



DNA → DISCOVERY → TOGO → RECONNECTION

GOVERNMENT & INSTITUTIONAL PARTNERSHIP BROCHURE

The Founding 100

A premium diaspora heritage journey that brings African Americans and other members of the African diaspora home to Togo, and builds a lasting bridge of culture, tourism and investment.

THE INITIATIVE

From a percentage on a screen to a homecoming in Togo

A growing number of African Americans have taken consumer DNA tests, and many see a result that points to the region of present-day Togo and its West African neighbours, and then have nowhere to take that discovery. Roots to Togo turns it into a journey.

Roots to Togo is a six-day heritage experience for a founding cohort of **100 diaspora participants**, joined by a small number of high-profile personalities, a documentary team and Togolese guests. It is designed as a premium reconnection experience rather than a conventional group tour.

Participants travel from Lomé to Togoville and Lake Togo, Aného and Glidji, and the hills of Kpalimé and Kloto, meeting historians, cultural custodians, artisans, young people and entrepreneurs along the way.

The inaugural edition is built to become an **annual platform** for genealogy, education, youth exchange, investment and diaspora tourism.

“African Americans whose DNA and genealogical journeys reveal ancestral connections to the region of present-day Togo and neighbouring West African communities.”

How Roots to Togo describes its participants. DNA regions are estimates and do not establish nationality or a specific family line, so the program never promises a precise ethnic or family match.

100

FOUNDING
PARTICIPANTS

6 days

CORE EXPERIENCE

110–120

PEOPLE AT PEAK
LOGISTICS

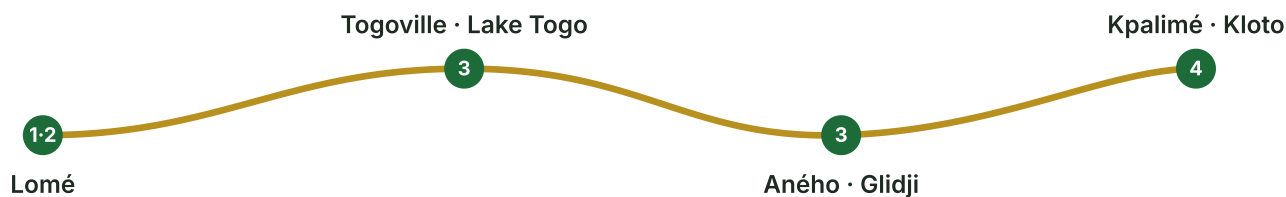
Annual

PLATFORM FROM 2027

FIVE STRATEGIC OBJECTIVES

- 01 Reconnect** Black Americans and other diaspora participants with Togo's history, culture and living communities.
- 02 Deliver a premium** six-day heritage experience rather than a conventional group tour.
- 03 Produce an international documentary** and storytelling asset involving Togolese and U.S. media.
- 04 Generate measurable local economic impact** for hotels, guides, artisans, restaurants, transport providers and performers.
- 05 Build an annual platform** that can expand into genealogy, education, investment, youth exchange and diaspora tourism.

Six days across southern Togo



Schematic route, not to scale. Days 5 and 6 are based in Lomé.

DAY

1

Arrival & Welcome Home

VIP airport welcome, hotel check-in and welcome kits, a press moment, and a welcome dinner introducing Togo, its languages, etiquette and heritage.

DAY

2

Lomé: Memory & Identity

Historical orientation, a city experience, fabrics and artisans, food tasting, a genealogy and story circle, and a cultural evening.

DAY

3

Togoville, Lake Togo, Aného & Glidji

A lake experience, Togoville heritage, the history of Aného and Glidji, a community lunch and coastal storytelling.

DAY

4

Kpalimé & Kloto

Landscapes and waterfalls, batik and artisans, coffee, cocoa or agriculture, and a cultural dinner.

DAY

5

Reconnection & Impact

A youth and community activity, a business and creative roundtable, diaspora–Togo networking, filming, and optional genealogy sessions.

DAY

6

Legacy & Closing

Reflection, an artisan marketplace, personal commitments, final documentary interviews and the Roots to Togo gala. Departures begin the next day.

Northern extension

An optional two-to-three-day extension to Kara and Koutammakou, the UNESCO World Heritage landscape of the Batammariba, rather than overloading the core program.

Living culture

Curated Togolese cuisine, traditional ensembles alongside contemporary artists, and a paid artisan marketplace for weaving, batik, fashion, carving and jewellery.

A national showcase with lasting returns

Roots to Togo is planned as a platform, not a one-off event. Each edition is designed to leave behind economic activity, international visibility, a cultural record and a growing diaspora network.

≈ \$296k

EST.

SPENT DIRECTLY IN
TOGO PER EDITION

≈ 6× EST.

THE MINISTRY'S
FIRST-PHASE GRANT

\$26–36k

EST.

BACK TO THE STATE
IN YEAR ONE (VAT,
VISAS)

≈ \$1.2M

EST.

