

EPPO Webinar on Communication



Plant Health in Focus: raising awareness of regulated and emerging pests for professionals and the public

4th April 2025 10:00 – 12:00 CET

To get the zoom link please click [here](#)

10:00 – Introduction by EPPO Director General, Olga Tikka
10:05

Each presentation is followed by 5 minutes of audience questions

10:05 – EPPO Standard PM 3/94 and 3/86: raising awareness on the risks of regulated and emerging pests to the public and professional operators
10:20
Paul Beales, UK Animal and Plant Health Agency

10:20 – Enhancing detection of tree pests and diseases through targeted courses for professionals
10:35
Miriam Widmer, Federal Office for the Environment, Switzerland

10:35 – Case Study from Austria: Japanese beetle campaign and national reporting platform
10:50
Christina Topitschnig, Austrian Agency for Health and Food Safety, Plant Protection Service

10:50 – Break
10:55

10:55 – Integration of multiple communication channels for an effective campaign
11:10
Mariangela Ciampitti, Servizio Fitosanitario DG Agricoltura, Italy

11:10 – Case Study from France: 2 regional initiatives for professional operators
11:20
Camille Génévriez, Ministry of Agriculture and Food, France

11:20 – “Carrot Cake Cookbook” – How to engage your audience and convince them of the importance of plant health and phytosanitary measures
11:35
Bart van de Vossenbergh, hosted by Hans Meerman, Netherlands Food and Consumer Product Safety Authority, Netherlands

11:35 – Introducing the EPPO Platform on Communication
11:50
Samuel Warner, European and Mediterranean Plant Protection Organisation (EPPO)

11:50 – Interactive Session
12:00

Speakers



Olga TIKKA

Olga Tikka is Director General of the European and Mediterranean Plant Protection Organization (EPPO). She took up official duties in January 2025.



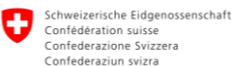
Paul BEALES

Paul Beales has worked in plant health for 30 years as a plant pathology diagnostician and researcher and now works at the UK's Animal and Plant Health agency within the plant health and seed inspectorate. He currently has oversight of engagement, training and applied research activities.



Miriam WIDMER

Miriam Widmer holds a Master's degree in Geosciences from the University of Basel in Switzerland. She has been working as a Scientific Officer for the Swiss Phytosanitary Service at the Forest Division of the Federal Office for the Environment since 2020, where she is responsible for communication, the legal framework and international cooperation in the area of forest health.



Christina TOPITSCHNIG

Christina Topitschnig has been working at the Plant Protection Service for more than 14 years and contributes her expertise to the plant health sector in Austria. She represents a key expert in the coordination responsibility of phytosanitary matters within Austria and her passion also lies in awareness raising activities of plant pests.



Mariangela CIAMPITTI

Mariangela Ciampitti works for the Italian NPPO at Lombardy Phytosanitary Service, dealing with plant pest surveillance, quarantine pest outbreak management, communication and research. She is a member of the IPPC Standards Committee, and she has supported several NPPOs in the Balkans and in Africa as international project expert.



Camille GENEVRIEZ

Camille Genevriez trained as an agricultural engineer before teaching in agricultural high schools. She has worked at the French Ministry of Agriculture for the last three years. Here she oversees work on regulated-non-quarantine-pest (RNQP), fruit plant production, guidelines for operators, communication and ensuring consistency of national regulation with the EU and the Rapid Alert System for Food and Feed (IRASFF).



Speakers



Nederlandse Voedsel- en Warenautoriteit
Ministerie van Landbouw, Visserij, Voedselzekerheid en Natuur

Bart VAN DE VOSSENBERG

Bart van de Vossenbergh is lead molecular biologist of the Netherland Institute for Vectors, Invasive plants and Plant health which is part of the Netherlands Food and Consumer Product Safety Authority. He specializes in molecular diagnostics and applied research on regulated plant pests and pathogens, utilizing various techniques to develop new diagnostic tests, perform track and trace studies, and studies supporting risk assessment of novel pests.



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Hans MEERMAN

Hans Meerman is a senior inspector and policy advisor plant health and phytosanitary affairs with 14-year experience at NVWA (NPPO, the Netherlands), specializing in the inspection and export of flower bulbs, supervising the ISPM 15 scheme and inspections on wood packaging materials (treatment and marking), and awareness raising to travellers and the public in the Netherlands.



Muriel SUFFERT

Muriel Suffert is a senior Scientific Officer at EPPO, responsible for EPPO Information services (EPPO Reporting Service, Alert List, website, EPPO Codes and EPPO Global Database).



Samuel WARNER

Samuel Warner is a Scientific Officer at EPPO working in the Information Services team (EPPO Global Database, EPPO Reporting Service) and helps maintain the EPPO Platform on PRA and Platform on Communication Material.

EPPO Website:
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