

## X PUBLIC OUTREACH & COMMUNICATION ACTIVITIES

### 1. Communications Strategy

iBOL's Public Outreach and Communication activities are driven by the Project's Communications Strategy (**Appendix III**) developed by the Director of Media and Communications and presented to the Board of Directors at its meeting in Mexico City on November 12, 2009. The Communications Strategy calls for an evaluation of the ongoing effectiveness of iBOL Communication activities, with the first evaluation planned for November 2010. This evaluation will consider the impact of communications activities to date (reported below), and will also be informed by the rapidly evolving global vision of the iBOL Project.

### 2. Collaboration with CBOL

iBOL's collaborative relationship with CBOL has been, and will remain, critical to the success of iBOL's outreach and communications activities. As part of its mission to promote the exploration and development of DNA barcoding as a global standard for species identification, CBOL has developed linkages to government agencies, NGOs, funding sources, and major biodiversity initiatives such as the Convention for Biological Diversity (CBD) and the Global Biodiversity Information Facility (GBIF). Since 2004, over 200 organizations from 50 countries and 6 continents have joined CBOL so that they can be directly involved in DNA Barcoding. The synergies with iBOL, the largest biodiversity genomics initiative ever undertaken, are clear. While working closely together to exploit these synergies, we are mindful of the need to carefully distinguish the CBOL and iBOL "brands" for our audiences. This distinction will be fully reflected in our joint outreach and communication activities as the iBOL project progresses.

### 3. CBOL Outreach Report

During the reporting period July 2009 – September 2010, CBOL provided presentations on DNA barcoding to stakeholder groups and sponsored or co-sponsored a series of barcode meetings. Presentations focused on the following stakeholder groups (see attached list):

- **International biodiversity organization.** The International Year of Biodiversity (IYOB) was launched in January 2010 and CBOL presentations were given at launch meetings hosted by UNESCO (Paris) and the Royal Society (London). CBOL/barcoding presentations were subsequently given to international organizations such as: CITES (Convention on International Trade in Endangered Species); CBD (Convention on Biological Diversity); SBSTTA (CBD's Subsidiary Body on Scientific Technical and Technological Affairs); CPM (Commission on PhytoSanitary Measures); and GBIF (Global Biodiversity Information Facility);
- **Potential barcode centers of activity.** The global barcoding network has grown primarily as a 'bottom-up' process, guided by iBOL and CBOL. For example, ECBOL (European Consortium for the Barcode of Life) held its second conference in Portugal and CBOL gave a presentation on iBOL and other barcoding initiatives in which Europe could participate. Like iBOL, CBOL has a Fungal Working group; the CBOL WG is devoted to identifying and approving the standard BARCODE region for fungi and the leader of this WG gave presentations at fungal meetings to build awareness and participation; and
- **Technology companies.** CBOL had outreach meetings with leadership at Life Technology and Affymetrix as part of its technology development activities. Life Technology has been especially responsive and is actively involved in several barcoding projects.

CBOL also organized and/or sponsored several meetings that contribute directly to iBOL Working Group activities, such as:

- Pollinators,
- Disease vectors,
- Agricultural pests,
- iBOL regional nodes in South Africa and India, and
- iBOL national node in Costa Rica.

#### 4.Outreach and communication summary

Public Outreach			Media Coverage			
Lectures	Forums	Other	Newspaper	Television/ Radio	Magazines/ Other	News Releases
93	25	6	21	3	63	6

#### 4.1Public Outreach

Prior to the international launch of iBOL in September 2010, tracking of public outreach activities was restricted to those activities initiated by iBOL-Canada personnel and by CBOL, and this is reflected in the data presented in Table IX.1 below

