



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



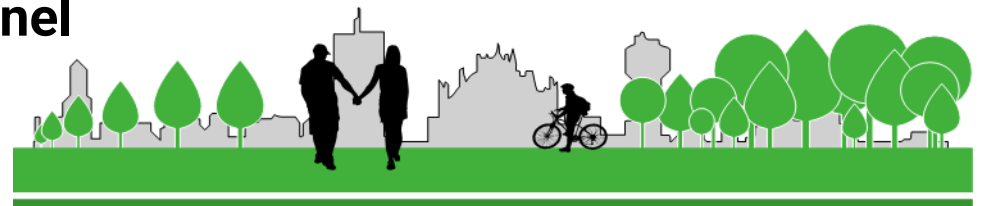
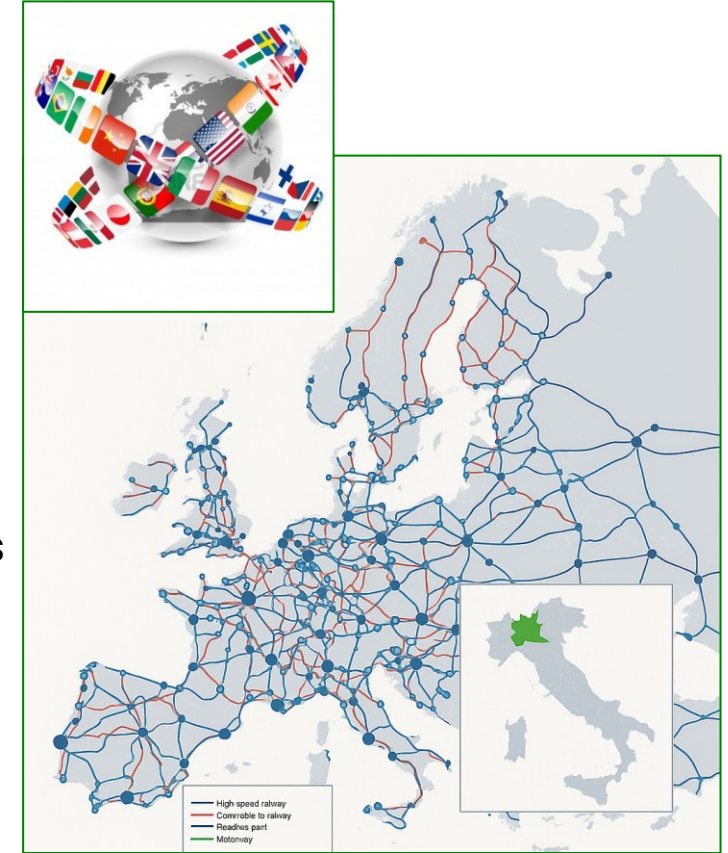
Lombardy Region Context

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

Fino a 5,5 cm

Piante maggiormente sensibili:
Aceri, Noccioli, Platani, Carpini, Betulle, Ontani, Faggi, Mali, Pini, Rose, Lauri, Olmi, Cornioli, Lagostomi, Biancospini, Salici, Ippocastani, Poppi e Agrumi.

Segni visibili:
Macchiotti di segatura alla base delle piante e fori circolari di sterfilamento degli adulti di circa 1,5-2 cm di diametro.

Anoplophora glabripennis

Fino a 5,5 cm

Piante maggiormente sensibili:
Aceri, Salici, Poppi, Betulle, Olmi, Carpini, Frassini, Ippocastani.

Segni visibili:
Segni di ovodeposizione (dotti limbricati) e fori circolari di sterfilamento degli adulti posizionati sul tronco e sui rami anche a quota elevata.

Aromia bungii

Fino a 5,5 cm

Piante maggiormente sensibili:
Oleag. Susini, Peschi, Albicocchi, Mandorli e Prunus ornamentali da fiore.

Segni visibili:
Abbondante segatura alla base del tronco o all'inserzione dei rami e fori ovali di sterfilamento degli adulti di circa 2-3 cm di diametro.

