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2026

SCIENCE
COMMUNICATION
PLAN

CA24108



CAPSTONE

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SCIENCE COMMUNICATION PLAN OF THE COST ACTION: CAPSTONE – “OXIDATIVE STRESS AT THE CROSSROADS OF ADVERSE OUTCOME PATHWAYS – PESTICIDES – ONE HEALTH”

CA24108

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Date of Adoption by the MC: Approved

Lead Author: Luka Kazensky (Science Communication Coordinator)

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
1.0	May 29, 2026		Luka Kazensky

* The Science Communication plan is developed, updated, and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.

This document is based upon work from COST Action CAPSTONE – Oxidative Stress at the Crossroads of Adverse Outcome Pathways – Pesticides – One Health (CA 24108), supported by COST (European Cooperation in Science and Technology).

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

www.cost.eu

1 SUMMARY

This Science Communication Plan outlines the strategy for communication, dissemination, and valorisation of results within COST Action CA24108 (CAPSTONE). CAPSTONE aims to advance understanding of oxidative stress as a key mechanism linking pesticide exposure to adverse outcomes across human, animal, and environmental health within a One Health framework.

Given the interdisciplinary and policy-relevant nature of the Action, effective communication is essential to maximize its scientific, societal, and policy impact. The implementation of this plan is coordinated by the Science Communication Coordinator, in close collaboration with the Core Group and Working Group leaders. Communication activities will be continuously monitored and adapted throughout the lifetime of the Action.

The Science Communication Coordinator also actively participates in training and workshops organized by the COST Association for Science Communication Coordinators (SCCs), ensuring alignment with COST communication standards and continuous improvement of CAPSTONE dissemination activities.

Smooth project implementation is ensured by the following organizational structure:

- ▶ Management Committee (MC) oversees operational management, ensuring effective communication and project alignment
- ▶ Working Groups (WGs) focus on specialized research areas to advance understanding of pesticide impacts.
- ▶ The Core Group (CG): leads strategic direction, fostering collaboration across research and stakeholder communities:
 - ◆ Action Chair
 - ◆ Action Vice-Chair
 - ◆ Grant Holder Scientific Representative
 - ◆ Science Communication Coordinator
 - ◆ Grant Awarding Coordinator
 - ◆ Working Group (WG) Leaders and WG Co-Leaders



CAPSTONE communication and dissemination activities are closely aligned with COST Association guidelines and benefit from **continuous support** through COST networking, training, and policy engagement initiatives.



1.1 Communicating CAPSTONE: Introduction

The main goal of the COST Action CAPSTONE (CA24108) – Oxidative Stress at the Crossroads of Adverse Outcome Pathways – Pesticides – One Health – is to advance the understanding of oxidative stress as a key mechanism linking pesticide exposure to adverse effects across human health and ecosystems. The Action aims to address current knowledge gaps by integrating fragmented data and promoting interdisciplinary research across fields such as toxicology, ecotoxicology, epidemiology, bioinformatics, and risk assessment.

CAPSTONE brings together a wide range of stakeholders, including researchers from academia, regulatory agencies, public health institutions, and other relevant sectors across Europe. By fostering collaboration and dialogue among Action members, CAPSTONE seeks to bridge disciplinary boundaries and support the development of innovative research strategies based on the Adverse Outcome Pathway (AOP) framework. This approach will contribute to a better understanding of pesticide-induced oxidative stress and its implications within the One Health context.



This effort includes the development and sharing of scientific knowledge, tools, and methodologies tailored to key stakeholders, including policymakers, regulatory bodies, and the wider scientific community. Through coordinated communication and dissemination activities, CAPSTONE aims to increase awareness of the risks associated with pesticide exposure and to support evidence-based decision-making.

The communication strategy of CAPSTONE has two primary objectives: (1) to foster collaboration and knowledge exchange among Action members, and (2) to expand the network by engaging with key stakeholders, including policymakers, researchers, and the broader public, incorporating their perspectives and needs into the Action’s activities.

1.2 Visual Identity

Another key priority of the Action’s communication and team-building efforts from the outset has been the establishment of a clear and effective visual identity. This visual identity is designed to consistently represent CAPSTONE across various contexts and platforms, ensuring strong recognition and coherence in all communication activities.

A fundamental step in this process was the development and adoption of an official logo, which serves as the cornerstone of CAPSTONE’s visual identity.