**Table IX.1 Public Outreach**

Date	Venue	Presenter	Title
14.12.10	ArcticNet Conference, Ottawa ON	C. Carr, S. Adamowicz, P.D.N. Hebert	The Polar Barcode of Life Project: Discovering and documenting diversity
30.11.10	National Wildlife Research Centre, Ottawa ON	R. Hanner	iBOL offers diverse opportunities for citizen science participation
21.11.10	Museum of Man and Nature, Munich, Germany	G. Singer	iBOL and a new era of taxonomy
18.11.10	Arctic Biodiversity Symposium, Canadian Museum of Nature, Ottawa	P.D.N. Hebert	Monitoring Polar Life with DNA barcodes
18.11.10	Arctic WOLVES final meeting, University of Laval, Quebec City, QC	G. Blagoev	DNA barcoding of Arctic spiders
17.11.10	A. D. Latornell Conservation Symposium, Alliston ON	R. Hanner	Documenting biodiversity with DNA barcodes
10.11.10	Central Institute of Fisheries Education, Indian Council of Agricultural Research, Mumbai, India	R. Hanner	International Barcode of Life Project – Making Every Species Count
10.11.10	Bin-Zhi Forum, Beijing Institute of Zoology, Beijing, China	P.D.N. Hebert	Digital biodiversity
09.10.10	Heibei University, Baoding, China	P.D.N. Hebert	China and the International Barcode of Life Project
08.11.10	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India	R. Hanner	International Barcode of Life Project – Making Every Species Count
06.11.10	National Agricultural Science Complex, New Delhi, India	R. Hanner	BARCODE data standards and iBOL Data Sharing Policy
06.11.10	National Agricultural Science Complex, New Delhi, India	R. Hanner	Update on the Fish Barcode of Life Initiative and other iBOL Global barcoding campaigns

06.11.10	National Agricultural Science Complex, New Delhi, India	R. Hanner	International Barcode of Life Project – Making Every Species Count
21.10.10	Tenth meeting of the Conference of the Parties to the Convention on Biological Diversity, Nagoya, Japan	R. Hanner	International Barcode of Life Project: non-commercial research and its benefits to the CBD
22.10.10	Tenth meeting of the Conference of the Parties to the Convention on Biological Diversity, Nagoya, Japan	R. Hanner	International Barcode of Life Project – Making Every Species Count
18.10.10	CBD COP10, Nagoya, Japan	D. Schindel	Barcode of Life briefing – ABS meetings
16.10.10	Museum of Southwestern Biology, Santa Fe, USA	R. Hanner	International Barcode of Life Project – a Model for Student Engagement in Working Group 2.2 Museum Life
13.10.10	GBIF Science Symposium, Suwon City, South Korea	S. Ratnasingham	A virtual research environment for species discovery and registration
12.10.10	GBIF Symposium, Seoul, Korea	D. Schindel	Barcode of Life briefing
05.10.10	Science Symposium on the Census of Marine Life, London UK	D. Steinke	Marine Barcoding and species relatedness
03.10.10	Census of Marine Life 2010, London UK	D. Schindel	Barcode of Life
30.09.10	SANBI, Pretoria, South Africa	P.Freeman & D.Schindel	Workshop to develop a national strategy for the Barcode of Life in South Africa
30.09.10	Canadian Eel Science Working Group (CESWoG) Meeting, Ottawa,	K. Reid & R. Hanner	Barcode detection of <i>Anguillicola crassus</i> in juvenile eels – a proposed methodology
25.09.10	Microbac Laboratories Inc. (via teleconference)	R. Hanner	DNA Barcoding and the International Barcode of Life (iBOL) Project
07.09.10	Toronto Region Conservation Authority, Toronto ON	M.A. Smith	Embracing diversity in a living city
11.08.10	GBIF North American Nodes Meeting, BIO, Guelph ON	D. Schindel	CBOL briefing
11.08.10	GBIF North American Nodes Meeting, BIO, Guelph ON	R. Hanner	DNA barcoding: the utility of validated occurrence records and the need for indexed collections
10.08.10	Northern Studies Centre, Churchill MB	P.D.N. Hebert	DNA barcodes for Arctic life
02.08.10	Barcoding and Education, Ventura CA, USA	D. Schindel	Barcode of Life presentation
01.08.10	Channel Islands National Park HQ, Ventura CA	R. Hanner	An Intro to DNA barcoding
27.07.10	International Conference on Evolution and Biodiversity, Nagoya, Japan	P.D.N. Hebert	DNA barcoding and the census of all life
26.07.10	Green Mountain Forensic DNA Conference, Burlington VT	R. Hanner	A role for DNA barcoding in forensics?
13.07.10	CFIA (via teleconference)	R. Hanner	DNA barcoding and the national greenhouse pest survey
08.07.10	ABS Co-chairs meeting, Montreal QC	D. Schindel	Barcode of Life briefing

