



# EPPO Workshop for Inspectors: Innovative Strategies for Phytosanitary Inspections



Netherlands Food and Consumer Product  
Safety Authority – NVWA

## Communication for Phytosanitary Inspections: Case Study in Lombardy Region

Alessandro Bianchi  
Plant Protection Service  
Regione Lombardia

# Communication: a phytosanitary measure

## Communication is not an accessory - it is a phytosanitary measure itself

31.10.2022	EN	Official Journal of the European Union	L 281/53
COMMISSION IMPLEMENTING REGULATION (EU) 2022/2095			
of 28 October 2022			
establishing measures to prevent the introduction into, establishment and spread within the Union territory of <i>Anoplophora chinensis</i> (Forster) and repealing Decision 2012/138/EU			

“Raising **public awareness** of the threat of the specified pest and the measures adopted to prevent its introduction into and spread within the Union territory, including the conditions regarding movement of specified plants from the demarcated area”.

- Compliance, early pest detection and cooperation all depend on clear, credible communication
- Shift from *technical control* → to *social engagement*

## To design an effective campaign:

define goals → identify target audience → craft message → plan timeline and channels → implement creatively



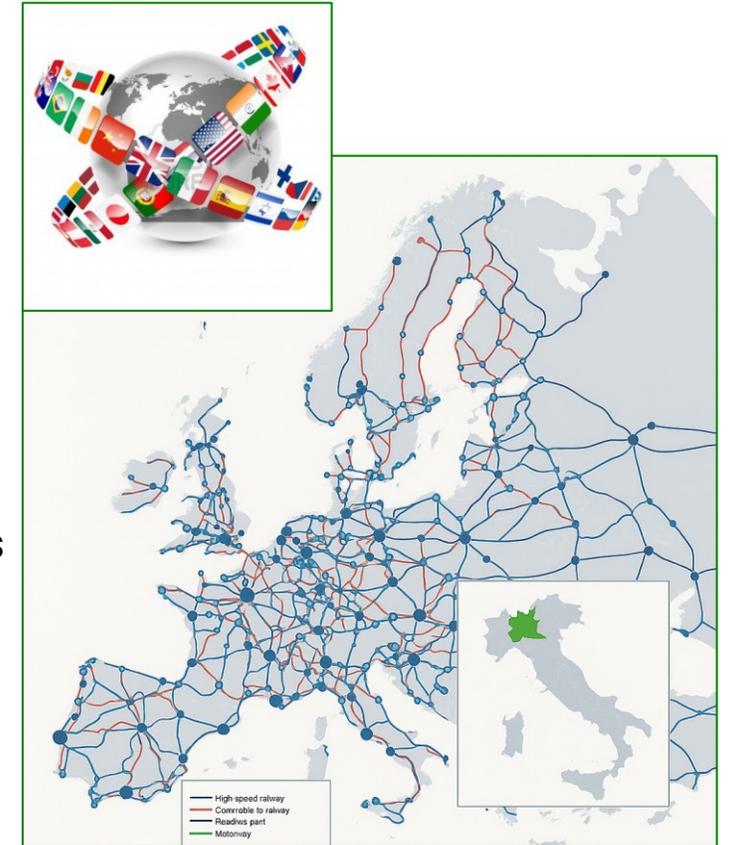
# Lombardy Region Context

## Lombardy is structurally exposed to the introduction and establishment of quarantine pests

- One of Europe's most trade-intensive regions and a strategic transport crossroads
- Only one direct entry point (Milan Malpensa Airport)  
limited direct imports compared to major EU seaports: **strong indirect exposure**
- Climatic transition zone between Alpine and Mediterranean regions  
**ideal conditions for pest survival and spread**
- Dense urban greenery, intensive agriculture and forested areas create diverse habitats that amplify pest establishment and spread risk

**High baseline risk – driven by structure, not by inspection performance**

**Communication must be continuous, adaptive and multi-channel**



# Which communication channels can be used by PPOs?

## The experience of Lombardy Region

### Traditional channels:

- Posters, flyers, leaflets and brochure
- Events: conferences and workshops
- Articles in magazines and newspapers
- Email newsletters
- Websites

### Other channels:

- Social Media: platforms like Facebook, Instagram, X (Twitter), LinkedIn
- Video channel
- Online advertising (banner ads)
- Mobile App
- Webinars
- Advertising posters and video in various locations



*2016/2017 Don't risk it communication campaign in Malpensa express trains*



# The experience of Lombardy Region

## First Campaign: *Anoplophora chinensis*

Launched in early 2000s

Large-scale public awareness:

