



PROGRAM DOCUMENT

Roots to Togo — The Founding 100

Full Program Document

DNA → DISCOVERY → TOGO → RECONNECTION

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Prepared by CYWEP — Children, Youth and Women Empowerment Program, with AFROAC (program design, operations and delivery partner)

For partners, government counterparts and sponsors

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1. Executive summary

Roots to Togo is a heritage, reconnection and storytelling program that invites people of the African diaspora, primarily Black Americans and African Americans, to return to Togo, reconnect with its history, culture and living communities, and reimagine a lasting relationship with the country. Its tagline is *Return. Reconnect. Reimagine.* and its participant journey follows four stages: **DNA** → **Discovery** → **Togo** → **Reconnection**.

The flagship edition, **The Founding 100**, brings 100 diaspora participants to Togo for a premium six-day experience, accompanied by 4–5 high-profile personalities (to be confirmed), a documentary and media team, organizing staff and Togolese guests. Peak logistics are planned for approximately 110–120 people.

Roots to Togo is an initiative of **CYWEP (Children, Youth and Women Empowerment Program)**. It is owned and coordinated by **Hemnia Djimagani, Program Owner & Lead Coordinator**, working alongside **AFROAC (African Affairs Communications LLC)**, the program design, operations and delivery partner. It is designed from the outset as an international reconnection platform rather than a one-off event: a human experience, a documentary asset, measurable local economic impact, a participant and partner network, and a model that can be repeated every year.

The program is also built to support the Government of Togo's countrywide promotion of the country. It presents Togo as a welcoming, safe, accessible and culturally rich destination through first-hand stories, applies tourism best practice in responsible and community-based tourism, opens a diaspora channel for investment interest, and helps change the narrative about Togo with facts and Togolese voices. Section 7 sets out how.

At a glance	
Program	Roots to Togo — The Founding 100
Vehicle	An initiative of CYWEP (Children, Youth and Women Empowerment Program)
Program Owner & Lead Coordinator	Hemnia Djimagani (CYWEP)
Design, operations & delivery	AFROAC (African Affairs Communications LLC), Washington, D.C. — afroac.org
Participants	100 diaspora participants + 4–5 high-profile personalities (to be confirmed) + production, staff and Togolese guests (~110–120 at peak)
Core experience	Six days: Lomé, Togoville / Lake Togo, Aného / Glidji, Kpalimé / Kloto; optional 2–3 day northern extension (Koutammakou & Kara)
Preferred timing	Late January – early February 2027 (dry season); alternative early September 2027
Land-program budget	USD 231,000 – 410,000 (mid case USD 320,500), excluding international airfare
First funding target	USD 300,000 – 350,000 cash and/or in-kind for the land program
Media deliverables	20–30 min documentary master; 3–5 min sponsor film; daily vertical content; portrait interviews; photo archive

At a glance	
Destination promotion	Destination branding, narrative change, responsible tourism, investment roundtable and promotion KPIs reported to the Ministry (Section 7)

What partners are being asked to consider

- **Government counterparts:** official support, site coordination, guides, programming and destination visibility, with the program's content, stories and results made available for Togo's national promotion.
- **Traditional authorities and cultural custodians:** guidance on protocol, consent, storytelling, ceremonies and filming permissions.
- **Sponsors:** cash and in-kind partnership across seven tiers, from Anchor/Presenting Partner to Media/Production Partner.
- **Hospitality, air, telecom, banking and media partners:** services that make a 110–120 person delegation possible and visible.

KEY RECOMMENDATION — TIMING

Today (4 October 2026) a late January – early February 2027 launch leaves only about 16–18 weeks. We recommend a **go/no-go gate on 15 November 2026**: proceed with the full Founding 100 in Jan/Feb 2027 only if a Ministry letter of support, a flagship hotel hold, an anchor sponsor term sheet and a Togo coordinator are all in place.

Otherwise, use Jan/Feb 2027 for a **pilot / reconnaissance delegation** (~15–25 people) and launch the Founding 100 in the **September 2027** window (or late Jan/Feb 2028). This is a recommendation for CYWEP's decision.

IMPORTANT

All organisations and personalities named in this document are **prospects and outreach targets**, not confirmed partners. No personality has been confirmed, and none should be announced until written confirmation is received.

2. Background and rationale

2.1 Diaspora heritage and the desire to return

For many Black Americans and other members of the African diaspora, the history of the transatlantic slave trade severed family lines, names and places of origin. Over the past two decades, consumer DNA testing, genealogy research and public storytelling have given millions of people new — if partial — clues about where their ancestors may have come from. Many have found that their results point to the coastal region of West Africa that includes present-day Togo and its neighbours.

This creates a powerful desire not only to know, but to **go**: to stand on the ground, meet the people, hear the languages, taste the food and understand the history first-hand. Roots to Togo is designed to meet that desire with dignity, depth and care, and to turn a personal journey into a shared one.

A CAREFUL FRAMING

DNA ancestry regions are statistical estimates based on reference populations. They do **not** establish nationality, ethnicity or a specific family line. Roots to Togo never promises a precise Togolese ethnic or family match.

2.2 Togo: history, culture and living communities

Togo is a West African country with its capital at **Lomé** on the Atlantic coast. French is the official language, and **Ewe** and **Kabyè** are national languages. The currency is the West African CFA franc (XOF), and the main international gateway is Lomé–Tokoin, Gnassingbé Eyadéma International Airport (LFW), the hub of ASKY Airlines.

Within a short distance of the capital, participants can encounter a remarkable concentration of heritage:

Place / theme	Why it matters to the program
Lomé	The capital and coastal gateway: markets, fabrics, artisans, music, cuisine and contemporary Togolese creativity.
Togoville & Lake Togo	Historic lakeside town with strong heritage associations; a reflective setting for a lake experience.
Aného / Glidji	Coastal history and architecture; home of the Épé-Ekpé / Ekpésosso tradition (with cultural guidance and permissions).
Notsé & Agbogbo-za	Ewe migration history, commemorated through the Agbogbo-za festival.
Kpalimé & Kloto	Green highland landscapes, waterfalls, batik, weaving, coffee/cocoa and agriculture.
Koutammakou	Land of the Batammariba in northeastern Togo, inscribed as a UNESCO World Heritage site in 2004, known for its distinctive earthen architecture.