30.06.10	MSA-ISFEG Conference, Lexington KY, USA	D. Schindel	Barcode of Life presentation
29.06.10	University of Florida, Gainesville	P. D.N. Hebert	Geometrids and the International Barcode of Life
17.06.10	2 <sup>nd</sup> International workshop on DNA barcoding NE Asian fishes, Seoul, Korea	R. Hanner	Barcoding, FISH-BOL and the International Barcode of Life Project
17.06.10	BetterPlanet launch, University of Guelph	P. D.N. Hebert	The International Barcode of Life Project
16.06.10	US State Department officers for Environment, Science and Technology, Washington DC	D. Schindel	Barcode of Life briefing
15.06.10	Consultative Group for International Agricultural Research, Washington DC	D. Schindel	Barcode of Life briefing
02.06.10	ECBOL2 Conference, Braga, Portugal	R. Hanner	International Barcode of Life Project
02.06.10	ECBOL2 Conference, Braga, Portugal	D. Schindel	CBOL briefing
02.06.10	ECBOL2 Conference, Braga, Portugal	M. Hajibabaei	Next-generation biodiversity analysis
02.06.10	Joint Conference Canadian Botanical Assn & Society for Preservation of Natural History Collections	P. D.N. Hebert	A census of all life: biodiversity 2010 and beyond
01.06.10	ECBOL2 Conference, Braga, Portugal	R. Hanner	FISH-BOL Overview
31.05.10	NSERC workshop, Mt. St. Hilaire, QC	S. Adamowicz	The International Barcode of Life Project: Vision and Overview
31.05.10	NSERC workshop, Mt. St. Hilaire, QC	S. Adamowicz	Polar DNA Barcoding: An all-taxon inventory of at Churchill, MB
31.05.10	NSERC workshop, Mt. St. Hilaire, QC	S. Adamowicz	Specimen preservation and field data management during biodiversity inventories
16.05.10	SBSTTA14, Nairobi	D. Schindel	Barcode of Life presentation
12.05.10	8 <sup>th</sup> Biennial International Conference on Monitoring and Measurement of the Environment, Toronto ON	M. Hajibabaei	Next-generation biodiversity analysis
05.05.10	Symposium on Zygaenidae, Hatay, Turkey	A. Hausmann, R. Rougerie & P.D.N. Hebert	DNA barcoding of Lepidoptera – lessons from iBOL campaigns
05.05.10	Food Forum for Industry and Government, Ingersoll, ON	R. Hanner	DNA barcoding and food forensics: the changing world of food
04.05.10	OGI capacity building workshop, U of Guelph	P.D.N. Hebert	Getting off the ground in biodiversity genomics: Lessons from iBOL
27.04.10	FBI, Quantico VA, USA	D. Schindel	Briefing
23.04.10	Seminar at Tulane University, New Orleans, USA	D. Schindel	Barcode of Life presentation
21.04.10	Seminar at NCSU/APHIS, Raleigh, NC, USA	D. Schindel	Barcode of Life presentation