- Posters and billboards in the Milan underground
- Press conferences and TV spot



Key message: **“Recognize it. Report it”**

Positive framing: **“Anoplophora destroys trees, we replant them”**



# The experience of Lombardy Region

The awareness raised through the communication campaign also led to the detection of other 2 **CLB** outbreaks and new pests such as *Aromia bungii*, *Psacotha hilaris* and *Anoplophora glabripennis*



Most new outbreaks were first detected thanks to **notifications** from citizens and professionals



# The experience of Lombardy Region - Sirmione Outbreak

**2016: Detection + clear cut measures**  
**2020: Eradication**

1. Initial report
2. Early detection
3. Immediate surveillance
4. Phytosanitary measures
5. Post-intervention surveillance (4 years)
6. Official eradication

**Without widespread communication enabling rapid reporting, this early detection – and the final eradication – would not have been possible**



# Communication campaigns - Outbreak management

## Rapid notification to municipalities

Official letters and technical notes sent immediately to local administrations

## Public information meetings

Face-to-face sessions with residents to explain measures and procedures

## Local communication channels activated

Use of municipal digital boards, websites and social media to reach citizens quickly



# Communication campaigns - Outbreak management

## Door-to-door communication during survey activities

Printed leaflets and posters distributed in the outbreak area

## Visible field teams

Field teams identified with uniforms to ensure transparency and encourage collaboration



**Il ciclo biologico**

**Cosa fa il Servizio Fitosanitario**

Anoplophora chinensis	Anoplophora glabripennis	Aromia bungii
 Fino a 5,5 cm	 Fino a 5,5 cm	 Fino a 5,5 cm
<b>Piante maggiormente sensibili</b> Aceri, Noccioli, Platani, Carpini, Betulle, Ontani, Faggi, Maki, Rosi, Lauri, Olmi, Cornioli, Ligustroame, Biancospini, Salici, Ippocastani, Pippri e Agrumi.	<b>Piante maggiormente sensibili</b> Aceri, Salici, Pippri, Betulle, Olmi, Carpini, Frassini, Ippocastani.	<b>Piante maggiormente sensibili</b> Olivi, Susani, Fracchi, Albococchi, Mandorli e Prunus ornamentali da fiore.
<b>Segni visibili</b> Macchiotti di segatura alla base delle piante e fori circolari di sterfilamento degli adulti di circa 1,5-2 cm di diametro.	<b>Segni visibili</b> Segni di ovodeposizione (detti limbrature) e fori circolari di sterfilamento degli adulti posizionati sul tronco e sui rami anche a quote elevate.	<b>Segni visibili</b> Altrettante segatura alla base del tronco o all'incastrazione dei rami e fori ovali di sterfilamento degli adulti di circa 2-3 cm di diametro.

**TARLO ASIATICO E CERAMBICIDE DAL COLLO ROSSO**

Conoscere per prevenire

Regione Lombardia  
Servizio Fitosanitario

Il controllo  
La lotta a questi parassiti prevede la sorveglianza e la distruzione per legge delle piante infestate e di quelle limitrofe.

Taking action is itself a form of communication

# Conferences and knowledge exchange

Sharing results and experiences  
improves cooperation and strengthens plant health preparedness