2.3 Why now

- **Demand is growing.** Heritage and diaspora travel to West Africa has become a recognised movement, and DNA-informed travellers are actively looking for meaningful, well-organised

experiences.

- **Togo has a story to tell.** Its coastal and Ewe history, cultural traditions and accessible geography make it a natural destination that is still under-represented in diaspora tourism.
- **Media appetite is strong.** U.S. and diaspora outlets regularly cover heritage journeys; a well-produced documentary can carry Togo's story far beyond the participants.
- **Local benefit can be designed in.** By planning procurement deliberately, the program can direct a large share of its spending to Togolese hotels, guides, artisans, restaurants, transport providers and performers.
- **A founding cohort sets the standard.** The first edition establishes the program's reputation, protocols and partnerships for every edition that follows.

3. Vision, mission and values

GUIDING PRINCIPLE

An international reconnection platform — not merely an event — that combines a human experience, a documentary asset, measurable local economic impact, a participant and partner network, and a repeatable model.

Vision

A lasting, living bridge between Togo and its global diaspora, where return journeys become relationships, and relationships become shared prosperity.

Mission

To welcome diaspora participants home to Togo through a premium, respectful heritage experience; to tell that story to the world; and to ensure that Togolese communities benefit directly and durably.

Values

Value	What it means in practice
Respect	Cultural protocols, sacred spaces and traditional authority are honoured; nothing is filmed or performed without consent.
Truthfulness	History and ancestry are presented honestly; DNA results are never overstated.
Reciprocity	Communities, artisans and performers are fairly compensated; spending is directed to local providers.
Excellence	A premium, well-run experience that reflects well on Togo and on every partner.
Care	Participant welfare, privacy, safety and the safeguarding of children and young people come first.
Continuity	Every edition builds relationships and assets for the next.

4. Strategic objectives and indicators

The program is built around five strategic objectives drawn from the Master Plan prepared by the Program Owner & Lead Coordinator. The indicators below are proposed to make each objective measurable; numeric targets are set out in Section 13 and are labeled as assumptions to confirm.

#	Objective (Master Plan)	Proposed indicators
1	Reconnect Black Americans and other diaspora participants with Togo's history, culture and living communities.	Participant satisfaction and sense of connection (post-trip survey); number of community encounters; Passport stamps completed; stories contributed to the 100 Stories archive.
2	Deliver a premium six-day heritage experience rather than a conventional group tour.	Satisfaction with quality, logistics and hospitality; Net Promoter Score; incident and complaint log.
3	Create an international documentary/storytelling asset involving Togolese and U.S. media.	Documentary master and sponsor film delivered; number of media placements in Togo and the U.S.; combined reach and views; releases and permissions on file.
4	Generate measurable local economic impact for hotels, guides, artisans, restaurants, transport providers and performers.	Share of land budget spent in Togo; number of local suppliers paid; artisan marketplace sales; fair-compensation compliance.
5	Build an annual platform that can expand into genealogy, education, investment, youth exchange and diaspora tourism.	Alumni retained in the network; sponsor renewal intent; legacy project outputs; Edition 2 commitments; follow-up investment, tourism and school-exchange leads.

Together, the five objectives also serve Togo's destination promotion: objectives 1 and 2 produce satisfied visitors who recommend Togo, objective 3 produces the stories that change the narrative, objective 4 shows tourism benefiting Togolese communities, and objective 5 builds repeat visits and investment interest. Promotion indicators are set out in Section 7.9.

5. Target participants and selection

5.1 The Founding 100

The Founding 100 is the program's flagship cohort: 100 diaspora participants, primarily Black Americans and African Americans, and also members of other diaspora communities. They will travel with 4–5 high-profile personalities (to be confirmed), the documentary and media team, organizing staff and invited Togolese guests.

Group	Approximate number	Role
Diaspora participants	100	The Founding 100 cohort
High-profile personalities	4–5 (to be confirmed)	Ambassadors, storytellers and media draw

Group	Approximate number	Role
Production, organizing staff & Togolese guests	~6–15	Documentary crew, coordination, protocol and hosts
Peak logistics planning figure	~110–120	Basis for rooms, vehicles, meals and venues

5.2 Approved positioning language

APPROVED DNA FORMULATION — USE VERBATIM

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

This wording is the only approved way to describe the ancestral link in recruitment, media and partner materials. It deliberately refers to a *region* and to *neighboring communities*, because DNA estimates cannot pinpoint a single country, ethnic group or family.

5.3 Eligibility

The following eligibility criteria are proposed for the application form; all are assumptions to confirm by CYWEP:

- Member of the African diaspora, with priority to Black Americans / African Americans.
- Aged 18 or over at the time of travel (younger family members only under a separate, supervised arrangement) (assumption to confirm).
- Holds, or can obtain in time, a passport valid for the trip, a Togo visa and a yellow fever vaccination certificate (requirements to verify).
- Able to participate in a full six-day program involving travel by road and moderate walking, with reasonable adjustments available on request.
- Agrees to the participant terms, code of conduct, cultural protocol and media release choices.
- Able to meet their financial contribution under the confirmed funding model (see Section 12).

5.4 Voluntary pre-trip ancestry pathway

Applicants may — but are never required to — share DNA or genealogy information. The pathway is designed to enrich the journey, not to gatekeep it.

[object Object] [object Object] [object Object] [object Object] [object Object]

As a recruitment strategy, the program will intentionally reach out to people who already hold Benin/Togo or related West African DNA results, while remaining open to all eligible diaspora applicants.

5.5 Selection criteria

A transparent, weighted selection is proposed. Weights are illustrative and are an assumption to confirm.

Criterion	What reviewers look for	Indicative weight
Personal motivation	Why Togo, why now; the connection the applicant hopes to make	30%
Contribution to the cohort	Skills, networks or stories they can share; openness to community activities	20%
Legacy and follow-up potential	Interest in education, investment, youth exchange, tourism or ongoing engagement	20%
Ancestry / heritage journey (optional)	Existing DNA or genealogy work — never a requirement	10%
Cohort balance	Diversity of age, region, profession and background	10%
Readiness	Travel documents, health requirements and commitment to the code of conduct	10%

ASSUMPTION TO CONFIRM

Selection weights, the minimum age of 18, and the decision not to collect raw genetic data are proposals introduced in this document. They are **assumptions to confirm** by CYWEP.