20.04.10	North American Plant Protection Organization, Tapachula, Mexico	D. Schindel	Barcode of Life presentation
17.04.10	TreeBOL, New York USA	D. Schindel	CBOL Plant Barcode Working Group
15.04.10	SI IT/Software Exchange Meeting, Panama	D. Schindel	Barcode of Life briefing
05.04.10	Guest Lecture, Dept. of Env. Biology, U of Guelph	R. Hanner	DNA barcoding and integrative pest management
30.03.10	European Cooperation in Science and Technology workshop, Rome	D. Schindel	Barcode of Life presentation
22.03.10	University of Saskatchewan, Saskatoon, SK	M.A. Smith	Conservation genetics, community ecology and environmental science
25.03.10	Commission on Phytosanitary Measures - Side Event, Rome	D. Schindel	Barcode of Life presentation
20.03.10	CITES/COP 15, Doha, Qatar	D. Schindel	Barcode of Life presentation
16.03.10	Convention on Biological Diversity ABS meeting, Cali, Colombia	D. Schindel	Barcode of Life briefing
12.03.10	Nova Southeastern University, Dania Beach, FL	R. Hanner	Introduction to DNA barcoding and FISH-BOL, highlighting new applications
12.03.10	Ecology/Evolution Seminar Series, Trent University, Peterborough ON	M. Hajibabaei	Next-generation biodiversity analysis
07.03.10	Toronto Field Naturalists Club, U of T, Toronto ON	P. D.N. Hebert	Biodiversity and Barcodes
05.03.10	OGI Capacity Building Workshop, University of Guelph	R. Hanner	Barcoding and biorepositories for enabling large-scale genome size studies
02.03.10	Old Oakville Probus Club, Oakville ON	M.A. Smith	Biodiversity and DNA barcoding
22.02.10	Biology Department Seminar Series, University of Ottawa, Ottawa ON	M. Hajibabaei	Next-generation biodiversity analysis
17.02.10	DNA Barcoding Colloquium: South California Coastal Water Research Project, Costa Mesa, USA	M. Hajibabaei	Next-generation biodiversity analysis
17.02.10	DNA Barcoding Colloquium: South California Coastal Water Research Project, Costa Mesa, USA	P.D.N. Hebert	DNA barcodes and biodiversity surveillance
13.02.10	PSA Inter-Congress, Hawaii USA	D. Schindel	Barcode of Life presentation
12.02.10	University of Toronto	M.A. Smith	Webs, temperature and time: integrating community ecology and DNA barcoding
12.02.10	OGI-TCACG symposium: SOLiD approaches to ILLUMINATING the FLXible nature of Nucleic Acids, Toronto OM	M. Hajibabaei	Next-generation biodiversity analysis
08.02.10	SciColl Conference, Brussels	D. Schindel	Barcode of Life presentation

04.02.10	Planetary Genome Project Workshop, Washington DC, USA	D. Schindel	Barcode of Life presentation
03.02.10	Distinguished Speaker Seminar, Dept of Molecular and Cell Biology, University of Guelph, Guelph ON	P.D.N. Hebert	The Census of all life
11.02.10	Laval University, Quebec	R. Hanner	The campaign to barcode global fishes
27.01.10	UNESCO Science Policy Conference, Paris	P.D.N. Hebert	New ways to accelerate the discovery and application of taxonomic knowledge
26.01.10	International Biodiversity Year Launch Conference, UNESCO, Paris	D. Schindel	Barcode of Life presentation
21.01.10	Life Technologies Inc., Foster City, USA	D. Schindel	Barcode of Life presentation
20.01.10	Affymetrix, Santa Clara, CA, USA	D. Schindel	Barcode of Life presentation
15.01.10	Canadian Food Inspection Agency, Ottawa, ON	P.D.N. Hebert	DNA barcodes: implications for market surveillance
14.01.10	Third World Academy of Science, Royal Society, London UK	D. Schindel	Barcode of Life presentation
15.12.09	European CBOL meeting	D. Schindel	Barcode of Life presentation
15.12.09	CSIRO Entomology Research Division, Canberra, Australia	P.D.N. Hebert	Revealing Australian biodiversity through DNA barcodes
08.12.09	D4 Science Meeting, FAO, Rome	S. Ratnasingham	Barcode virtual research environments
04.12.09	Barcoding Symposium, FAPESP, Sao Paulo, Brazil	D. Schindel	Barcode of Life presentation
04.12.09	Barcoding Symposium, FAPESP, Sao Paulo, Brazil	R. Hanner	The Fish Barcode of Life initiative
03.12.09	Canadian Centre for Inland Waters Seminar Series, Burlington ON	M. Hajibabaei	Next-generation biodiversity analysis
03.12.09	Biota – FAPESP International Symposium on DNA Barcoding, São Paulo, Brazil	P.D.N. Hebert	DNA barcodes and biodiversity
26.11.09	2 <sup>nd</sup> annual GPI 7x7 breakfast, Guelph ON	M. Hajibabaei	Commercializing barcode of life
23.11.09	American Association for the Advancement of Sciences – Federal Bureau of Investigation, Washington DC, USA	D. Schindel	Barcode of Life briefing
20.11.09	OGI Student Network	M.A. Smith	Integrating community ecology and DNA barcoding
20.11.09	Canada-Brazil Network for Advanced Education and Research, BIO, Guelph ON	R. Hanner	Developing a bio-monitoring program for pit lakes in Paracatu gold mine using invertebrates
14.11.09	Third International Barcode of Life Conference, Mexico City	S. Ratnasingham	Multi-locus support and barcode clusters in BOLD