Regione Lombardia  
Agricoltura

Fondazione Minoprio

facoltà  
**AGRARIA**  
Università degli Studi di Milano

con il patrocinio di:  
PROVINCIA DI COMO  
Amministrazione Provinciale

## Anoplophora chinensis & A. glabripennis

### Ricerca e gestione fitosanitaria

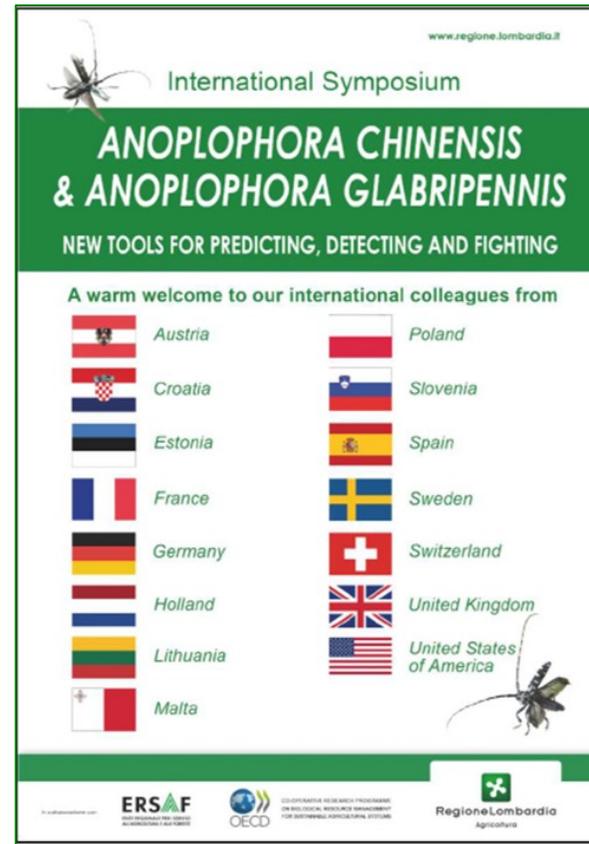
*Simposio internazionale*



18 aprile 2007

**Fondazione Minoprio**  
Viale Raimondi, 54  
22070 Vertemate con Minoprio (CO) - Italia

Regione Lombardia



www.regione.lombardia.it

International Symposium

## ANOPLOPHORA CHINENSIS & ANOPLOPHORA GLABRIPENNIS

### NEW TOOLS FOR PREDICTING, DETECTING AND FIGHTING

A warm welcome to our international colleagues from

 Austria	 Poland
 Croatia	 Slovenia
 Estonia	 Spain
 France	 Sweden
 Germany	 Switzerland
 Holland	 United Kingdom
 Lithuania	 United States of America
 Malta	



ERSAF  
REGIONALE SERVIZIO FITOSANITARIO

OECD  
ORGANIZATION FOR ECONOMIC CO-OPERATION  
AND DEVELOPMENT

Regione Lombardia  
Agricoltura



Incontro tecnico

## 20 ANNI DI TARLO ASIATICO IN LOMBARDIA



Attività di contrasto alla diffusione di *Anoplophora chinensis*  
e *Anoplophora glabripennis* a tutela del territorio lombardo  
e delle sue attività produttive

30 maggio 2024  
Palazzo Lombardia, Sala Solesin  
Piazza Città di Lombardia, 1 Milano

Cofinanziato  
dall'Unione europea

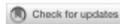
Regione Lombardia  
Servizio Fitosanitario

www.regione.lombardia.it



# Articles in trade journals

Reaching technical audiences requires evidence – publications provide exactly that



## OPEN ACCESS

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## *Popillia japonica* – Italian outbreak management

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*Popillia japonica*, a priority pest for the EU, was first detected in Northern Italy in 2014. Since its discovery, the outbreak extended over an area of more than 16,000 square kilometers in Northern Italy and Southern Switzerland. In this review, we summarize the state-of-the-art of research conducted in Italy on both the spreading capacity and control measures of *P. japonica*. Chemical, physical, and biological control measures deployed since its detection are presented, by highlighting their strengths and weaknesses. An in-depth study of the ecosystems invaded by *P. japonica* disclosed the presence and pathogenicity of natural strains of entomopathogenic fungi and nematodes, some of which have shown to be particularly aggressive towards the larvae of this pest under laboratory conditions. The Plant Health authorities of the Lombardy and Piedmont regions, with the support of several research institutions, played a crucial role in the initial eradication attempt and subsequently in containing the spread of *P. japonica*. Control measures were performed in the infested area to suppress adult populations of *P. japonica* by installing several traps (e.g., for mass trapping, for auto-dissemination of the fungus *Metarhizium anisopliae*, and “attract & kill”). For larval control, the infested fields were treated with commercial strains of the entomopathogenic fungus *M. anisopliae* and nematode *Heterorhabditis bacteriophora*. Future studies will aim at integrating phenological and spread models developed with the most effective control measures, within an ecologically sustainable approach.

### KEYWORDS

biological control agents, biological invasion, chemical control, EU priority pest, Japanese beetle, pest management, spatial analysis

### FOCUS FITOSANITARIO DALL'ORIENTE ALL'ITALIA

*Aromia bungii* (Faldernann) è un coleottero cerambicidae di origine asiatica, le cui larve si nutrono a spese del legno di numerose specie di piante frutticole e ornamentali, provocando deperimenti e danni a carico di essenze comuni nel paesaggio agrario e urbano italiano. Il primo ritrovamento ufficiale in Italia risale al 2012 in provincia di Napoli; del luglio 2013 è la prima segnalazione in Lombardia, in provincia di Milano. L'areale di diffusione è attualmente in espansione e perciò l'European and Mediterranean plant protection organization (Eppo) ha inserito, a partire dal maggio 2012, *Aromia bungii* nella lista di allerta (*Eppo alert list*), dove sono elencate alcune delle nuove specie invasive che potrebbero rappresentare un rischio fitosanitario per l'Europa