6. Program components

The program is more than six days in Togo. It is a sequence of components that begins months before departure and continues long after participants return home.

Phase	Component	Purpose
Before	Pre-trip journey & ancestry pathway	Prepare participants intellectually, emotionally and practically
During	Six-day core experience	The heritage, community and reconnection experience
During	Optional northern extension	Koutammakou and Kara, 2–3 days
Throughout	Roots to Togo Passport	Stamps and reflections that record each participant's journey
Throughout	100 Stories archive	A curated collection of participant stories
Throughout	Documentary & media	International storytelling asset
Legacy	Concrete legacy project in Togo	A lasting contribution in youth, education, cultural preservation or entrepreneurship
After	Post-trip conversion	Reunion, investment and tourism follow-up, school exchanges, second cohort

6.1 Pre-trip journey

Proposed sequence of pre-trip touchpoints (format and number of sessions are assumptions to confirm):

- **Welcome and onboarding** — program overview, terms, code of conduct, funding contribution and payment schedule.
- **Ancestry orientation** — the voluntary pathway described in Section 5.4.
- **History and culture sessions** — Togo's history, the transatlantic slave trade in the region, Ewe migration and Agbogbo-za, languages and etiquette.
- **Practical briefing** — visa, vaccinations, health, insurance, packing, money, connectivity, safety.
- **Media and consent briefing** — how filming works, release options and how to say no.
- **Cohort connection** — online introductions so participants arrive as a community.

6.2 The six-day core experience

The core program runs over six days, with departures on the following day. The itinerary below follows the Master Plan; the logistics notes are planning guidance. Drive times are approximate.

Day	Theme	Experience	Logistics notes
Day 1	Arrival & Welcome Home	VIP airport welcome; hotel check-in; welcome kits; press moment; welcome dinner; introduction to Togo, its languages, etiquette and heritage.	Staggered arrivals at LFW; meet-and-greet teams and coaches on rotation; welcome kits include Passport, local SIM/data and program guide. Early check-in to be negotiated.

Day	Theme	Experience	Logistics notes
Day 2	Lomé: Memory & Identity	Historical orientation; city experience; fabrics and artisans; food tasting; genealogy / story circle; cultural evening.	Lomé-based day; split into smaller groups for markets and artisans; story circle in hotel meeting room.
Day 3	Togoville – Lake Togo – Aného/Glidji	Lake experience; Togoville heritage; Aného/Glidji history; community lunch; coastal storytelling.	Togoville / Lake Togo ~1 h and Aného ~1 h from Lomé (approx.). Boat capacity and lifejackets to verify; community lunch with fair compensation; custodian permissions for any sacred or ceremonial site.
Day 4	Kpalimé & Kloto	Nature; waterfalls; batik and artisans; coffee/cocoa or agriculture; possible Fondation SEA / Lavié activity (prospect); cultural dinner.	Kpalimé ~2–2.5 h each way (approx.). Early departure; walking conditions at waterfalls; medical cover on convoy; return to Lomé or overnight option to evaluate.
Day 5	Reconnection & Impact	Youth / community activity; business and creative roundtable; diaspora–Togo networking; filming; optional genealogy sessions.	Youth activity under the child safeguarding protocol; roundtable venue with AV and interpretation; legacy project presentation.
Day 6	Legacy & Closing	Reflection; artisan marketplace; personal commitments; final documentary interviews; Roots to Togo gala.	Paid artisan marketplace (weaving, batik, fashion, carving, jewelry); gala at flagship venue; security and VIP protocol. Departures the next day; late check-out to be negotiated.

DATE-SETTING RULE (MASTER PLAN)

Final six-day dates will be announced only after hotels, institutions, production and 2–3 anchor personalities are secured within a held 7–10 day window.

Experience bank

The following experiences, drawn from the Master Plan, can be programmed into the core days, the extension or future editions:

- Koutammakou / Batammariba architecture (UNESCO World Heritage).
- Agbogbo-za / Notsé and the history of Ewe migration.
- Épé-Ekpé / Ekpésosso in Glidji-Aného — only with cultural guidance and permissions.
- Kpalimé / Kloto landscapes, waterfalls, batik, weaving, food and agriculture.
- Togoville and Lake Togo; Aného / Glidji coastal history and architecture.
- Togolese cuisine tastings and cooking.
- Traditional ensembles alongside contemporary Togolese artists.
- A paid artisan marketplace: weaving, batik, fashion, carving and jewelry.

6.3 Optional northern extension: Koutammakou and Kara

For participants who wish to go further, an optional 2–3 day northern extension visits **Koutammakou**, the land of the Batammariba in northeastern Togo, inscribed as a UNESCO World Heritage site in 2004, together with **Kara**. The extension is not part of the core program.

- Kara is approximately 6–7 hours by road from Lomé (approximate); a domestic or charter air option may be explored (assumption to confirm).
- Group size, pricing and accommodation in the north are to be confirmed; the extension is self-funded by participants (assumption to confirm).
- Visits to Batammariba homes and sacred places require community consent and local guides.

6.4 Roots to Togo Passport

Each participant receives a **Roots to Togo Passport**: a keepsake booklet that collects a stamp at each site and space for personal reflections. It structures the journey, encourages reflection and becomes a lasting artefact. A digital companion version may be explored with a connectivity partner (assumption to confirm).

6.5 The 100 Stories archive

The **100 Stories** archive gathers the stories of the Founding 100 — why they came, what they found, and what they will do next — through written reflections, portrait interviews and photography. Each contribution is voluntary and requires explicit consent for any public use. The archive feeds the documentary, the program's website and future editions, and may be shared with Togolese cultural institutions with participants' permission.