12.11.09	Third International Barcode of Life Conference, Mexico City	M. Hajibabaei	DNA barcoding 2.0: environmental monitoring using next-generation sequencing techniques
11.11.09	Third International Barcode of Life Conference, Mexico City	R. Hanner	Bio-pedagogy and Barcoding: the Canadian National Survey
11.11.09	Third International Barcode of Life Conference, Mexico City	M.A. Smith	Integrating community ecology and DNA barcoding
10.11.09	Third International Barcode of Life Conference, Mexico City	S. Ratnasingham	Barcode of Life Data Systems
09.11.09	Third International Barcode of Life Conference, Mexico City	P.D.N. Hebert	The International Barcode of Life Project
05.11.09	Welcome to Next-generation Sequencing, McGill University, Montreal QC	M. Hajibabaei	Large-scale biodiversity analysis through next-generation sequencing
07.11.09	GTI workshop, Mexico City	R. Hanner	The International Barcode of Life Project
29.10.10	Biodiversity Research Centre, University of British Columbia, Vancouver BC	P.D.N. Hebert	A census of all life
19.10.09	Office of Science and Technology Policy, Washington DC, USA	D. Schindel	Barcode of Life briefing
16.10.09	Guelph Rotary Club, Guelph ON	M. Hajibabaei	DNA barcoding: identifying species using DNA
07.10.10	GBIF Governing Board meeting, Copenhagen, Denmark	D. Schindel	Barcode of Life presentation
05.10.09	DNA Barcoding and Brazil, São Paulo, Brazil	P.D.N. Hebert	The International Barcode of Life Project
03.10.09	Next Generation Sequencing Conference, Barcelona	M. Hajibabaei	Large-scale biodiversity analysis through next-generation sequencing
30.09.09	Advanced Agricultural Leadership Program, BOP, Guelph ON	R. Hanner	DNA barcoding and agricultural pest management
30.09.09	International Petroleum Industry Environmental Conservation Association workshop, Calgary AB	P.D.N. Hebert	DNA barcodes and environmental surveillance
21.09.09	Bioscience Education Canada and OGI event, MaRS Centre, Toronto	R. Hanner	DNA barcoding and its applications
14.09.09	CCDB/FDA (US) workshop, BIO, Guelph ON	R. Hanner	FISH-BOL: Progress and applications
07.09.09	Trait-based Ecological Risk Assessment, Burlington ON	M. Hajibabaei	A DNA-based view of the environment through next-generation sequencing technologies
24.08.09	USDA Animal Plant Health Inspection Service, Washington DC, USA	D. Schindel	Barcode of Life briefing
25.07.09	Bangladesh barcode planning meeting, Bangladesh	D. Schindel (recorded presentation)	Barcode of Life presentation

23.07.09	Canadian Food Inspection Agency, Ottawa, ON	M. Hajibabaei	Next Generation Species Identification and Biodiversity Analysis
07.07.09	GSI Canada, Toronto ON	R. Hanner	DNA traceability for food: the next frontier

#### 4.2 Media Coverage

iBOL's media coverage statistics are presented in Table IX.2. DNA barcoding has always attracted substantial interest from the media and this continued in the period under review. It is noteworthy that in addition to traditional print and electronic media – e.g. National Geographic, Ottawa Citizen, CBC Television, EFE and Reuters news agencies – iBOL is now achieving broad coverage in new media such as Internet news sites and blogs. Although much of the project's media coverage has been initiated by iBOL - Canada, several partner nations have achieved outstanding coverage with local media campaigns, notably South Africa with its Toyota-sponsored sampling blitz of biodiversity hotspots.