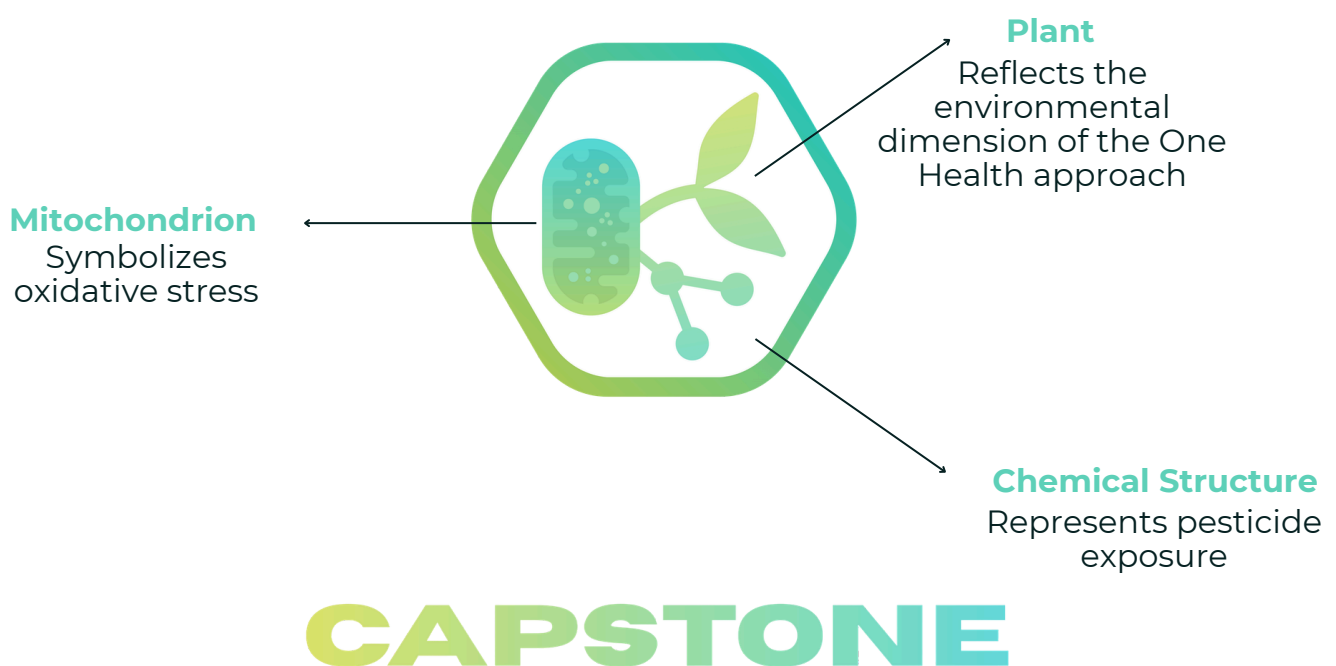


Figure 1. CAPSTONE Logo

The CAPSTONE logo integrates key elements reflecting the core focus of the Action. The mitochondrion symbolizes oxidative stress as a central biological mechanism, while the chemical structure represents pesticide exposure. The plant element reflects the environmental dimension of the One Health approach, highlighting the interconnectedness of human, animal, and environmental health.

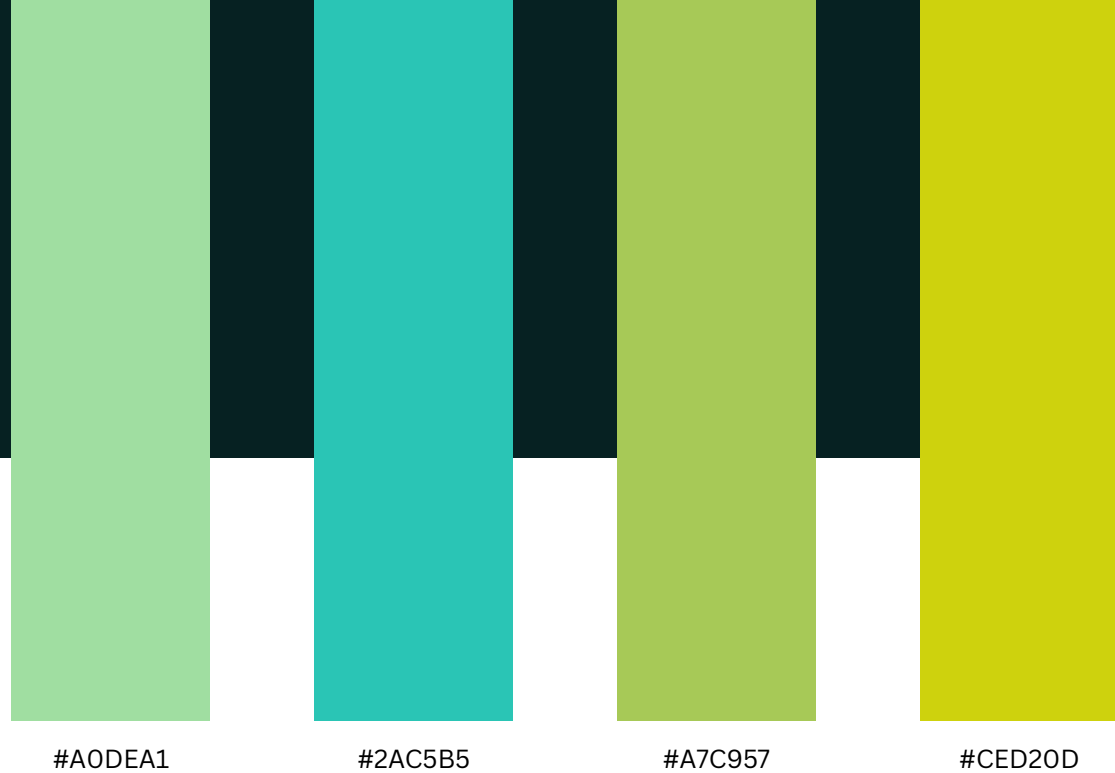


Figure 2. The color scheme used across CAPSTONE website and other communication tools.