6.6 Documentary and media

Deliverable	Description
Documentary master	20–30 minutes; the program's flagship storytelling asset
Sponsor film	3–5 minutes; for partners, government and future recruitment
Daily vertical content	Short-form social content published throughout the six days
Portrait interviews	Participants, personalities, community members and custodians
Photo archive	Professional photography covering every day of the program

Owned media team: a dedicated documentary crew, a photographer and a social producer. **Earned media targets** (all prospects): in Togo — TVT, Radio Lomé, Togo-Presse, ATOP, New World TV, Focus Infos, and radio and digital creators; in the U.S. and diaspora — PBS/WORLD-type outlets, The Africa Channel, ESSENCE, Black travel and genealogy media, and diaspora podcasts.

IMPORTANT

Appearance releases, location permissions, music rights and cultural-consent protocols must be secured before filming. See Section 8.

6.7 Legacy project

Each edition delivers a **concrete legacy project in Togo** in one of four areas: youth, education, cultural preservation or entrepreneurship. The project is selected with the local advisory council and community partners, presented on Day 5 and committed to on Day 6. Possible examples, for discussion only:

- Equipping a school library or digital learning space in a host community.

- A youth sport and mentorship activity, potentially with Fondation SEA (prospect).
- Supporting the documentation or preservation of a cultural tradition, at the custodians' request.
- A small-grant or mentoring fund for young Togolese artisans or creative entrepreneurs.

ASSUMPTION TO CONFIRM

The legacy project budget is not a line in the Master Plan budget. It is proposed to be funded from any surplus under the hybrid model (see Section 12) and from dedicated sponsor or participant contributions. **Assumption to confirm.**

6.8 Post-trip conversion

- **Annual reunion** of the Founding 100 (in Togo or the U.S.).
- **Investment and tourism follow-up** — connecting interested participants with Togolese partners and opportunities.
- **School exchanges** between U.S. and Togolese institutions.
- **Second cohort** — alumni as ambassadors and recruiters for Edition 2.

7. Promoting Togo: destination marketing, tourism best practice and narrative change

Roots to Togo is designed to contribute directly to the Government of Togo's countrywide promotion of the country. Every component of the program, from the airport welcome to the documentary, the Roots to Togo Passport and the annual editions, can be used to present Togo as a welcoming, safe, accessible and culturally rich destination, to attract tourism and investment interest, and to change how Togo is seen by people who have never visited.

This section sets out how the program applies recognised tourism best practice to that goal. It covers ten areas: destination branding, narrative change, responsible tourism, visitor experience, the diaspora market, investment, digital marketing, public–private partnership, measurement and legacy. Each area is translated into concrete program actions, so that promotion is built into delivery rather than added afterwards.

WHAT THE PROGRAM OFFERS TOGO'S PROMOTION

A destination story told by the people who live it and the people who return to it. The program gives Togo 100 first-hand visitor testimonies, a 20–30 minute documentary, daily content from Lomé, Togoville, Aného/Glidji and Kpalimé/Kloto, and a business roundtable, all within one week.

Measurable results reported to the Ministry. Reach, sentiment, arrivals, spend, repeat-visit intent and investment leads are tracked and reported through the program's impact report (see Section 7.9).

7.1 Destination branding: one clear Togo story

Best practice in destination marketing starts with a simple, consistent story that every partner can repeat. Roots to Togo will build its messaging around six pillars that participants actually experience during the program, and will align them with the messaging of the **Ministry of Tourism, Culture and Arts** and **Togo Tourisme**.

Story pillar	What participants experience	Where in the program
Welcome	A VIP airport welcome, a "Welcome Home" evening and Togolese hosts throughout	Day 1; every day
Heritage	History, memory and identity explored with historians and cultural custodians	Day 2 Lomé; Day 3 Togoville and Aného/Glidji; northern extension (Koutammakou)
Nature	Lake Togo, the Kloto highlands, waterfalls, coffee/cocoa and agriculture	Day 3; Day 4 Kpalimé/Kloto
Culture and creativity	Fabrics, batik, weaving, cuisine, traditional ensembles and contemporary Togolese artists	Days 2, 4 and 6; artisan marketplace; gala
Safety and hospitality	A well-organised program, professional guides, quality hotels and a visible security and medical plan	Throughout (see Section 11)
Accessibility from Lomé	Major heritage and nature sites within about 1 to 2.5 hours of the capital and its international airport (approximate)	Days 3–4; Section 11.2

Visual identity and co-branding rules

- **One visual system.** All program materials use the Roots to Togo identity consistently (logo, colours, typefaces and photography style), in English and French.
- **Togo first.** Materials name and show Togo, its places and its people prominently; the destination is the hero, not the program or its sponsors.
- **Official destination marks.** Where the Ministry or Togo Tourisme agree, their official marks and taglines appear alongside the Roots to Togo identity, following their brand guidelines and approval process (assumption to confirm).
- **Sponsor marks by tier.** Partner logos appear only after a signed agreement, at the size and placement set by their sponsorship tier, and never on content filmed at sacred or ceremonial sites.
- **Shared key messages.** A one-page message sheet, agreed with the Ministry and Togo Tourisme, is given to staff, personalities, partners and participants who speak to the media.

7.2 Narrative change: first-hand stories, facts not slogans

Many people abroad know little about Togo, or know it only through outdated or one-dimensional images. The most credible way to change that is not advertising but **first-hand testimony**: Togolese voices telling their own story, and diaspora visitors describing what they actually found. The program's storytelling follows five principles:

[object Object] [object Object] [object Object] [object Object] [object Object]

Channel	Program action	Narrative contribution
Documentary	20–30 minute master and 3–5 minute sponsor film, co-produced with Togolese media where possible	A long-life asset for broadcast, festivals, embassies, the Ministry and Togo Tourisme
100 Stories archive	Portrait interviews, written reflections and photography from the Founding 100, with consent	A searchable bank of authentic testimonies for future campaigns
Earned media	Press moment on Day 1; media access on Days 3–6; follow-up stories after the trip	Independent coverage in Togo and in U.S./diaspora outlets (targets, see Section 6.6)
Press and creator trips	A small, hosted group of journalists and content creators travels with or ahead of the cohort (assumption to confirm)	Professional storytelling about Togo reaching new audiences
Roots to Togo Passport	Stamps and reflections at each site, shareable with consent	Personal, site-by-site evidence of the Togo experience
Gala and roundtable	Togolese leaders, entrepreneurs and artists showcased on Days 5–6	Shows Togo as a place of enterprise and creativity

Guidelines for creators, influencers and personalities

- A short creator brief covers the key messages, cultural protocol, no-film zones and consent rules before travel.
- Paid or sponsored content is clearly disclosed; personalities are never presented as partners before written confirmation.
- No content shows children without the agreed consent process, and no ancestry claim goes beyond the approved DNA formulation (Section 5.2).