**Identità del parassita**  
Nome comune: cerambicide dal collo rosso (Red Neck Longhorn Beetle)  
Nome scientifico: *Aromia bungii* (Faldernann, 1835)  
Sinonimi: *Cerambyx bungii* (Npag Report, 2009), *Callitroma bungii* White 1853, *Aromia bungii* var. *brunnipes* Podary 1971, *Aromia opacicornis* var. *fulvicollis* Redtenbacher, 1850 (BiolJit, 1992)  
Posizione tassonomica  
Regnum: Animalia  
Classe: Insecta  
Ordine: Coleoptera  
Famiglia: Cerambycidae  
Genere: *Aromia*  
Specie: *Aromia bungii* (Faldernann, 1835)  
A sinistra, *Prunus persica* è uno degli ospiti preferiti del cerambicide dal collo rosso. A destra, *Aromia bungii* nella forma adulta (sopra) e larvale (sotto).

## Cerambicide dal collo rosso

Gli ecosistemi urbani, agricoli e forestali sono sottoposti a pressioni negative da parte di organismi esotici che si muovono costantemente da una sfera della Terra. L'approdo in nuovi areali avviene tramite la movimentazione di merci, il turismo o la capacità di questi animali di spostarsi in volo. *Aromia bungii*, cerambicide originario di Cina e Corea, è stato introdotto in Europa e introdotto in America settentrionale probabilmente a seguito della movimentazione di piante con trista-

zioni laterali e manufatti di legno infestati, come alcuni pallet rinvenuti a Bristol (Regno Unito) e a Seattle (USA).

### Ospiti e distribuzione

Le larve di *A. bungii* si sviluppano negli organi legnosi di molte specie largamente diffuse in Italia, in particolare in giardini privati. Pur prediligendo *Prunus* spp., tra cui *P. americana* (sibicoccia), *P. domestica* (susino) e *P. persica* (pesco), è però probabilmente capace di svilupparsi anche a spese di *Cela* autoctone (olivo,

*Prunus genatum* (melegnano) e *Prunus alba* (piccolo bianco). Ospiti minori sono *Arachis indica* (noemi), *Gambusia taylori* (bambù) e *Claytonia virginiana* (caco americano). Ampio areale diffuso nelle regioni centrali e settentrionali della Cina, l'insetto è presente anche in Corea del Sud, Corea del Nord, Mongolia, Taiwan e Vietnam. La prima segnalazione in Europa è del 2011, quando alcuni adulti furono osservati in un giardino privato in Baviera (Germania). In Italia, invece, è stato rinvenuto originariamente



# Adapting communication to audience and context

Channel should be effective at it's time and relevant to convey the specific message



no more audience for local TV stations

no longer need to convey message on pest risk

2008 *Anoplophora chinensis* (Tarlo asiatico) communication campaign on local TV stations



2010-2014 *Anoplophora chinensis* (Tarlo asiatico) communication campaign in Milan Metro



# Adapting communication to audience and context



**Mariangela Ciampitti** @pe... · 23 Mar :  
Il Servizio Fitosanitario ha completato il riforestamento della pista ciclabile del Brembo: sono state messe a dimora 500 piante con la collaborazione del vivaio forestale di Curno. Il polmone verde del paese, colpito dal #Tarloasiatico, ricomincia a respirare! #PlantHealth🌳



X (Twitter)  
platform



LinkedIn  
platform



2025 March the 23<sup>rd</sup>. Post on replanting activities in *Anoplophora chinensis* outbreak (accessed 03-04-2025)

Publicato da Mariangela Ciampitti · 23/3/2025



**Servizio Fitosanitario Regione L...**

806 follower

1s · 🌐

500 PIANTE SUL BREMBO 🌳💚

Continua l'opera di riqualificazione del Servizio Fitosanitario sul territorio di Curno... vedi altro



👍 39

2 commenti · 4 diffusioni post



Consiglia

Commenta

Diffondi il post

Impressioni organiche: 1.117 · Mostra risultati →



# Adapting communication to audience and context

Communication continues on site where people see the impact



IN QUESTA AREA ERANO PRESENTI PIANTE INFESTATE DAL TARLO ASIATICO.

