, proven functions and content: Continuing the intranet (exclusively for providing and archiving documents) and integration of existing subpages: Moving content for documentation purposes
- Since it will be a website containing complex content, which often requires assistance, it has to include a very good search function
- Integration of a publications database to automatically display SHARE-based publications on the website

Regarding the latter, the following is planned for the future Publication Database with Export Function:

- Publications database with visibility of its content on the website
- Possibility to filter for different categories and to export in Excel, RTF and a standard format such as Citavi, Bibtex or Endnote
- Import of the existing Access database into the newly linked publications database and import function for one standard format
- Exportable graphic showing the number of publications per year and in total (e.g., as a bar graph).

The relaunch project started in July 2021 and will be implemented as soon as possible.

Deviations from Description of Action

The organisation of a dissemination workshop in Brussels with related press release did not take place yet.. Our plan is to have one workshop in 2022 and one in 2023. A planned workshop for 2020 at UniVe also had to be canceled due to the pandemic. Nevertheless, a workshop from UniVe was held online from 7-11 June 2021. The topic of this summer school workshop was "Long Term Care": <https://www.univiu.org/study/summer-schools/ageing>.

Additionally, several forums on the ERIC, ESFRI and EOSC level have been used to disseminate our results.

Publications

- SHARE-ERIC Annual Activity Report 2020/21, available under the following link:
http://www.share-project.org/fileadmin/pdf_documentation/SHARE-ERIC/SHARE_AnnualActivityReport2020_WEB.pdf
- SHARE-ERIC Annual Activity Report 2019/20, available under the following link:
http://www.share-project.org/fileadmin/pdf_documentation/SHARE-ERIC/SHARE_AnnualActivityReport_2019-2020.pdf
- Respondent Brochure Wave 8
- SHARE Researcher Flyer 2021:
www.share-project.org/fileadmin/pdf_documentation/SHARE_Flyer_Researcher_2021.pdf