- Creators tag and credit Togolese hosts, guides, artisans and venues so that the benefit of visibility reaches them.

PRINCIPLE

Narrative change is earned over time. The program will not make claims about Togo that it cannot support with facts, and it will correct any inaccurate statement in its own materials promptly.

7.3 Responsible and sustainable tourism

A destination is promoted most effectively when visitors see that tourism benefits the people and places they visit. The program adopts the following standards, building on the ethics and safeguarding protocol in Section 8.

Standard	Program commitment	How it is checked
Community-based tourism	Community lunches, hosted activities and storytelling in Togoville, Aného/Glidji and Kpalimé/Kloto are designed with and paid to host communities	Agreements with community representatives; payment records
Local procurement	Togolese hotels, guides, artisans, caterers, transport providers and performers are preferred for every service; about 80% of the land budget is expected to be spent in Togo (A4)	Supplier ledger by category
Fair pay	Rates agreed in advance with the advisory council; prompt payment; artisans keep marketplace revenue (assumption to confirm)	Rate sheet; payment dates
Cultural and sacred-site protocol	Custodian consent for each visit; no-film zones; no staging of ceremonies	Cultural-consent records (Section 8.5)
Consent and privacy	Tiered media releases; DNA information shared voluntarily and kept private	Release register
Child safeguarding	Youth activities through a responsible local partner; safeguarding focal point; no unsupervised contact	Safeguarding briefing log; incident log
Environmental care	Refillable water bottles in welcome kits; reduced single-use plastics at events; waste collected after every activity; local and seasonal food (assumption to confirm)	Supplier briefings; site checks
Heritage protection	Small groups and local guides at Koutammakou (UNESCO World Heritage), Togoville and Aného/Glidji; nothing removed from sites	Guide reports; custodian feedback
Carrying capacity	The 100-person cohort is split into smaller groups at sensitive or small sites; visits are scheduled to avoid crowding and disruption to daily life	Day plans approved by the Togo coordinator
Benefit-sharing	Each edition funds a concrete legacy project chosen with host communities (Section 6.7)	Legacy project log; impact report

7.4 Visitor experience and service quality

Word of mouth from satisfied visitors is the strongest form of destination promotion. The program manages the full visitor journey to a consistent standard:

Stage	Service standard	Lead
Before travel	Clear guidance on the visa / e-visa, yellow fever certificate, health, insurance, money and connectivity, verified against official sources	Participant services
Arrival	VIP airport welcome at LFW, meet-and-greet teams, local SIM/data and welcome kit on arrival	AFROAC operations team; Togo coordinator
Guiding	Licensed local guides briefed on the program's story pillars, protocol and safety; a pre-program guide training session (assumption to confirm)	Togo coordinator; tourism professional on the advisory council
Hospitality	Agreed standards with hotels, caterers and transport providers on timing, food and water safety, and service	AFROAC operations team
Safety and health	Security plan, on-program medical support and emergency plan (Sections 11.4 and 11.6)	Protocol / security lead
Accessibility	Mobility, dietary and medical needs collected before travel; reasonable adjustments and accessible alternatives planned	Participant services
Feedback	Short daily pulse check; post-trip survey with Net Promoter Score; findings shared with suppliers and with Togo Tourisme	Program director

Feedback is a loop, not a report: issues raised on Day 1 are fixed by Day 2, and lessons from each edition are shared with hotels, guides and suppliers so that Togo's service standard improves for every visitor, not only for program participants.

7.5 Diaspora and heritage travel as a market for Togo

Heritage travellers often return, bring family and friends, and recommend the destination to their communities. The program treats the Founding 100 not as a one-time group but as the first members of a lasting market for Togo.

Product	Description	Timing
Annual edition	A flagship Roots to Togo edition each year, growing from 100 to a target of 150 participants (A7)	Annual calendar, announced a year ahead
Northern extension	Koutammakou and Kara, extending stays and spreading spending beyond the coast	Optional with each edition
Alumni return visits	Smaller trips for alumni and their families, built on relationships formed during the first visit	Year-round (assumption to confirm)
Genealogy journeys	Guided heritage trips with history and archive sessions, within the approved DNA framing	Year-round (assumption to confirm)
Education trips	School, university and youth exchanges between U.S. and Togolese institutions	Academic calendar (assumption to confirm)
Festival travel	Visits timed with traditional celebrations such as Agbogboza and Épé-Ekpé, only with custodian guidance	Seasonal; dates confirmed with custodians

Roots to Togo Ambassadors

- Each Founding 100 participant is invited to become a **Roots to Togo Ambassador** after the trip, with a simple toolkit: key messages, approved photos and videos, and a referral link.

- Ambassadors host community talks, share their story and help recruit the next cohort; they are recognised at the annual reunion.
- Ambassador referrals and repeat-visit intent are measured (Section 7.9) so that word of mouth becomes a tracked marketing channel.

7.6 Investment and trade

Diaspora visitors are also potential investors, buyers, partners and advocates. Day 5 includes a **business and creative roundtable** that connects participants with Togolese entrepreneurs, business leaders and institutions. For context, World Bank data put Togo's foreign direct investment net inflows at USD 79.7 million in 2023 and USD 83.8 million in 2024; the program aims to add a diaspora channel to that flow, without claiming any specific amount.

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NOTE

The program reports investment **leads and follow-up**, not investment amounts. Any figure on investment realised will be reported only when it is confirmed by the parties involved.

7.7 Digital marketing

A content calendar turns the program into a year-round stream of Togo content, published in English and French on the program's channels and shared with partners for reuse.