Both the emblem and lettermark logos and color scheme have been adopted to prepare a tool kit for the use of the Action's members, including presentation templates, LinkedIn posts, newsletters, roll-up banner, meeting badges, training school flyers, etc. The Action's visual identity, together with all communication materials, templates, and the website, has been developed and prepared by Luka Kazensky.

1.3 General summary of communication strategies

For the reasons outlined above (Section 1.1.), the development of digital communication channels was prioritized from the early stages of the Action. A dedicated CAPSTONE e-mail account (info@ca24108capstone.org) was established to enable external stakeholders to easily reach out to the Action, as well as to support the management of applications for activities such as Training Schools and Short-Term Scientific Missions (STSMs). The central communication tool of the Action is the CAPSTONE website (www.ca24108capstone.org), which serves as the main platform for presenting information about the Action, its structure, activities, and outputs. The website is managed internally by Luka Kazensky and Katarina Matković, with continuous updates and contributions from the Core Group.

CAPSTONE's presence has been established on LinkedIn, where updates, announcements, and key achievements of the Action are regularly shared to engage with the wider scientific and professional community.

In addition, newsletters are prepared and disseminated through the website, e-mail communication, and social media channels, providing updates on key milestones, achievements, and upcoming activities, depending on the progress and needs of the Action.

Dedicated **mailing lists** have been established for the entire Action as well as for individual Working Groups. These mailing lists are regularly updated to reflect new members joining the network and serve as a key tool for internal communication and coordination.



Figure 3. Example of the Action's newsletter- CAPSTONE's 1st newsletter (April 2026)

1.4 Long-term responsibilities and roles

1.4.1 The main activities

Science communication:

- ◆ Website coordination and content management – Science Communication Coordinator and Grant Awarding Coordinator, with support from the Core Group
- ◆ Social media management (LinkedIn) – Science Communication Coordinator, with contributions from Action members
- ◆ Newsletters and communication materials – Science Communication Coordinator and Core Group
- ◆ Press releases and outreach at national level – Management Committee (MC)
- ◆ Promotion of Action activities (e.g. Training Schools, workshops) – Science Communication Coordinator, Grant Awarding Coordinator, Core Group and Working Groups

Science dissemination (publications and conferences):

- ◆ Coordination by Core Group (CG) with active participation of Action members
- ◆ Presentation of CAPSTONE results at relevant national and international conferences (oral presentations and posters)
- ◆ Scientific publications in peer-reviewed journals and contributions to EU-related platforms (e.g. Open Research Europe)

Science valorisation:

- ◆ Development and promotion of harmonized methodologies and data integration approaches within the One Health framework
- ◆ Engagement with policymakers, regulatory bodies, and relevant stakeholders
- ◆ Translation of scientific findings into policy-relevant outputs and recommendations



1.4.1 The main topics

- ◆ Advancing understanding of oxidative stress (OxS) as a key mechanism linking pesticide exposure to adverse outcomes – All Working Groups
- ◆ Strengthening the application of the One Health approach in pesticide risk assessment – All Working Groups
- ◆ Improving harmonization of data, methodologies, and tools across disciplines – WG1–WG4
- ◆ Supporting evidence-based policymaking and regulatory processes related to pesticides – **WG5** (Prof Anca Oana Docea)
- ◆ Enhancing dissemination of knowledge among scientists from different fields and to the wider public – **WG6** (Prof Rosario Planelló)
- ◆ Promoting interdisciplinary collaboration and capacity building across sectors and countries – Whole Action



Science Communication Plan – CA24108

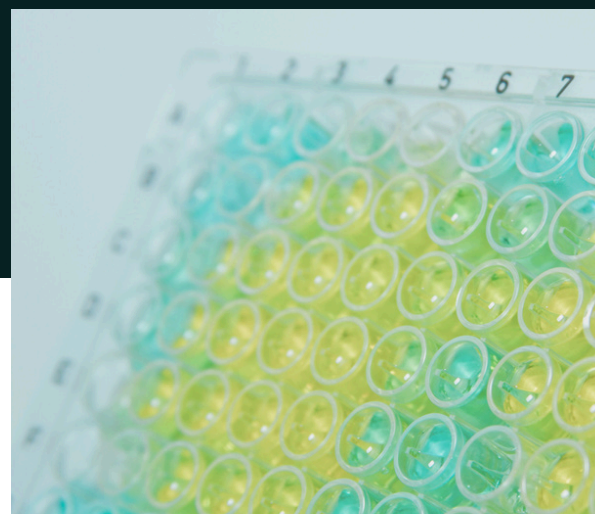
2 GENERAL AIM AND TARGET AUDIENCES

Aim and Objectives

The overall aim of CAPSTONE's communication, dissemination, and valorisation activities is to ensure that the knowledge generated within the Action is effectively shared, accessible, and translated into impact.