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

TARLO ASIATICO E CERAMBICIDE DAL COLLO ROSSO

Conoscere per prevenire

Regione Lombardia
Servizio Fitosanitario



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


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	

 ERSAR
EUROPEAN RESEARCH SERVICE FOR AGRICULTURAL RESOURCES

 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



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 (Faldernmann) è un coleottero cerambycidae 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



Cerambycidae 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'apporto in nuovi areali avviene tramite la movimentazione di merci, il turismo o la capacità di questi animali di spostarsi in volo. *Aromia bungii*, cerambycidae originario di Cina e Corea, è stato introdotto in Europa e introdotto in America settentrionale probabilmente a seguito della movimentazione di piante con infestazioni

latenti o di 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. armeniaca* (sibicocco), *P. domestica* (susino) e *P. persica* (pesco), è però probabilmente capace di svilupparsi anche a spese di altre specie (olivo).

Prunus granatum (melograno) e *Populus alba* (pioppo bianco). Ospiti minori sono *Arachis indica* (noce), *Gambusia affinis* (bambù) e *Diocorys virginiana* (caco americano). Ampiamente 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



Regione Lombardia
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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 23rd. Post on replanting activities in *Anoplophora chinensis* outbreak (accessed 03-04-2025)

Pubblicato da Mariangela Ciampitti · 23/3/2025



Servizio Fitosanitario Regione L...

806 follower

1 s · 🌐

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 →



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Adapting communication to audience and context

Communication continues on site where people see the impact



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

Adapting communication to audience and context

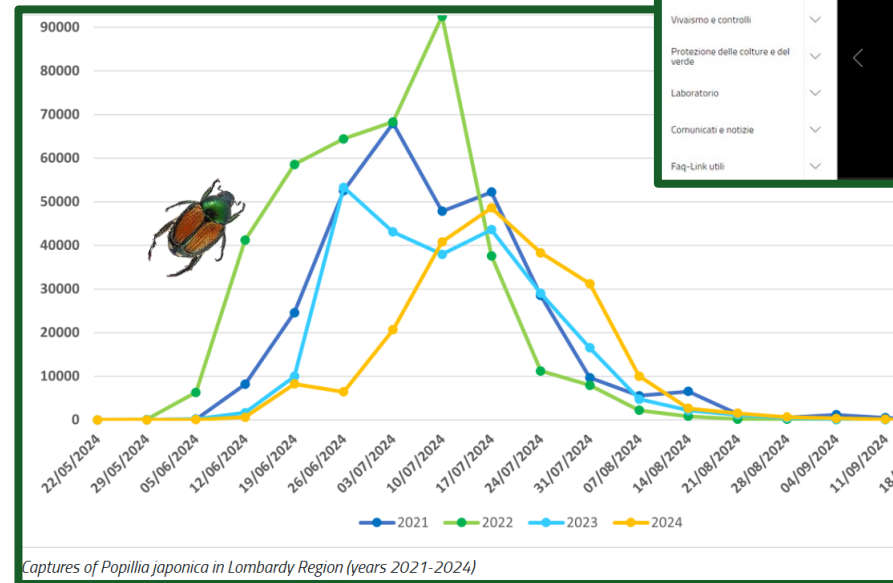
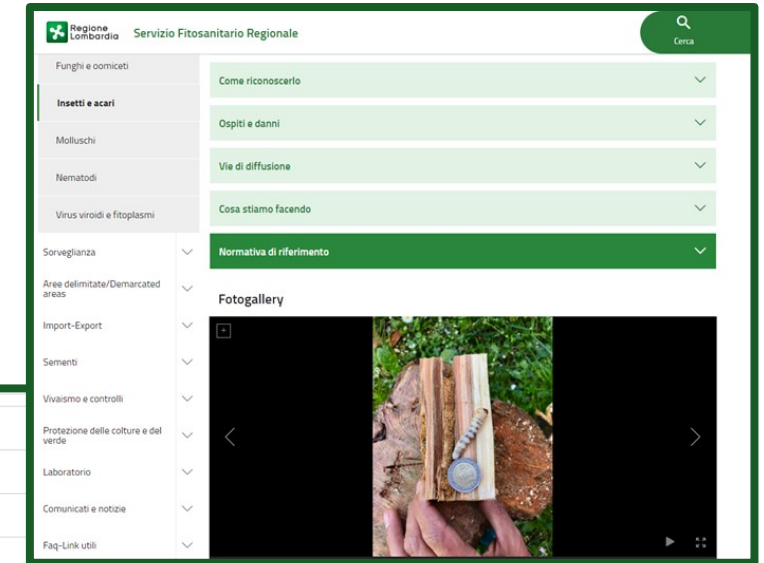
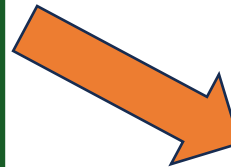
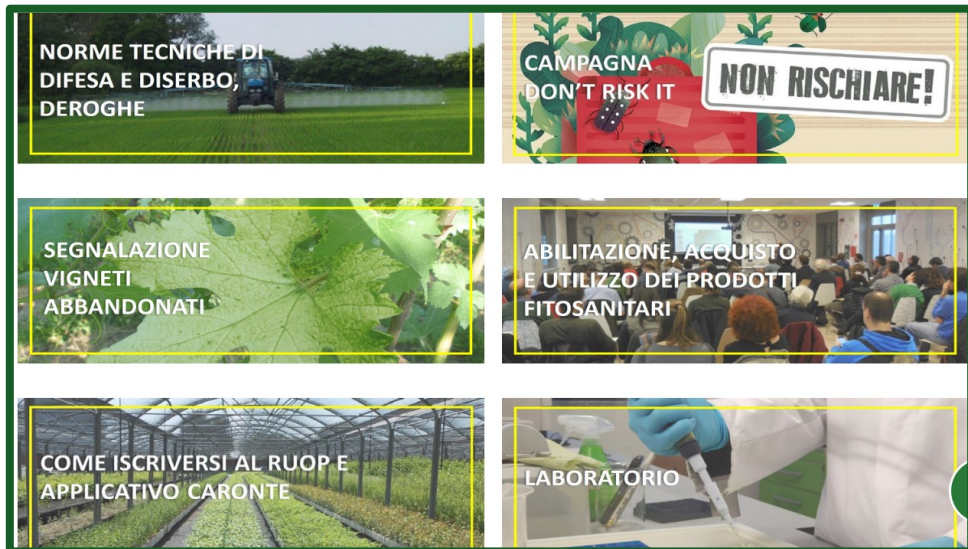
- **Targeting** the right stakeholders
- **Effective** communication depends on identifying who needs to act and how
- **Different** stakeholders require different messages, channels and levels of detail