SPENT IN TOGO OVER
THREE EDITIONS

01

Economic impact

Spending flows to Lomé hotels, restaurants, guides, drivers, performers, artisans and communities. Hotels alone represent the largest share of the budget, and the artisan marketplace puts purchases directly in makers' hands.

02

International visibility

A professionally produced documentary, sponsor film, daily social content and a photo archive, with outreach to Togolese national media and to U.S. and diaspora outlets.

03

Heritage & culture

Paid, respectful engagement with historians, cultural custodians and traditional authorities, and a "100 Stories" archive recording why each participant returned.

04

Youth & legacy

A concrete legacy project in Togo in youth, education, cultural preservation or entrepreneurship, funded through sponsorship, plus school exchanges after the trip.

05

Diaspora investment

A business and creative roundtable and diaspora–Togo networking open doors to investment and tourism follow-up, with an annual reunion and a second cohort.

06

A repeatable model

An annual edition that can grow in size, add the northern circuit and the alternative September cultural window, and anchor Togo in the diaspora travel calendar.

About these figures. Estimates to confirm: about 80% of the land budget spent in Togo plus \$400 per participant; 18% VAT and visa fees; three editions of 100, 150 and 200 participants. Planning budget, not vendor quotes, excluding international airfare. Details are in the financial plan.

Built with communities, not around them

Local advisory council

A historian, a cultural custodian, a tourism professional, a youth representative, a production lead and a diaspora representative guide the program.

Ethics & safeguarding

Cultural consent, sacred-space rules, fair compensation for communities and performers, and protection of participant privacy, including any DNA information.

Honest about DNA

Participants may voluntarily share ancestry results. The program never promises a precise Togolese ethnic or family match from broad DNA regions.

WHAT WE ARE ASKING OF GOVERNMENT

Partnership with the Ministry of Tourism, Culture & Arts and Togo Tourisme

- 1 **A first-phase grant of USD 50,000**, in two tranches of USD 25,000, to launch the program: Togo coordinator, contracts, participant applications and a pilot delegation, with a report on its use. A required part of the funding plan: without it, break-even rises from 70 to 96 of 100 places.
- 2 **Official support and recognition** of Roots to Togo as a diaspora heritage-tourism initiative, through a letter of support.
- 3 **Site coordination** for Togoville, Lake Togo, Aného and Glidji, Kpalimé and Kloto, and the optional northern extension.
- 4 **Accredited guides and cultural programming**, including introductions to cultural custodians and performers.
- 5 **Protocol facilitation** with traditional authorities, and guidance on ceremonies and filming permissions.
- 6 **Destination visibility**: joint promotion through Togo Tourisme channels and a government presence at the welcome and the gala.
- 7 **Arrival and security coordination** for a delegation of about 110–120 people, including the airport welcome.
- 8 **A seat on the local advisory council** and a named counterpart for planning.

These asks are proposals for discussion. In return, Roots to Togo brings the delegation, about USD 370,000 from participants and private sponsors, international media attention and a documented legacy project.

From founding cohort to annual platform

Final dates are announced only once hotels, institutional counterparts, production and anchor partners are secured.



OCT–NOV 2026

Foundations

Government dialogue, Togo coordinator, hotel proposals, partner outreach and a 7–10 day date hold.



EARLY 2027

Founding window

Primary window late January to early February 2027, in the dry season, subject to partner readiness.



SEPT 2027

Cultural window

Alternative window aligned with southern cultural observances such as Agbogbo-za and Épé-Ekpé.



2028 ONWARD

Annual platform

Larger cohorts, the northern circuit, genealogy, youth exchange and investment tracks.

MEDIA & STORYTELLING

A dedicated documentary crew, photographer and social producer ensure Togo owns a high-quality master story: a 20–30 minute documentary, a 3–5 minute partner film, daily short-form content, portrait interviews and a professional photo archive.

PARTNERSHIP MODEL

The program combines government support with private partners across air travel, hospitality, connectivity, banking, heritage and culture, and media production. Partners are announced only after written agreements are in place.

PROMOTING TOGO

Changing the narrative, with Togolese voices

One clear Togo story

Welcome, heritage, nature, culture, safety and easy reach from Lomé, aligned with the Ministry's and Togo Tourisme's messaging and visual identity.

Told by those who live it

Togolese hosts, guides, artisans and diaspora visitors share first-hand stories: the documentary, the "100 Stories" archive, press trips and creator guidelines.

Measured and reported

Reach, sentiment, earned media, arrivals, spending and intent to return, reported to the Ministry after each edition.

Let's welcome the diaspora home, together.

Roots to Togo is an initiative of CYWEP, the Children, Youth and Women Empowerment Program, delivered with AFROAC.

Return. Reconnect. Reimagine.

Program Owner & Lead Coordinator

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Program design, operations & delivery

AFROAC · afroac.org

Budget & finance

Feteh Tebeje, CEO, AFROAC · ceo@afroac.org

Togo coordinator: [to be confirmed]

Draft for discussion, October 2026. Itinerary, timing and figures are planning estimates and may change. Organisations and individuals are named as partners only after written confirmation.