Specific objectives include:

- ◆ Raising awareness of CAPSTONE and its research focus
- ◆ Disseminating scientific results to relevant stakeholders
- ◆ Promoting interdisciplinary collaboration across sectors and countries
- ◆ Supporting evidence-based policymaking related to pesticides and health
- ◆ Enhancing capacity building, particularly for early-career researchers
- ◆ Ensuring transparency and accessibility of Action activities and outputs



Target Audiences

CAPSTONE targets a diverse range of stakeholders:

- ◆ Scientific community (toxicology, epidemiology, environmental sciences, One Health)
- ◆ Policymakers and regulatory authorities at national and European levels
- ◆ Public health and environmental organizations
- ◆ Industry stakeholders (where relevant)
- ◆ Early-career researchers and students
- ◆ General public and civil society

Communication approaches will be adapted to ensure relevance and clarity for each audience group.

3 PLAN FOR THE COMMUNICATION OF ACTION RESULTS

Communication activities aim to raise awareness and promote CAPSTONE and its results to broad audiences using accessible language.

Key Messages

- ◆ Oxidative stress as a mechanism linking pesticide exposure to adverse health outcomes
- ◆ One Health approach is essential to address interconnected health challenges
- ◆ Interdisciplinary collaboration enhances scientific and policy relevance
- ◆ CAPSTONE contributes to improving risk assessment and decision-making

3.1 Communication Tools and Channels

3.1.1 Website

From the early stages of the Action, the CAPSTONE [website](#) and newsletter have served as the primary tools for disseminating information on Action activities and developments. The website functions as the central hub for communication and dissemination, providing up-to-date information on key activities, including meetings, conferences and webinars, as well as workshops and training schools. In addition, it serves as a dedicated platform for showcasing the impact and outputs of the CAPSTONE Action.

Complementing the website, the CAPSTONE newsletter is used to summarize key updates, milestones, and upcoming activities on a regular basis, either periodically or when significant developments occur.

Furthermore, under the “Useful Resources” section, the website includes a [Glossary](#) designed to support a wide range of stakeholders. The glossary provides clear definitions of key scientific, technical, and regulatory terms related to pesticide exposure, oxidative stress, Adverse Outcome Pathways (AOPs), and the One Health approach, thereby enhancing accessibility and understanding for researchers, policymakers, stakeholders, and the general public.