REGIONE LOMBARDIA HA FINANZIATO LA MESSA A DIMORA DI PIANTE SOSTITUTIVE NON SENSIBILI ALL'INSETTO.

ERSAF Regione Lombardia Servizio Fitosanitario

Scopri di più Per informazioni e inviare segnalazione scarica l'app FitoDetective Per inoltrare segnalazioni di casi sospetti infofito@regione.lombardia.it



IL TARLO ASIATICO UCCIDE LE PIANTE. NOI LE RIPIANTIAMO!

Scopri di più Per informazioni e inviare segnalazione scarica l'app FitoDetective Per inoltrare segnalazioni di casi sospetti infofito@regione.lombardia.it

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An adaptive process built “along the way” not a pre-defined package

# Adapting communication to audience and context

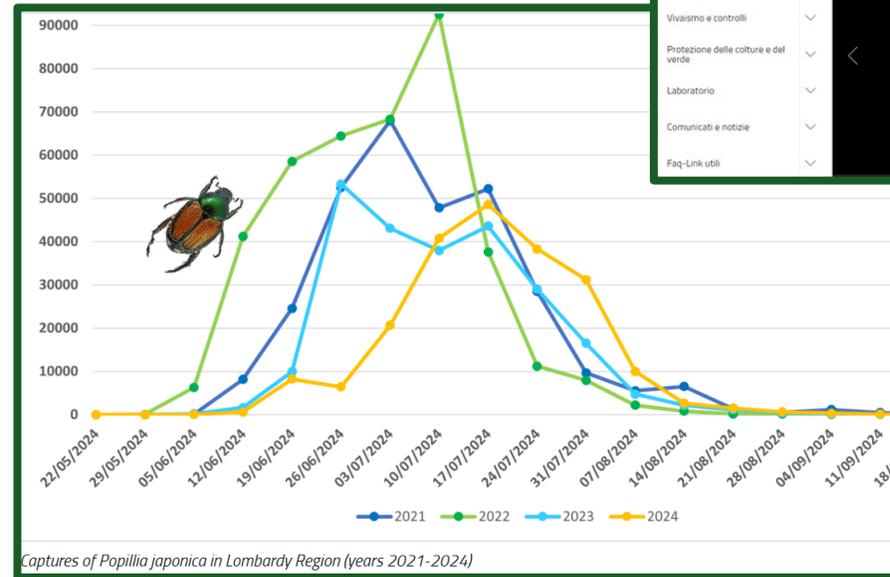
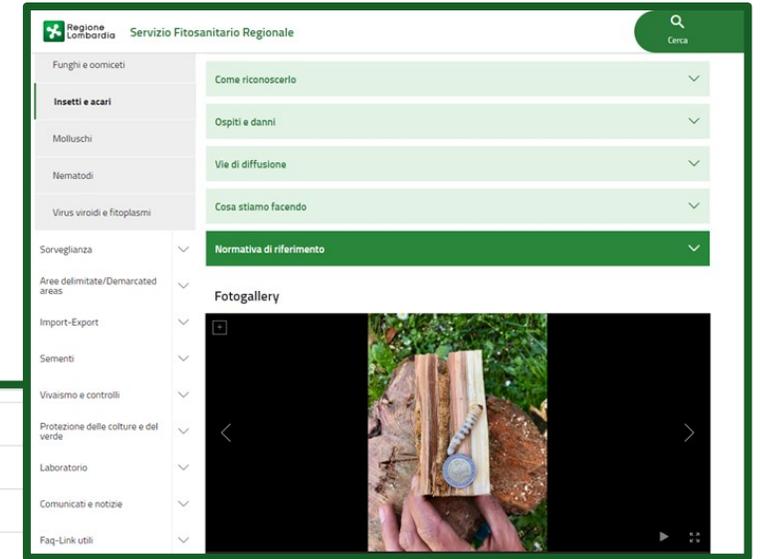
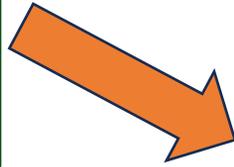
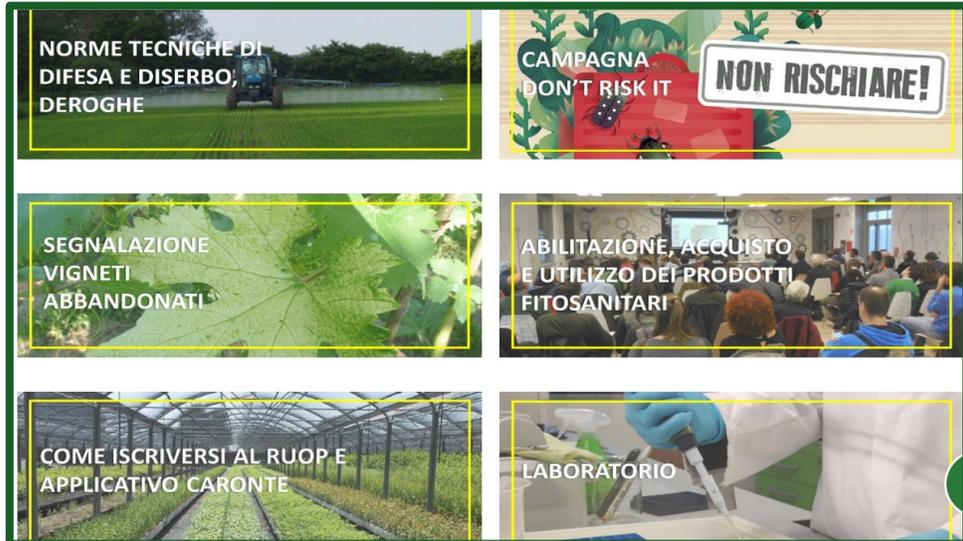
- **Targeting** the right stakeholders
- **Effective** communication depends on identifying who needs to act and how
- **Different** stakeholders require different messages, channels and levels of detail