**Table IX.2 Media Coverage**

Event / Activity	Date	Media Outlet	Type	Content
MEDIA RELEASE 24.09.10 – follow-up outreach to Reuters newswire and TV	02.11.10	24 Hours	Newspaper	Research targeting earthly organization
	01.11.10	Terra Brasil	Print	Projeto quer código de barras de DNA em todas as espécies
	01.11.10	The Province, Vancouver	Print	DNA barcoding aims to protect species and food
	01.11.10	Canada.com	Web	DNA barcoding aims to protect species and food
	01.11.10	Regina Leader Post	Print	DNA barcoding aims to protect species and food
	01.11.10	Montreal Gazette	Print	DNA barcoding aims to protect species and food
	01.11.10	Vancouver Sun	Print	Life forms to get their own DNA barcodes
	01.11.10	Edmonton Journal	Print	DNA barcoding aims to protect species and food
	01.11.10	Windsor Star	Print	DNA barcoding aims to protect species and food
	01.11.10	Star-Phoenix (Sask.)	Print	DNA barcoding aims to protect species and food
	01.11.10	Ottawa Citizen	Print	DNA barcoding aims to protect species and food
	01.11.10	Victoria Times Colonist	Print	DNA barcoding aims to protect species and food
	01.11.10	Bangladesh News	Print	DNA barcoding aims to protect species and food
	01.11.10	Calgary Herald	Web	DNA barcoding aims to protect species and food
	01.11.10	Η Καθημερινή	Web	Παγκόσμια ψηφιακή «βιβλιοθήκη» με τα DNA των ειδών
	01.11.10	Globe and Mail	Web	DNA barcoding aims to protect species and food
31.10.10	RedOrbit.com	Web	Species being tracked by DNA barcodes	

	31.10.10	ABC News	Web	DNA barcoding aims to protect species and food
	31.10.10	Reuters UK, Canada, US and India	Newswire	DNA barcoding aims to protect species and food
	01.10.10	Zoomer	Print	Canada's top 45 over 45: Paul Hebert (#37)
BIObus media outreach	30.09.10	Cape Cod Times	Print	Insect road show part of effort to document species
MEDIA RELEASES 24.09.10 – Building a digital library for life on Earth: launch of iBOL activates world's largest biodiversity genomics initiative 22.09.10 – CN Tower will become world's biggest DNA barcode for launch of International Barcode of Life Project	28.09.10	TG Daily	Web	What animal is that? Hold on, I'll check the barcode
	28.09.10	Mother Nature Network	Web	DNA barcode library launched in Toronto
	27.09.10	Toronto Star	Print	Scientists take Earth's inventory – barcodes included
	27.09.10	Daily World News	Web	DNA barcode library opens in Toronto
	27.09.10	Guelph Mercury	Print	Scientists gather in Toronto to launch 'Barcode of Life'
	26.09.10	The Himalayan Times	Print	DNA barcode library in Toronto
	25.09.10	Yahoo News	Web	DNA barcode library to launch in Toronto
	24.09.10	Agence France Presse	Newswire	DNA barcode library to launch in Toronto
	24.09.10	iStockanalyst	Web	Building a digital library for life on Earth
CFI news site	11.08.10	InnovationCanada.ca	Web	Barcoding Life
MEDIA RELEASE 20.06.10 – Uncovering South Africa's natural riches.	21.07.10	Pretoria News	Print	Unique way to document S.A. species
	01.07.10	ON Nature	Print	The Barcode of Life Project
	26.06.10	Guelph Mercury	Print	For every species a barcode
Canwest news service interview arranged with Bob Hanner	25.05.10	National Post	Print	Scientists building world DNA library
	25.05.10	Ottawa Citizen	Print	Creating a new vision of life
CBC TV News crew visit to BIO	23.05.10	CBC – The National	TV	International Barcode of Life
MEDIA RELEASE  05.05.10 – Developer of DNA barcode database wins Ebbe Nielsen prize	07.05.10	FirstScience	Web	Developer of DNA barcode database wins Ebbe Nielsen Prize
	07.06.10	GenomeWeb	Web	People in the news: Sujeewan Ratnasingham