Figure 4. CA24108 – CAPSTONE Website

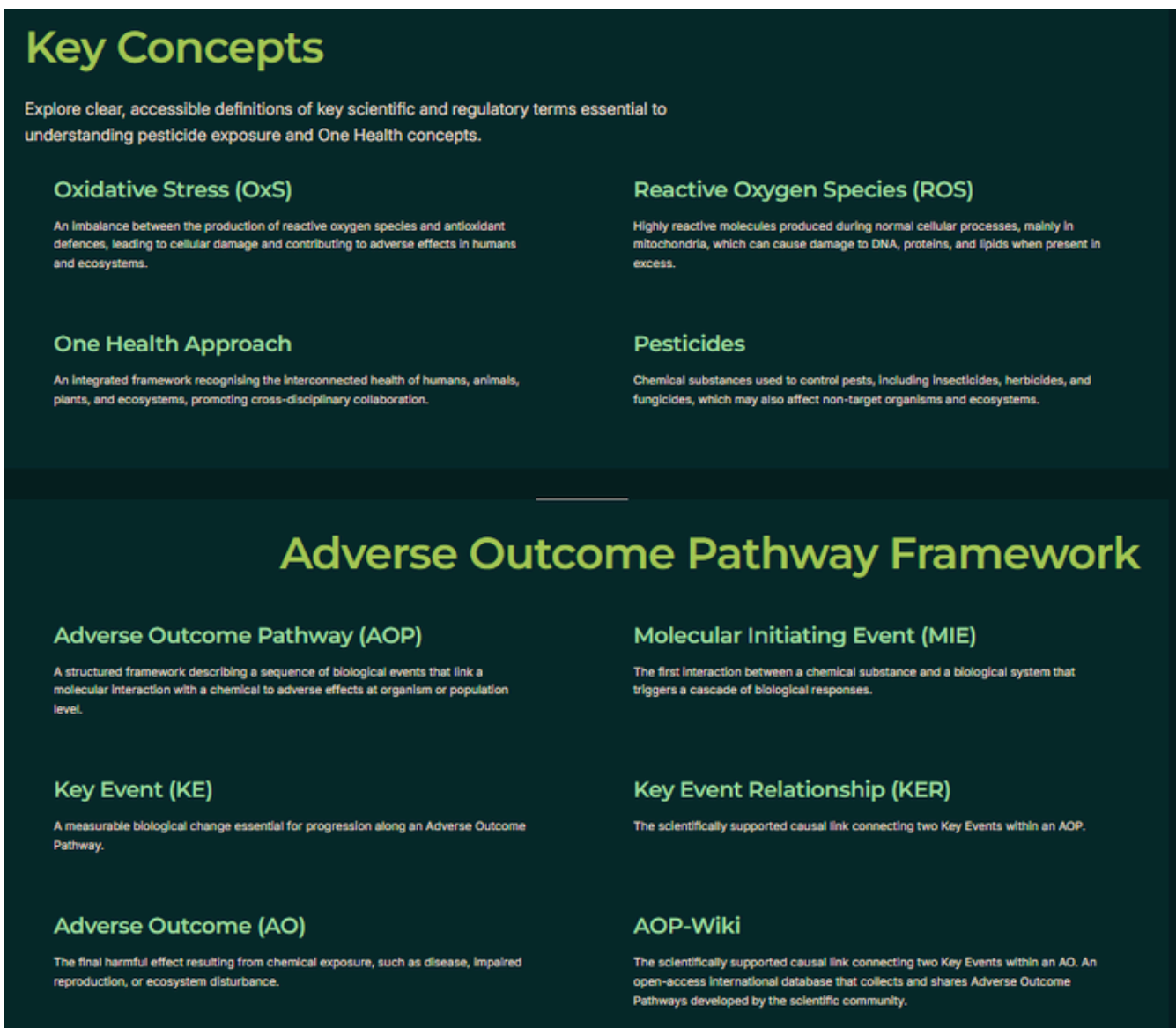


Figure 5. CAPSTONE Glossary

The figure displays the first two categories, while the CAPSTONE website includes the full set of glossary sections – Key Concepts, Adverse Outcome Pathway Framework, Toxicology & Ecotoxicology, Biomarkers & Methods, and Regulatory & Data Concepts –which will be continuously updated throughout the duration of the Action.

3.1.2 Social Media

CAPSTONE has established its presence on [LinkedIn](#) as its primary social media platform. A flexible posting schedule is followed, allowing content to be shared in alignment with key activities, milestones, and developments of the Action.

CAPSTONE LinkedIn is used for:

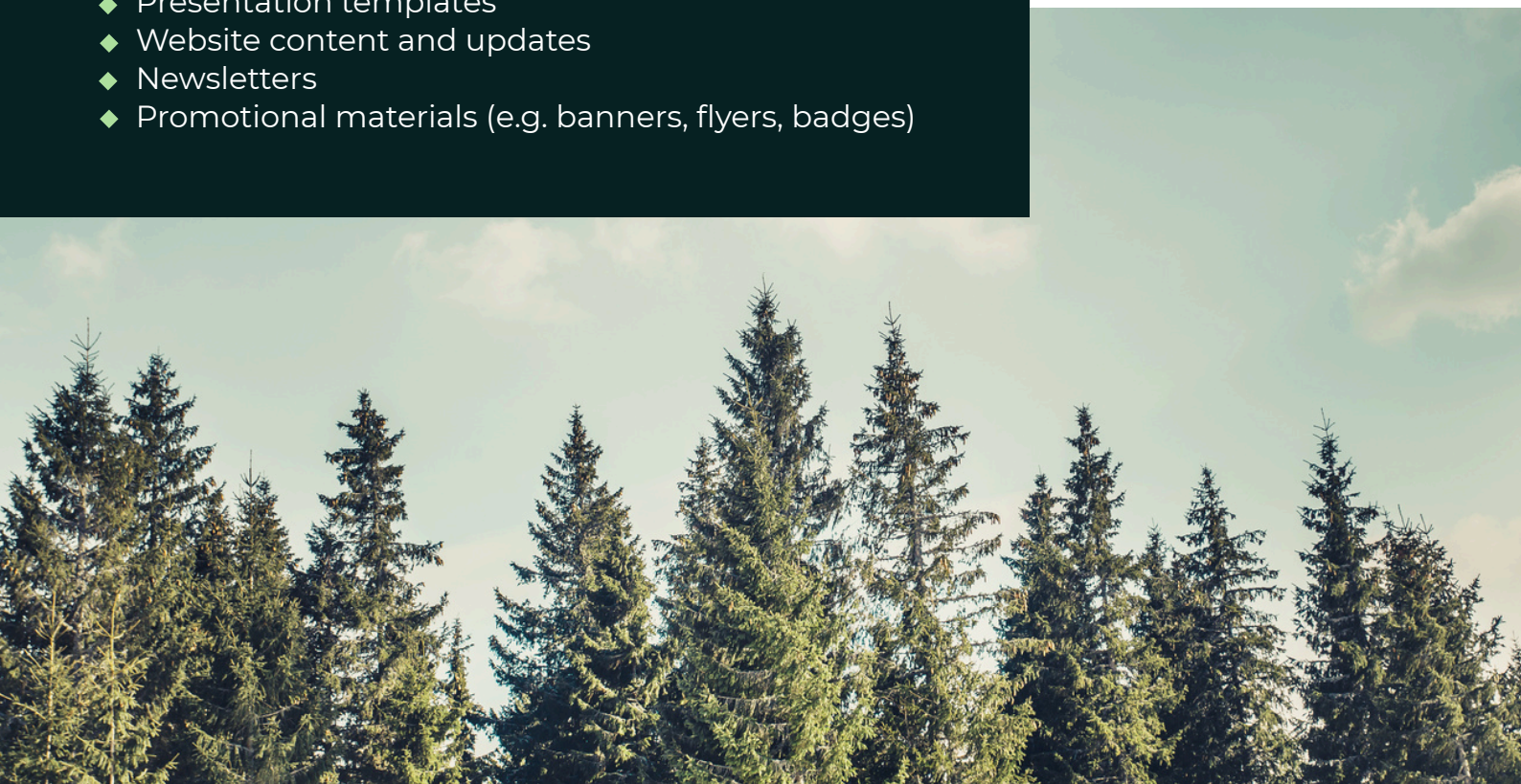
- ◆ Networking and community building
- ◆ Presenting Action members and their research
- ◆ Communicating Action news, activities, and events
- ◆ Promoting training opportunities and calls (e.g. Training Schools, STSMs)
- ◆ Sharing educational content related to pesticide exposure, oxidative stress, AOPs, and the One Health approach