**Key message:** the same pest requires different communication strategies depending on the target. Tailored messages ensure compliance, accurate reporting and faster intervention



# Official website of Plant Protection Service

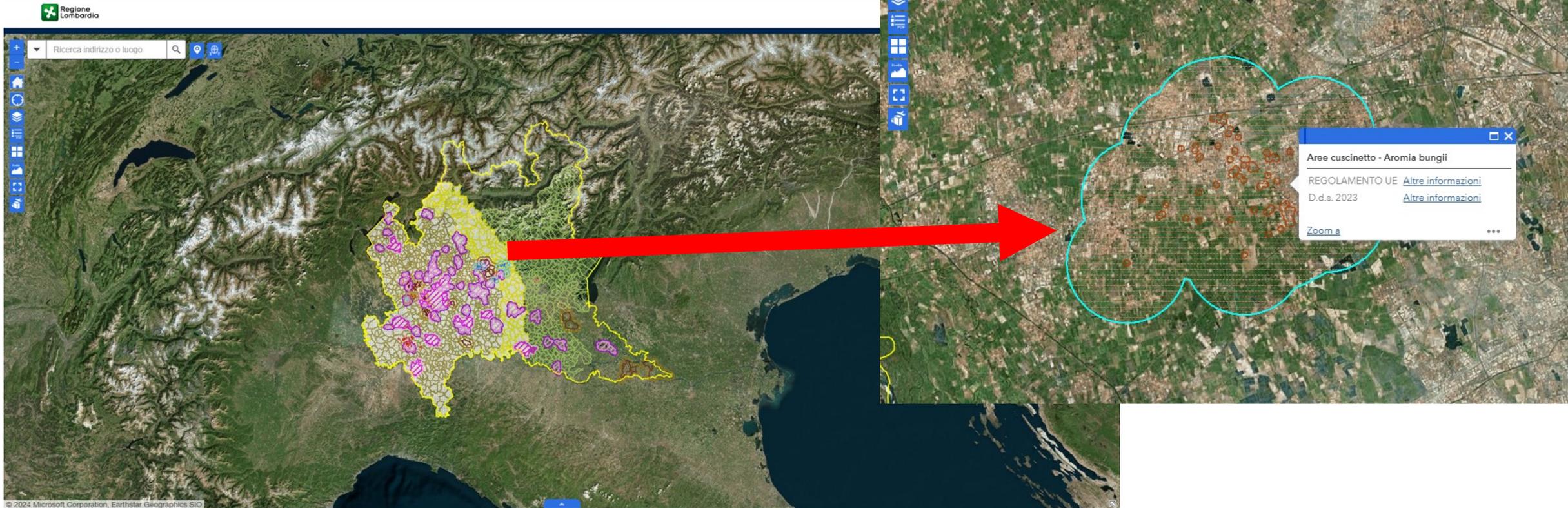
## www.fitosanitario.regione.lombardia.it



2024. EN version of *Popillia japonica* weekly trend

# Geoportal

The Lombardy Region **Geoportal** provides public access to phytosanitary maps, including **regulated** areas, **infested** zones and all phytosanitary **restrictions** defined by regional and EU legislation