	07.06.10	Scientific Computing	Web	DNA barcode database developer wins Ebbe Nielsen Prize
	06.05.10	MedicalReplies.com	Web	Ebbe Nielsen Prize for Developer of DNA barcode database
	01.05.10	National Geographic	Print	Scanning Life
	23.04.10	Science Insider	Web	\$35 million boost for Barcode of Life
MEDIA RELEASE 23.04.10 – International Barcode of Life gets major funding boost in leadup to official launch	23.04.10	GenomeWeb Daily News	Web	Barcode of Life Project expects \$35m in new support
	23.04.10	Esciencenews.com	Web	\$35 million boost for 'Barcode of Life'
	23.04.10	Forbes.com	Web	\$35 million boost for 'Barcode of Life'
	23.04.10	Topix.com	Web	International Barcode of Life Project Gets \$8.1 Million
	23.04.10	Today's Healthy Living	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	A2Znews.net	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	New Science Magazine	Web	Thirty-Five-Million Dollar Boost for 'Barcode of Life'
	23.04.10	Bostonbizjournals.com	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	Scientificblogging.com	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	Sunherald.com	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	Allbusiness.com	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	Canadianbusiness.com	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	AOL Daily Finance	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	Atlanta Business Chronicle	Web	International Barcode of Life Project Gets Major Funding Boost
	23.04.10	Business Journals in Austin, Birmingham, Baltimore, Boston	Web	International Barcode of Life Project Gets Major Funding Boost
23.04.10	12 other local business websites in US	Web	International Barcode of Life Project Gets Major Funding Boost	

	23.04.10	Earth Times	Web	International Barcode of Life project gets major funding boost in lead-up to official launch
	25.04.10	Guelph Mercury	Print	DNA barcoding gets research boost
	26.04.10	Exchange Morning Post	Print	International Barcode of Life Project gets \$8.1 million
	08.04.10	The Star, Toronto	Print	Canada triggers food fight
DNA traceability for food	02.04.10	CBC	Television	Marketplace program: Fishy business
	31.03.10	Radio Canada	Television	L'épicure program: Fish survey
	11.02.10	Exchange Morning Post	Print	Worm test shows DNA leaks
MEDIA RELEASE 05.02.10 – Mescal worm test shows DNA leaks into preservative liquids	10.02.10	UPI	Newswire/ website	Mescal worm shows DNA enters preservatives
	10,02.10	Bionity.com	Web	'Mescal 'worm' test shows DNA leaks into preservatives'
	10.02.10	Medical News Today	Web	DNA Found To Leak Into Preservatives In Mescal Worm Test
DNA House Study – Stoeckle, AMNH (CBOL media campaign)	26.11.09	Canadian Press	Newswire	U.S. student sleuths use unique Cdn technology to identify mislabelled foods
iBOL interviews for CBOL MEDIA RELEASE: Third International Barcode of Life Conference, Mexico City, November 2010	13.11.09	Fis.com	Web	Una cuarta parte de muestras de pescados caros eran en realidad especies más baratas, reveló un estudio realizado en todo el país
	12.11.09	EFE	Newswire	Ecólogo pide que A.Latina deje de ver la biodiversidad como tesoro escondido
	12.11.09	EFE	Newswire	Plantas serán clasificadas por su ADN
	12.11.09	Courier international	Web	Un deluge de données à harmoniser
	12.11.09	International Business Times	Web	Código de Barras revolucionaría Clasificación de Especies
	11.11.09	Toronto Star	Print	Cross-country DNA probe reveals fish substitution
	11.11.09	Daily Telegraph (UK)	Print	Scientists unveil plant DNA barcode
	11.11.09	EFE	Newswire (Spain)	Buscan clasificación de especies por el ADN para proteger biodiversidad
	11.11.09	UPI	Newswire	El 'código de barras' de las especies

	11.11.09	LUSA	News wire (Portugal)	Projecto para identificar espécies pelo ADN será lançado em Julho de 2010
	11.11.09	EFE	News wire	<b>Iniciativa para identificar especies por ADN será lanzada en julio de 2010</b>
	13.11.09	BBC Mundo	Web	Código de barras para identificar especies
	09.11.09	Exchange Morning Post	Print	Scientists from U of G, world in Mexico to talk barcoding
	07.11.09	Reuters	News wire	Genetic tests help track food web, climate change
	07.11.09	Presstext	News wire	DNA-Barcode: Schluss mit Tierschmuggel
	07.11.09	Canadian Press	News wire	Scientists expand program to 'barcode' DNA of world's plants, animals
	06.11.09	MSNBC.com	Web	DNA barcodes make their mark
	06.11.09	Canadian Press	News wire	Scientists expanding DNA tracking program
	06.11.09	Deutsche Presse Agentur (DPA)	News wire	Eco sleuths use DNA barcoding to nail poachers, map species
	06.11.09	Canwest News Service	News wire	DNA 'bar code' offers scientists potent new tool
	04.11.09	EFE	News wire	Expertos identificarán 500.000 especies más con nuevo código de barras de ADN
CBOL Plant barcoding group releases report	10.10.09	Nature.com	Web	Scientists unveil plant DNA barcode
University of Guelph media release	06.11.09	Guelph Mercury	Print	U of G research projects celebrated by province