3.1.3 Promotional Materials and Multimedia Content


In addition to the website and social media, CAPSTONE will utilize promotional materials, such as flyers, banners and visual assets to promote Action's activities and outputs. Multimedia content, including graphics, newsletters, and visual summaries will also be developed where applicable.

Summary of Communication Products

- ◆ CAPSTONE logo and visual identity
- ◆ Presentation templates
- ◆ Website content and updates
- ◆ Newsletters
- ◆ Promotional materials (e.g. banners, flyers, badges)




COST Action – CA24108




CAPSTONE

Oxidative Stress at the Crossroads of Adverse Outcome Pathways – Pesticides – One Health


DECIPHERING PESTICIDE IMPACTS THROUGH COLLABORATIVE RESEARCH TO PROTECT ONE HEALTH









CAPSTONE









CAPSTONE

<p>WHAT IS COST?</p> <p>COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.</p>	<p>WHAT IS CAPSTONE?</p> <p>This COST Action brings together a pan-European, interdisciplinary network to investigate the adverse effects of pesticides linked to oxidative stress on both human health and ecosystems within the One Health Framework.</p>	<p>ACTION DETAILS</p> <p style="text-align: right;">MOU – 07/25</p> <p>CSO Approval date: 19/05/2025 Start date: 19/09/2025 End date: 18/09/2029 Email: info@ca24108capstone.org</p>
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the European Union

Figure 6. CAPSTONE Banner

Adverse Outcome Pathways (AOP) and Systematic Reviews: Tools and Applications for COST Action CAPSTONE

FIRST TRAINING SCHOOL

ca24108capstone.org



CAPSTONE



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EVENT INFO

 June 9 – 12, 2026

 Faculté de Pharmacie,
35 chemin de Maraîchers,
Toulouse, France



Figure 7. CAPSTONE LinkedIn Flyer

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3.1.4 Partner Forum

CAPSTONE also aims to establish a “**Partner Forum**” bringing together stakeholders from industry, regulatory agencies, and other relevant sectors involved in regulation, risk assessment, and risk management.

This forum will facilitate:

- ◆ knowledge exchange
- ◆ strengthen stakeholder engagement
- ◆ support discussion and adoption of recommendations emerging from the Action.

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4 PLAN FOR THE DISSEMINATION OF ACTION RESULTS

4.1 Presentation of the Action and its Activities in Scientific Venues

4.1.1 Conferences

To disseminate the objectives and results of CAPSTONE, Action members actively engage in scientific events and conferences. During the early phase of the Action, particular emphasis is placed on introducing CAPSTONE to the scientific community and fostering engagement with relevant stakeholders.

CAPSTONE will be presented at the 9th World One Health Congress in Lisbon, with participation supported and encouraged by the COST Association as part of its efforts to promote Action visibility and engagement with the global One Health community. CAPSTONE activities are further supported by COST Association initiatives aimed at strengthening networking, policy engagement, and international visibility. In this context, the Action Chair participates in key COST-organized events, including the COST Action Forum (April 28, 2026) and the “COST Science for Policy and International Scientific Networking Workshops for COST Actions” (June 4–5, 2026). These activities provide valuable opportunities to connect CAPSTONE with broader European research and policy communities. Throughout the duration of the Action, Core Group (CG), Management Committee (MC), and Working Group (WG) members will continue to participate in relevant national and international conferences, submitting abstracts for oral and poster presentations aligned with the scope of CAPSTONE.

4.1.2 Workshops and Training Schools

Workshops and Training Schools are key components of CAPSTONE’s communication and capacity-building strategy, particularly aimed at early-career researchers (ECRs) and participants from Inclusiveness Target Countries (ITCs).

The first Training School of COST Action CAPSTONE (CA24108), entitled “Adverse Outcome Pathways (AOP) and Systematic Reviews: Tools and Applications for CAPSTONE,” will take place from June 9–12, 2026, at the Faculty of Pharmacy, University of Toulouse, France. The course is intended for junior researchers, as well as senior researchers with little or no prior experience in these fields. This three-and-a-half-day training, led by an international team of experts, will combine theoretical insights with practical, hands-on experience.

Additional workshops and training activities will be organized throughout the Action to support knowledge exchange, methodological harmonisation, and skill development.