# Website “Plant Health” [www.salutepianteinlombardia.it](http://www.salutepianteinlombardia.it)



 <p><b>Cittadini</b> Come controllare parassiti e malattie delle piante di recente introduzione in Lombardia e aiutare a preservare il verde</p>	 <p><b>Amministrazioni</b> Segnalazioni e autorizzazioni: cosa compete alle amministrazioni comunali</p>	 <p><b>Scuole</b> Programmi e materiali didattici per comprendere l'importanza della salute delle piante</p>
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For more info:  
**link to official website**



**Cocciniglia dai filamenti cotonosi**



**Tarło asiatico**



**Cerambycidae dal collo rosso**



**Scuola primaria**



**Scuola secondaria 1° grado**

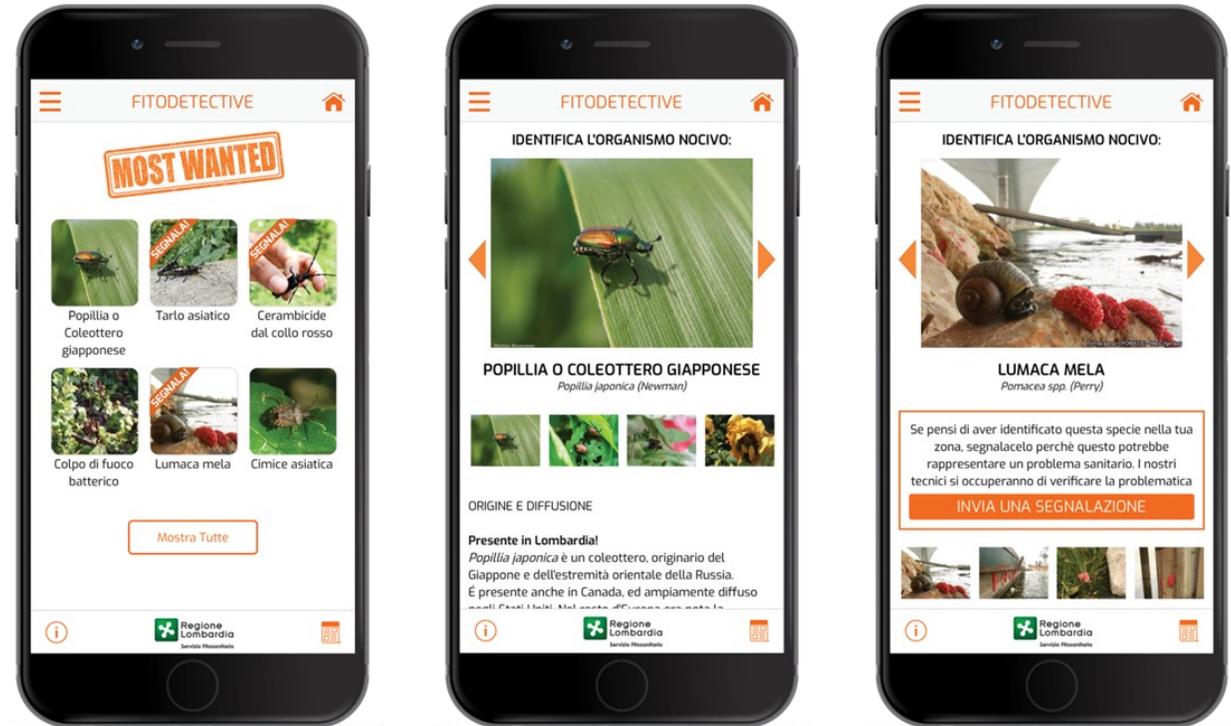


**Scuola secondaria 2° grado**

**Platform specifically designed to communicate with citizens, administrations and schools**

# FitoDetective App to support surveillance and awareness

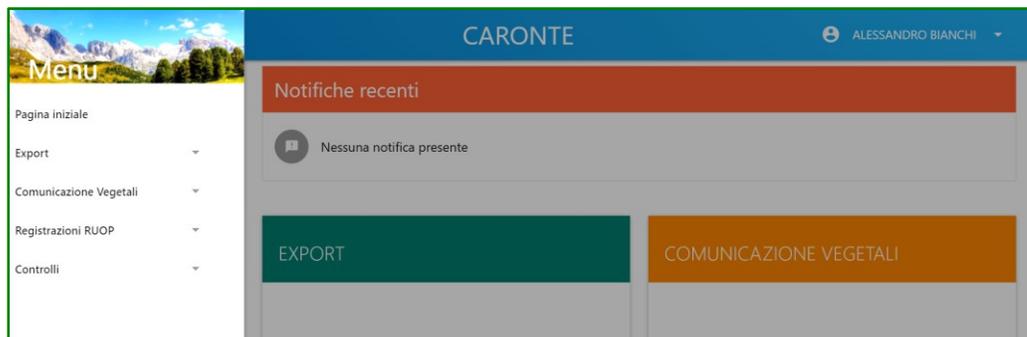
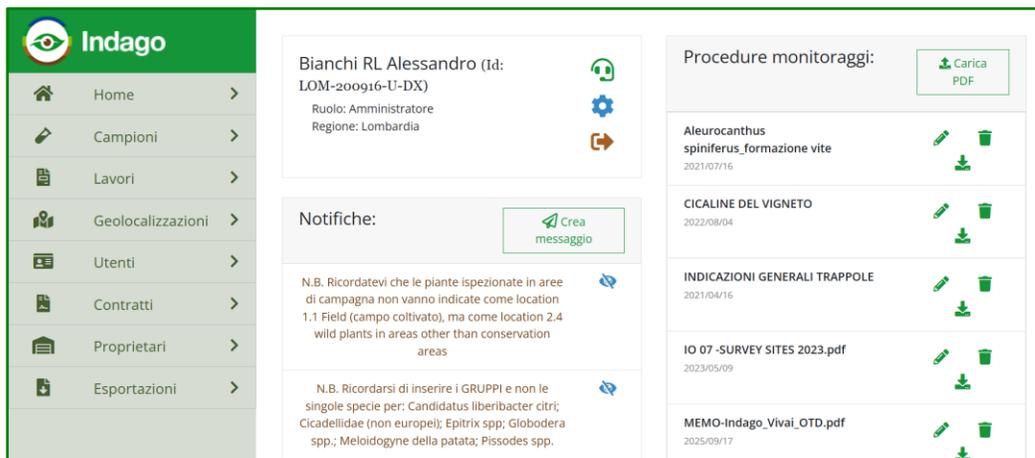
- **Pest ID aid** – simple guidance to recognise priority pests
- **Geo-referenced reports** – citizen can send text and photos, with location added automatically
- **Citizen participation** – the app encourages the public to support territorial surveillance
- **Official alerts** – notifications on new findings, high-risk pests and emerging plant-health threats



Key role: strengthens passive surveillance and accelerates early detection across the region.

# Digital platforms for official inspections

**Indago** and **Caronte** platforms centralize inspection data and monitoring records



- ✓ **Fast messaging to inspectors and technicians**  
Alerts, instructions and updates sent directly through the system
- ✓ **Sharing official procedures**  
Guidelines and protocols uploaded and immediately accessible