### 4.3 Other Activities

#### **Trade shows, exhibits and special events**

Display materials have been conceived, designed and produced for a range of public events including the OCE Discovery trade show in Toronto, the 3<sup>rd</sup> Barcode of Life Conference in Mexico City and the Interactive Biodiversity Fair in Nagoya, Japan. This year's plans include a featured role in the Frontiers of Science exhibit at the Museum of Civilization in Quebec City in June 2011 and a booth at the 4<sup>th</sup> Barcode of Life Conference in Adelaide, South Australia November 2011. We will continue to seek out opportunities to showcase iBOL at important international events and trade shows. In addition, we will be approaching collaborators who work at major museums and universities worldwide to discuss opportunities for showcasing their involvement to the public in their countries.

Type	Title	Venue
Forum	The iBOL Project and the Convention on Biological Diversity	Official Side Event, CBD COP10, Nagoya, Japan, October 20, 2010
Booth	iBOL: Making Every Species Count	Interactive Biodiversity Fair, CBD COP10, Nagoya, Japan, October 18-29, 2010
Display	Genomics in the Park	Queens Park, Toronto, November 2010
Display	Genomics on the Hill	Parliament Hill, Ottawa, Nov. 22, 2010
Special event	Official launch of iBOL project and "barcode lighting" of CN Tower	CN Tower, Toronto, September 25, 2010
Display	iBOL Project display and delegates' reception	ECBOL 2, Braga, Portugal, June 2010
Booth	When species identification matters	OCE Discovery 2010, Toronto Convention Centre, May 2010
Booth	iBOL is putting DNA barcoding on the map	3rd International Barcode of Life Conference, Mexico City, November 2009
Display	Scanning Biodiversity	Royal Agricultural Winter Fair, Toronto, ON, November 2009
Display	The future is in healthy environments	Genomics in the Park, Queens Park, Toronto, October 2009
<b>Planned for the near future</b>		
Booth	Species Identification Matters: economic benefits of barcoding	OCE Discovery 2011, Toronto Convention Centre, Toronto, May 18-19, 2011
Booth	International Barcode of Life	2011 BIO International Convention, Washington DC, June 27-30
Museum exhibit	Frontiers of Science: DNA Barcoding and iBOL	Musée de la Civilisation Québec City, QC, June 2011
Display	International Barcode of Life	National Science and Technology Week Ottawa, ON, October 2011
Booth	International Barcode of Life	4 <sup>th</sup> International Barcode of Life Conference, Adelaide, South Australia, November 2011

### **Newsletter**

The Barcode Bulletin newsletter is published quarterly and distributed in both electronic and hard copy format to approximately 2,700 readers. Four issues have been produced so far:

- The Barcode Bulletin – Vol 1, No. 1, March 2010
- The Barcode Bulletin – Vol 1, No. 2, June 2010
- The Barcode Bulletin – Vol 1, No. 3, September 2010
- The Barcode Bulletin – Vol 1, No. 4, December 2010

### **Visual identity.**

New logo, wordmark and tagline (“Making every species count”) activated October 2009 in conjunction with preparation of a visual ID handbook setting out design guidelines covering all print and display materials.

### **Internet**

Main project website – [www.iBOL.org](http://www.iBOL.org) – redesigned, relaunched, June 2010

iBOL-Canada - The BIObus Blog – [www.biobus.ca](http://www.biobus.ca) – launched July 2010

iBOL Facebook group, Youtube page and Twitter feed – launched March-May 2010

### **Promotional materials and merchandise**

Tri-fold brochure – project overview; 4 Postcards (When species identification matters, Invasive and dangerous, iBOL is putting DNA barcoding on the map, Journeys of discovery on the BIObus); Pop-up displays for trade shows; T-shirt (iBOL: Making Every Species Count); logo pen; logo USB key.