4.2 Publication of the Action Results

CAPSTONE promotes the dissemination of its scientific outputs through the application of Open Science and Open Access principles. This includes:

- ◆ Publishing research findings in peer-reviewed journals and, where possible, in open-access formats to ensure broad accessibility
- ◆ Contributing to EU-related platforms and dissemination channels
- ◆ Promoting data sharing, methodologies, and protocols in line with FAIR principles (Findable, Accessible, Interoperable, Reusable)
- ◆ Ensuring compliance with intellectual property rights (IPR) and COST regulations

The first CAPSTONE publication, “The comet assay as a tool in human biomonitoring exposure to pesticides – A systematic review and meta-analysis,” has already been published, representing an important milestone in the Action’s scientific output.

Further publications and collaborative outputs are expected throughout the duration of the Action.

4.3 Target Audience, Key Messages, and Expected Impact

CAPSTONE brings together experts from multiple disciplines, including toxicology, ecotoxicology, epidemiology, bioinformatics, and risk assessment. Effective communication, both within and outside the Action, is essential to ensure that results are accessible, relevant, and impactful.

Internal collaboration among Action members supports the development of clear, non-specialist language, facilitating communication with a wide range of stakeholders, including policymakers, regulatory bodies, the scientific community, and the general public.

Communication and dissemination activities aim to:

- ◆ Increase awareness of pesticide-related health and environmental risks
- ◆ Promote the One Health approach in research and policy
- ◆ Support evidence-based decision-making
- ◆ Foster interdisciplinary collaboration and knowledge exchange

INTERNAL COMMUNICATION

- ◆ e-COST platform: Used for official communication, documentation, and administrative processes
- ◆ Management Committee meetings: Held at least once per year, with decisions documented and shared
- ◆ Core Group meetings: Regular coordination meetings to guide Action implementation
- ◆ Working Group meetings: Regular meetings (online and in person) to coordinate scientific activities
- ◆ Dedicated mailing lists: for the entire Action as well as for individual Working Groups (regularly updated)

EXTERNAL COMMUNICATION

- ◆ Website: The CAPSTONE website (www.ca24108capstone.org) serves as the central hub for information, updates, and outputs
- ◆ Social media: CAPSTONE is active on LinkedIn, where news, events, and results are shared
- ◆ Other tools: Newsletters, visual materials, mailing lists, cloud-based storage service, and promotional content are used to communicate the Action's objectives, activities, and impact

5 PLAN FOR THE VALORISATION OF ACTION RESULTS

CAPSTONE will focus on its Deliverables (as detailed in Memorandum of Understanding, MoU) and will disseminate its results through social media, website, mailing lists, networks, etc., in order to reach the maximum number of stakeholders. All scientific publications will follow an open-access approach where possible.



5.1 Target Audience, Key Messages, and Expected Impact of the Valorisation of the Action Results

Table 1 outlines the distinction between communication, dissemination, and valorisation activities within CAPSTONE, highlighting their respective objectives, target audiences, and tools. While communication focuses on raising awareness and promoting the Action to a broad audience using accessible language, dissemination is aimed at sharing scientific results with relevant stakeholders through specialised channels. Valorisation goes a step further by supporting the uptake and practical use of CAPSTONE outputs in research, policy, and regulatory contexts. Together, these complementary approaches ensure that the Action's results are not only visible, but also accessible, usable, and impactful across different sectors.

Table 1. CAPSTONE general communication strategies, including key messages, action aims and target audiences

	COMMUNICATION	DISSEMINATION	VALORISATION
OBJECTIVES	Promote CAPSTONE and its activities. Raise awareness on pesticide exposure, oxidative stress, and the One Health approach. Inform and engage broad audiences.	Share CAPSTONE scientific results with relevant stakeholders. Ensure visibility and accessibility of outputs.	Enable uptake and practical use of CAPSTONE results for research, policy development, and regulatory processes.
EXPECTED IMPACT	Increase visibility of CAPSTONE and highlight the importance of interdisciplinary research. Engage society and stakeholders.	Maximise scientific impact of results. Support knowledge exchange and further research.	Support evidence-based policymaking, regulatory improvements, and broader societal impact. Contribute to harmonisation and standardisation efforts.
AUDIENCES	General public, civil society, media, and non-specialist audiences.	Scientific community, researchers, industry stakeholders, and professionals using the results. Policymakers and regulatory bodies.	Policymakers, regulatory agencies, industry, SMEs, and innovation ecosystems. Broader stakeholders involved in implementation and application.
LANGUAGE	Clear, accessible, non-specialist language (avoiding jargon).	Scientific and technical language adapted to expert audiences.	Combination of general and technical language tailored to stakeholders and end-users.
CHANNELS & TOOLS	Website, LinkedIn, newsletters, visual materials (infographics, videos), public-facing content.	Peer-reviewed journals, conferences, workshops, training schools, scientific reports, EU platforms (e.g. Open Research Europe).	Stakeholder engagement, policy briefs, reports, Partner Forum, workshops, collaboration platforms, EU tools (e.g. CORDIS).

Table 2. Summary of the key elements of CAPSTONE’s communication and dissemination strategy, including its rationale, core messages, target audiences, channels, and timing.