- ✓ **Communication with professional operators**  
Professional operator users can receive notifications via the platform



# Social media and testimonial/celebrity



## Link to:

- official website
- “Plant Health” website
- FitoDetective
- info@

# Video for video channels/social media/display

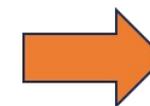


**the Regional  
Plant Health Service  
of  
Regione Lombardia  
presents**

 Cofinanziato dall'Unione europea  
 Regione Lombardia  
Servizio Fitosanitario

**In caso di sospetta presenza  
inviare una segnalazione  
al Servizio Fitosanitario**  
infofito@regione.lombardia.it  
Co-finanziato dal Regolamento  
UE 2021/690

**PER MAGGIORI  
INFORMAZIONI:** 



**Link to website  
(QR Code) & Call  
to action**

The Citrus Longhorn Beetle - Anoplophora chinensis - pest quarantine

# Locations

**Phytosanitary campaigns reached key public spaces over the years:  
urban and regional transport, major exhibitions and airports**



2019-2020 Don't risk it campaign Milan



2023 Biodiversity Exhibition Milan



2024 Milan Malpensa airport



# Conclusions

**Communication is a phytosanitary measure** - essential for compliance, early detection and cooperation

**Tailored messages work** - different stakeholders require different channels, tone and level of detail

**Multi-channel outreach increases impact** - from digital tools to events and public spaces

**Engaged citizens strengthen surveillance** - most new outbreaks are detected thanks to public reporting



# Thanks for your attention!



2022-2024 Banner ads (online newspapers) about online shopping plant pest risk

<https://fitosanitario.regione.lombardia.it>

<https://www.salutepianteinlombardia.it>

@pestsurvey

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