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CAPSTONE COMMUNICATION **CONCEPT**

CA24108

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cost
EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY

CAPSTONE COMMUNICATION CONCEPT

CA24108

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CAPSTONE COMMUNICATION CONCEPT

Video content from the Extended Core Group Meeting

Valence, France September 17–18, 2026

PURPOSE

The Extended Core Group Meeting in Valence provides an excellent opportunity to capture not only the scientific work and collaborative atmosphere of CAPSTONE, but also the people, expertise and shared ambitions behind the Action.

The proposed video content would go beyond documenting the meeting itself and create reusable communication material that can support CAPSTONE's communication, dissemination and stakeholder engagement throughout the lifetime of the Action.

The concept combines short, engaging content for social media with material that can be reused on the CAPSTONE website, YouTube and future events.



1 ONE QUESTION – ONE ANSWER

Concept Idea:

A series of short interviews in which researchers from different CAPSTONE Working Groups answer the same carefully selected questions.

Rather than focusing exclusively on individual career paths, the questions would highlight **CAPSTONE's interdisciplinary nature, scientific challenges** and **potential impact**.

Suggested questions:

- What does your expertise bring to CAPSTONE?
- What is the biggest challenge in pesticide risk assessment today?
- Why is interdisciplinary collaboration important for pesticide risk assessment?
- What does a One Health approach add to your field of research?
- What do you hope CAPSTONE will achieve by the end of the Action?
- What should policymakers know about oxidative stress?
- What should policymakers or regulators know about the work being done within CAPSTONE?

Potential content ideas:

- one long compilation
- one video per participant
- LinkedIn clips
- website resources

Long-term value:

The same questions could be revisited throughout the Action. For example, at a later stage:

"15 CAPSTONE researchers answer the same questions"

2 CAPSTONE IN ONE WORD

Concept Idea:

A short, dynamic format designed specifically for social media.

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Suggested question:

Each participant is asked:
“CAPSTONE in one word?”

Answers could include *collaboration*, *One Health*, *innovation*, *interdisciplinarity*, *impact*, *science*, *connection*, etc.

Potential content ideas:

The responses could then be edited together into a **30–60 second video**, creating a simple but memorable representation of what CAPSTONE means to the people involved.

Long-term value:

This content would be particularly suitable for LinkedIn, website and future CAPSTONE events, including conference presentations and the final Action meeting.

3 CAPSTONE EXPLAINED

Concept Idea:

In addition to the interview material captured during the Valence meeting, a series of short educational videos could be developed around key CAPSTONE concepts.

These would be short, accessible videos explaining scientific and regulatory concepts relevant to the Action, designed for audiences beyond the immediate research community.

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Suggested question:

- What is oxidative stress?
- What are Adverse Outcome Pathways (AOPs)?
- What is One Health?
- What is pesticide risk assessment?
- What are oxidative stress biomarkers?
- What is ecotoxicology?
- Why are biomarkers important for risk assessment?

Potential content ideas:

These videos **would not require additional interviews** or **filming of researchers** and could therefore be produced separately and progressively throughout the Action.

Long-term value:

This could provide an opportunity for **Evertéa Foundation** and **CAPSTONE to collaborate on a continuing educational video series**.

CAPSTONE's Science Communication Coordinator could develop and produce these short videos on behalf of CAPSTONE and Evertéa Foundation, allowing both organizations to build a library of accessible scientific communication content that can be published through their respective communication channels.

4 THE MEETING: BEHIND THE SCIENCE

Concept Idea:

Alongside the structured interviews, the videographer could capture footage of the Core Group meeting itself: scientific discussions, Working Group interactions, presentations, informal exchanges and the overall atmosphere of the meeting.

Potential content ideas:

This material could be combined with selected interview clips to create a **2–3 minute CAPSTONE Meeting Highlights** video.

Long-term value:

The final video could communicate not only what CAPSTONE does, but how an international, interdisciplinary COST Action actually works.

It could be used on:

- CAPSTONE website
- LinkedIn
- Future presentations and events



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EXPECTED COMMUNICATION VALUE

Together, these formats would create three layers of communication:

People:

Researchers, their expertise and their perspectives.

The Action:

CAPSTONE's interdisciplinary collaboration, objectives and future ambitions.

Knowledge:

Accessible educational content explaining the scientific concepts behind the Action.

This approach allows the Valence meeting to generate content with short-term visibility and long-term communication value, rather than producing a single meeting video that becomes outdated once the event is over.

A communication opportunity for CAPSTONE:

The aim is to transform the meeting from simply an event to be documented into an opportunity to create a reusable communication library for the Action – supporting communication, dissemination, stakeholder engagement and public understanding throughout CAPSTONE's lifetime.