QUESTION	ANSWER
<p>WHY it is relevant to communicate about the Action?</p>	<p>Communication is essential to address fragmented research on pesticide exposure and oxidative stress, raise awareness of related risks, and support coordinated, interdisciplinary collaboration within a One Health framework.</p>
<p>WHAT is the key message?</p>	<p>CAPSTONE highlights oxidative stress as a key mechanism linking pesticide exposure to adverse outcomes and promotes a One Health, interdisciplinary approach to improve research, risk assessment, and policy relevance.</p>
<p>WHO is the target audience?</p>	<p>The Action targets the scientific community, policymakers and regulatory authorities, public health and environmental organisations, industry stakeholders, early-career researchers, and the general public.</p>
<p>WHERE and how to communicate & disseminate?</p>	<p>Activities are carried out through the CAPSTONE website, LinkedIn, newsletters, scientific publications, conferences, and visual communication materials.</p>
<p>WHEN it is appropriate to start communicating & disseminating?</p>	<p>Communication and dissemination take place continuously throughout the Action, aligned with key milestones such as meetings, events, and publications.</p>

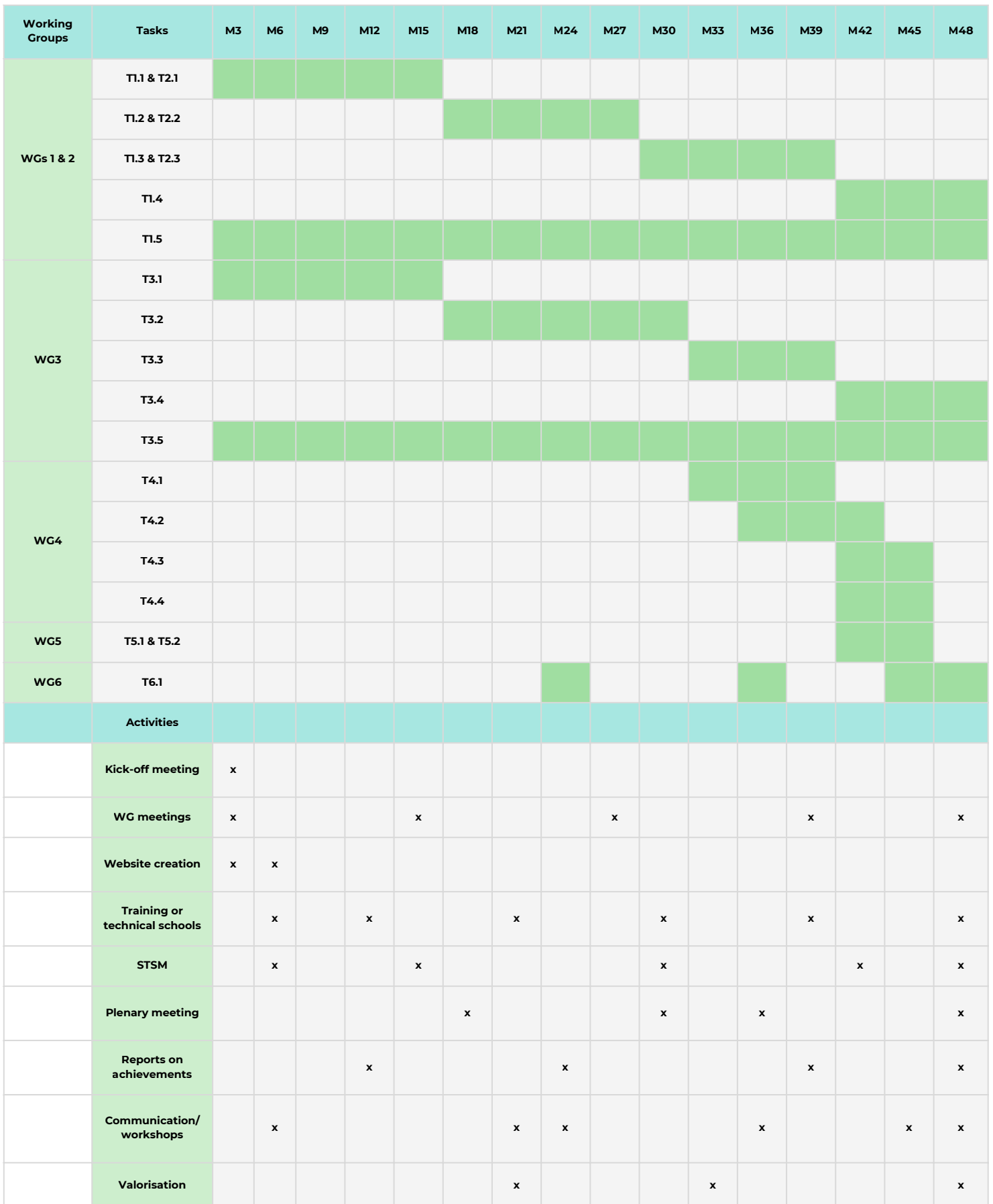


Figure 6. GANTT DIAGRAM

2026

SCIENCE COMMUNICATION PLAN

CA24108



CAPSTONE



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