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

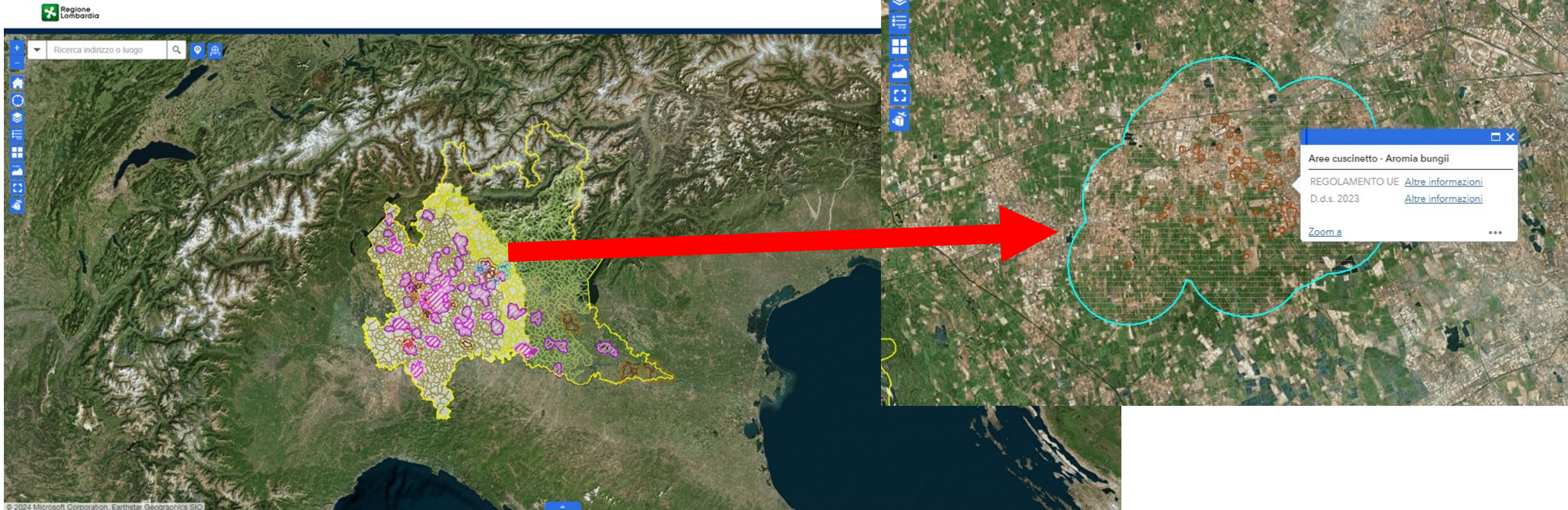
www.fitosanitario.regione.lombardia.it



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



For more info:
**link to official
website**



**Cocciniglia dai filamenti
cotonosi**



**Tarlo
asiatico**



**Cerambicide
dal collo rosso**



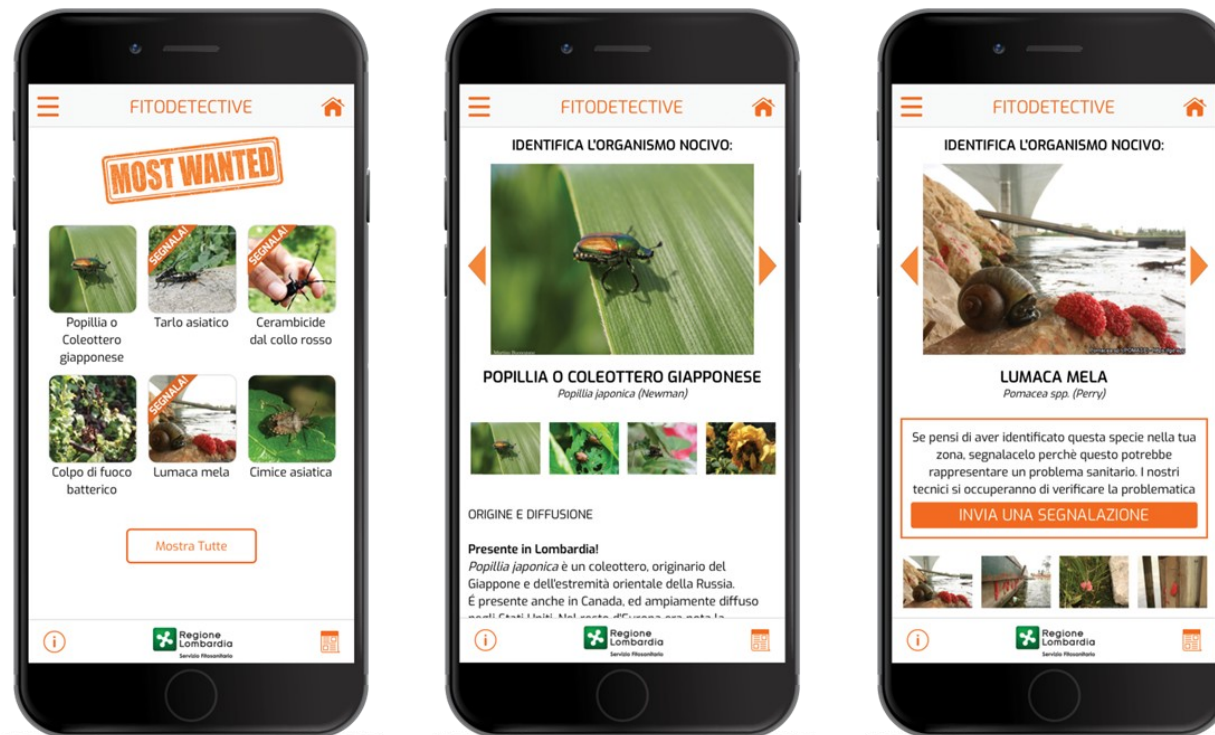
**Platform specifically designed to communicate
with citizens, administrations and schools**