Phase	Content focus	Channels
Launch	Announcement; the Togo story pillars; why Togo, why now	Website, social media, press release
Recruitment	Destination features on Lomé, Togoville/Lake Togo, Aného/Glidji, Kpalimé/Kloto and Koutammakou; application calls	Social media, newsletters, diaspora media and podcasts
Pre-trip	Participant introductions; history and culture explainers; practical guides	Social media, website articles (search-optimised)
Live: six days	Daily vertical videos, photos and short stories from each day, with Togolese hosts credited	Social media, partner channels, Togolese media
Post-trip	Documentary release; 100 Stories features; impact results	Broadcast, festivals, website, embassies, partner channels
Evergreen	Destination guides, itineraries and testimonies that keep attracting visitors between editions	Website (search-optimised), video platforms

- **Hashtag:** a single program hashtag, for example **#RootsToTogo**, used alongside any official Togo destination hashtag agreed with Togo Tourisme (assumption to confirm).
- **Search (SEO):** website pages for each destination and experience, written in English and French with accurate, practical information.
- **User-generated content:** participants are encouraged to post, using the hashtag, after the media briefing; the program reshapes only with permission.
- **Accessibility:** subtitles in English and French on all video; alternative text on images.
- **Measurement:** reach, engagement, sentiment, website visits and applications are tracked by channel (Section 7.9).

7.8 Public–private partnership

Destination promotion works best when public institutions, the private sector and communities pull in the same direction. The program offers each stakeholder a clear role and a clear benefit.

Stakeholder	Contribution to promoting Togo	What they gain
Ministry of Tourism, Culture and Arts; Togo Tourisme	Official support, key messages, site coordination, guides, destination visibility	Content, testimonies and data for national promotion; measurable visitor spend
Local authorities (Lomé, Togoville, Aného, Kpalimé, Kara)	Access, permits, security coordination, local hosting	Visibility and spending in their localities
Traditional leaders and cultural custodians	Protocol, consent, storytelling and ceremonies	Respectful representation; benefit-sharing through the legacy project
Hotels and hospitality groups	Delegation package, venues, receptions, gala	Group business, visibility, repeat edition bookings
Airline	Group fares, baggage, arrivals support	Diaspora route promotion; brand association with Togo
Telecom operators	SIM/data, connectivity for live content	Visibility in every live post; digital activation
Banks and fintech	Sponsorship, financial activation, VIP reception	Access to diaspora clients and investors
Togolese media and creators	Coverage, co-production, distribution	Exclusive content and access
Artisans, guides, performers and host communities	The experience itself	Fair income, new customers and lasting relationships
CYWEP and AFROAC	Program ownership and coordination (CYWEP); program design, operations and delivery (AFROAC)	A repeatable annual platform

Apart from CYWEP and AFROAC, all stakeholders above are **prospects to be approached** and are not confirmed partners (see Section 10).

7.9 Measuring promotion results

Promotion is measured with the same discipline as the rest of the program. Indicators are collected by the program and, where possible, verified independently (for example through media-monitoring services or an independent evaluator), and are reported to the Ministry in the impact report, using the Roots to Togo impact report template.

Indicator	Measure	Proposed target	Source
Reach	Combined audience of media placements, documentary views and social content	≥ 1 million combined reach (assumption to confirm)	Media monitoring; platform analytics
Earned media	Number of placements in Togo and in U.S./diaspora media; earned media value calculated with a stated method	≥ 15 placements (assumption to confirm)	Media monitoring

Indicator	Measure	Proposed target	Source
Sentiment	Share of coverage and comments that is positive or neutral about Togo	≥ 90% positive or neutral (assumption to confirm)	Sentiment analysis
Togolese voices	Share of documentary and archive interviews featuring Togolese speakers	≥ 50% (assumption to confirm)	Content log
Arrivals	Participants, personalities, crew and guests arriving in Togo; extension uptake	~110–120 at peak (Edition 1)	Manifests
Visitor spend	Direct spend in Togo (land budget + discretionary)	~USD 296,400 mid case (A4)	Supplier ledger; survey
Satisfaction and advocacy	Net Promoter Score; share who would recommend Togo	NPS ≥ 60 (assumption to confirm)	Post-trip survey
Repeat intent	Share intending to return to Togo within three years	≥ 70% (assumption to confirm)	Post-trip survey
Investment leads	Leads recorded at the roundtable and still active at 180 days	Tracked and reported (assumption to confirm)	Lead register
Content assets	Documentary, sponsor film, stories, photos delivered and shared with the Ministry and Togo Tourisme	All deliverables in Section 6.6	Production log

ASSUMPTION TO CONFIRM

All promotion targets in this table, apart from the A4 spend estimate and the planned peak logistics figure, are proposals introduced in this document and are **assumptions to confirm**. No figure in this table is a forecast of tourism arrivals beyond the program itself.

7.10 Legacy: Togo as an annual home for diaspora reconnection

The long-term promotional value of Roots to Togo lies in repetition. A program that returns every year, at a known time, with a growing alumni network, positions Togo as **the** place where the diaspora comes home to reconnect.

- **An annual date in the calendar.** Each edition is announced a year ahead, so that diaspora travellers, media and partners plan around it.
- **A growing community.** Every cohort adds ambassadors, stories and relationships; Edition 2 targets 150 participants and the northern extension (A7).
- **A growing economic contribution.** On the program's estimates, Edition 1 generates about USD 296,400 in direct spend in Togo (about 5.9 times the USD 50,000 Ministry grant requested), around USD 450,000–600,000 in total activity, an estimated USD 26,000–36,000 for the state in the first year (VAT and visas), and about USD 1.2 million over three editions (100, 150 and 200 participants). These are **estimates and assumptions to confirm**, not forecasts.
- **A lasting archive.** The documentary and the 100 Stories archive keep promoting Togo long after each edition, and may be shared with Togolese cultural institutions with participants' consent.
- **Visible legacy projects** in host communities, giving each edition a tangible result that the Ministry and partners can point to.

NOTE

For context, World Bank data record international tourism receipts for Togo of USD 264 million in 2019. Roots to Togo is a focused contribution to that sector: a premium, high-visibility, diaspora-led product that can be repeated and grown each year.

8. Cultural protocol, ethics and safeguarding

The program's credibility depends on how it treats the people and places it visits. The Master Plan requires an ethics and safeguarding protocol covering cultural consent, sacred-space rules, fair compensation and participant privacy. This section sets out the proposed protocol; it will be finalised with the local advisory council and traditional authorities.

