

**MARKETING STRATEGY OF MARINE
INFORMATION MANAGERS
(LIBRARIANS) IN THE ODINAFRICA
PROJECT**

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The Ocean Data and Information Network for Africa (ODINAFRICA) project brings together more than 40 marine related institutions from twenty-five countries in Africa. The earlier phases of ODINAFRICA enabled the participating member states to get access to data available in other data centers worldwide, develop skills for manipulation of data and preparation of data and information products, and create infrastructure for archiving, analysis and dissemination of the data and information products. The current phase of ODINAFRICA-IV (2009– 2013) will focus on strengthening the Pan-African network of National Oceanographic Data and Information Centres – NODCs - and marine related institutions as a sustained mechanism for the application of data, information and products for marine and coastal management in Africa). Many tools have been created and training has been organized for marine information managers, but those resources are poorly known to scientists in different countries. Marine information managers must arm themselves with marketing strategy tools that serve to inform and educate policy makers and scientists on how to use these resources. This communication aims first to present the different tools and services developed through the ODINAFRICA and to present some marketing strategies.