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

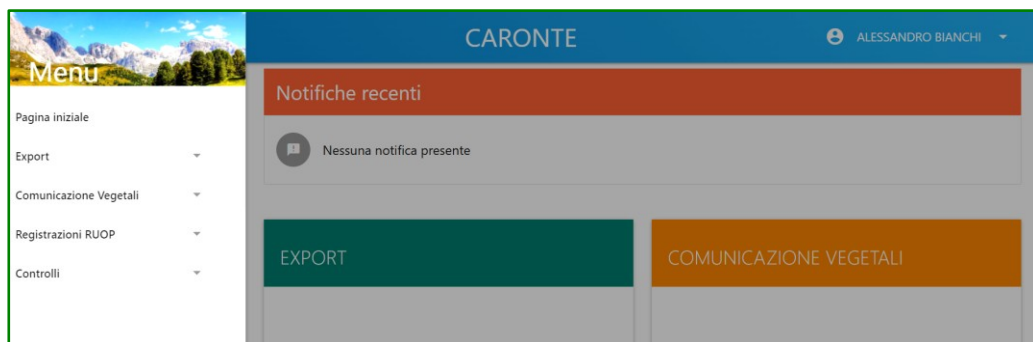
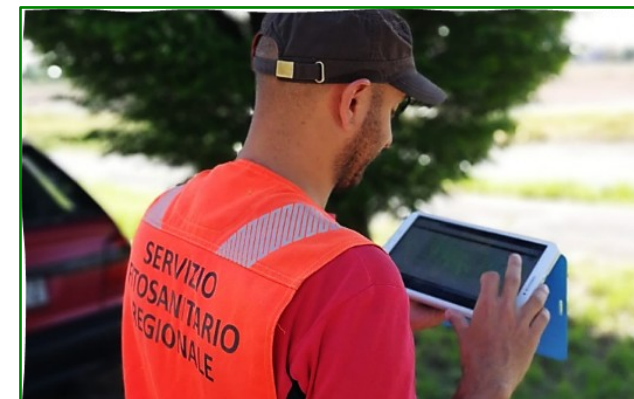
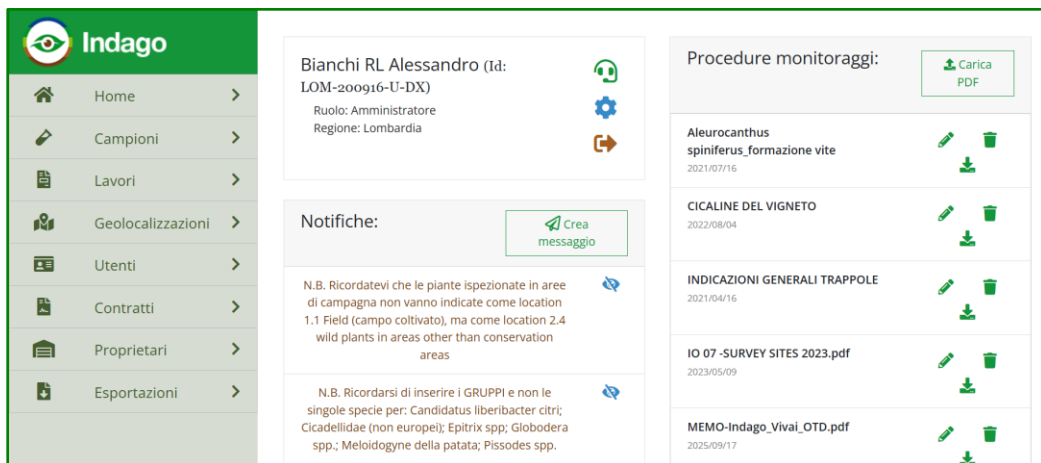


Key role: strengthens passive surveillance and accelerates early detection across the region.



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



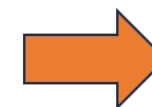
Social media and testimonial/celebrity



Link to:

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

Video for video channels/social media/display



Link to website
(QR Code) & Call
to action

The Citrus Longhorn Beetle - *Anoplophora chinensis* - pest quarantine



Agricoltura, Sovranità Alimentare e Foreste
1330 iscritti

Iscriviti



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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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