8.1 Cultural consent

- Traditional authorities and cultural custodians are consulted before any visit, ceremony or filming in their communities.
- Consent is sought for each activity, not assumed from a general welcome; custodians may decline or set conditions.
- Ceremonies such as Épé-Ekpé / Ekpésosso are approached only with cultural guidance and explicit permission.
- Customary courtesy visits and protocol (greetings, offerings, introductions) are respected and planned with local guides.

8.2 Sacred spaces

Rule	Detail
Ask first	Participants and crew follow the guide's instructions on where they may enter, stand, photograph or film.
No-film zones	Any space designated by custodians as not to be filmed or photographed is respected without exception.
Dress and conduct	Dress and behaviour follow local guidance; shoes, head coverings and seating as advised.
No removal	No objects, soil or materials are taken from sacred sites.
No staging	Ceremonies are never staged, shortened or altered for cameras.

8.3 Fair compensation

- Communities, guides, performers, artisans and storytellers are paid fairly and promptly, under written agreements where possible.
- Rates are agreed in advance with the local advisory council and recorded; cash handling follows the program's finance controls (Section 9.3).
- The artisan marketplace is a **paid** marketplace: artisans keep their sales revenue (assumption to confirm).
- Community lunches and hosted activities are paid as services, not treated as hospitality favours.

8.4 Participant privacy

- DNA and genealogy information is shared voluntarily, stored securely, accessed only by named staff and never shared publicly without explicit consent.

- Personal data is collected only for program purposes and deleted or anonymised after an agreed retention period (assumption to confirm).
- Participants can opt out of being filmed or photographed at any time.

8.5 Media releases

Release / permission	From whom	When
Appearance release (tiered: full / limited / no filming)	Every participant and personality	At registration; reconfirmed on arrival
Community member release	Community members featured on camera	On the day, via interpreter
Location permission	Site owners, authorities, custodians	Before travel
Music rights	Performers, ensembles, rights holders	Before recording / use
Cultural-consent record	Traditional authorities	Before any ceremony or sacred-site visit
Parental consent (minors)	Parent or guardian	Before any filming of a child

8.6 Child safeguarding for youth activities

Day 5 and the legacy project may involve children and young people, including a possible youth component with Fondation SEA (prospect). CYWEP's mission includes children and youth, and the program will apply a clear safeguarding standard:

- Youth activities are organised through a responsible local partner (school, club or foundation) that remains in charge of the children.
- No participant, personality or crew member is left alone with a child; activities take place in open, supervised settings.
- Children are never photographed or filmed without the prior consent of a parent or guardian and of the responsible partner; identifying details are not published.
- No gifts of cash or personal contact details are exchanged with children; donations go through the legacy project.
- A named safeguarding focal point is appointed; all staff and participants receive a short safeguarding briefing.
- Any concern is reported immediately to the focal point and handled under CYWEP's safeguarding procedure and Togolese law.

ASSUMPTION TO CONFIRM

The specific safeguarding rules, data-retention period and marketplace revenue arrangement above are proposals in this document and are **assumptions to confirm** with CYWEP, the advisory council and partners.

9. Governance and management

9.1 CYWEP as the program vehicle

Roots to Togo is an initiative of **CYWEP — Children, Youth and Women Empowerment Program**. CYWEP is proposed as the legal and contracting vehicle: it holds the program's contracts, sponsorship agreements, bank accounts and insurance, and is accountable to partners and authorities. **Hemnia Djimaghi, Program Owner & Lead Coordinator**, owns the program on behalf of CYWEP, leads its coordination and is its principal representative. Confirming CYWEP as the vehicle is a Week 1–2 action in the Master Plan.

AFROAC (African Affairs Communications LLC), based in Washington, D.C. (afroac.org), is the program's **design, operations and delivery partner**. AFROAC creates and runs the program and handles the details: itinerary design, logistics, suppliers, operations on the ground and participant management. Hemnia Djimaghi coordinates the program alongside AFROAC. Budget and finance matters are handled by **Feteh Tebeje, CEO, AFROAC**.

9.2 Local advisory council

A local advisory council guides the program on history, culture, community relations and ethics. Its composition, as set out in the Master Plan:

Seat	Contribution
Historian	Historical accuracy of content, orientation sessions and documentary
Cultural custodian	Protocol, consent, ceremonies and sacred-space guidance
Tourism professional	Destination expertise, sites, guides and service standards
Youth representative	Youth activities, legacy project and safeguarding perspective
Production lead	Documentary ethics, permissions and media plan
Diaspora representative	Participant perspective and post-trip engagement

The council is proposed to meet monthly until launch and weekly in the final month, with a written record of advice on cultural and ethical matters (assumption to confirm).

9.3 Team structure

A small core team, with some roles part-time or volunteer, is proposed. Exact headcount is to be confirmed (assumption A6).

Role	Key responsibilities
Program Owner & Lead Coordinator — Hemnia Djimaghi (CYWEP)	Program ownership, overall coordination, high-level partnerships, government and personality relations, final decisions
Program design, operations & delivery — AFROAC	Program design and itinerary, logistics, suppliers, operations on the ground, participant management

Role	Key responsibilities
Budget & finance — Fetehe Tebeje, CEO, AFROAC	Budget, financial planning and reporting, sponsor and grant finance, payment schedules
Program director	Overall planning, budget, timeline, vendor contracting and go/no-go reporting
Togo coordinator [to be confirmed]	On-the-ground lead: hotels, sites, guides, communities, permits, local suppliers
Participant services lead	Applications, selection, pre-trip journey, payments, travel documents, welfare
Production lead	Documentary, media plan, releases, permissions, music rights
Protocol / security lead	VIP and government protocol, security plan, emergency response
Finance / admin	Budget control, payments, sponsor reporting, insurance and contracts

ASSUMPTION TO CONFIRM — A6

Staffing structure follows agreed assumption **A6**: a Togo coordinator plus a small core team; program director, participant services lead, production lead, protocol/security lead and finance/admin, some part-time or volunteer. **Exact headcount to confirm.**

How the program director, participant services, production, protocol/security and finance/admin roles are shared between CYWEP and AFROAC will be set out in the partnership agreement (assumption to confirm).

9.4 Partner roles (sought)

The roles below describe what the program is **seeking** from each category of partner. None is confirmed.

Partner category	Role sought
Ministry of Tourism, Culture & Arts / Togo Tourisme	Official support, site coordination, guides, programming, destination visibility
Traditional authorities & cultural custodians	Protocol, consent, storytelling, ceremonies, filming permissions
Founding ambassador (prospect)	Profile, Lavié/Kpalimé activity, youth component
Hotels & hospitality groups	Accommodation package, venues, receptions, gala
Airline	Group fares, baggage, arrivals support, branding
Telecom	SIM/data, connectivity, digital storytelling, sponsorship
Banking / fintech	Cash sponsorship, financial activation, VIP reception
Media	Coverage, co-production, distribution

9.5 Program contacts

Role	Name / organisation	Contact
Program Owner & Lead Coordinator	Hemnia Djimaghi, CYWEP	hemniadjimaghi@gmail.com · Phone / WhatsApp: +1 (240) 401-1628

Role	Name / organisation	Contact
Program design, operations & delivery partner	AFROAC (African Affairs Communications LLC), Washington, D.C.	afroac.org
Budget and finance	Feteh Tebeje, CEO, AFROAC	ceo@afroac.org · afroac.org
Togo coordinator	[to be confirmed]	—

10. Partnerships sought

IMPORTANT

Every organisation named in this section is a **prospect / outreach target only**. Inclusion here does not imply any agreement, endorsement or contact. Partners will be announced only after written confirmation.

Category	Prospects (to be approached)	What we are seeking
Government	Ministry of Tourism, Culture & Arts; Togo Tourisme	Grant of USD 50,000 (requested; two tranches of USD 25,000); letter of support; site coordination; guides; programming; destination visibility
Traditional authorities	Traditional authorities and cultural custodians in host communities (Lomé, Togoville, Aného/Glidji, Kpalimé, Koutammakou)	Protocol guidance; consent; storytelling; ceremonies; filming permissions
Ambassador / foundation	Fondation SEA and its founder (prospect founding ambassador)	Founding ambassador role; Lavié/Kpalimé activity; youth component
Hospitality	Hôtel 2 Février; Hôtel Sarakawa; ONOMO Hotel Lomé; Sancta Maria; Hôtel du Golfe; hospitality groups	Full delegation package (see Section 11.1); Official Hotel tier
Air	ASKY Airlines	Group fares; baggage; arrivals; branding; Official Air & Mobility tier
Telecom	Moov Africa Togo; Yas Togo	SIM/data for participants; connectivity; digital storytelling; Connectivity tier
Banking / fintech	Ecobank; other major banks	Cash sponsorship; financial activation; VIP reception; Banking/Fintech tier
Media — Togo	TVT; Radio Lomé; Togo-Presse; ATOP; New World TV; Focus Infos; radio and digital creators	Coverage; local co-production; distribution
Media — U.S./diaspora	PBS/WORLD-type outlets; The Africa Channel; ESSENCE; Black travel and genealogy media; diaspora podcasts	Coverage; documentary distribution; Media/Production Partner tier
Personalities	4–5 high-profile personalities (to be confirmed)	Participation, storytelling and visibility; announced only after written confirmation

10.1 Sponsorship tiers

Tier	Indicative value	Typical partner
Anchor / Presenting Partner	USD 75,000–125,000 (target)	Lead corporate or institutional partner
Official Air & Mobility	To be defined (cash / in-kind)	Airline, ground transport
Official Hotel	To be defined (largely in-kind)	Flagship hotel group
Connectivity	To be defined (cash / in-kind)	Telecom operator

Tier	Indicative value	Typical partner
Banking / Fintech	To be defined	Bank or fintech
Heritage & Culture Partners	To be defined	Cultural institutions, foundations
Media / Production Partner	To be defined (in-kind)	Broadcaster, producer, publisher

Only the Anchor / Presenting tier value is set in the Master Plan. Values for other tiers will be set in the sponsor deck.

11. Logistics and operations

11.1 Accommodation strategy

The program will negotiate with a shortlist of Lomé hotels. All are **prospects**; no booking or hold is in place.

Hotel (prospect)	Proposed role
Hôtel 2 Février, Lomé	Flagship: VIP, press and gala
Hôtel Sarakawa, Lomé	Large-group alternative / overflow
ONOMO Hotel Lomé	Production crew / overflow / midscale
Sancta Maria / Hôtel du Golfe	Backups and negotiation leverage

The program will negotiate a **full delegation package** including:

Breakfast included	Airport transfers
Meeting room	Welcome reception
Security coordination	Early check-in
Late check-out	VIP upgrades
Complimentary rooms by volume	Single-supplement and twin-share pricing

Approximately 60–70 rooms are estimated for peak nights on a twin-share/single mix for 110–120 people (assumption to confirm).

11.2 Transport

- Coach fleet sized for ~110–120 people plus luggage, with staff on each vehicle and a lead/sweep vehicle (assumption to confirm) for the number and size of vehicles.
- Dedicated VIP vehicles for personalities and protocol needs.
- Airport transfers coordinated with flight manifests and, if secured, the airline partner.
- Approximate drive times from Lomé: Togoville/Lake Togo ~1 h; Aného ~1 h; Kpalimé ~2–2.5 h; Kara ~6–7 h.
- Licensed operators, roadworthiness checks and daytime travel for long journeys.

11.3 Entry requirements (to verify)

Requirement	Current understanding	Status
Visa	U.S. citizens need a visa; an e-visa is available	Verify current rules
Yellow fever	Vaccination certificate required	Verify current rules
Passport validity	Validity and blank pages per Togolese rules	Verify
Other health advice	Malaria prevention and routine vaccinations per travel-health advice	Participants to consult a travel clinic

11.4 Health and safety

- Travel medical insurance including evacuation required for every participant (assumption to confirm).
- On-program medical support (doctor or paramedic) travelling with the group, plus identified hospitals in Lomé and on each route (assumption to confirm).
- Pre-trip health questionnaire to plan for mobility, dietary and medical needs.
- Food and water safety standards agreed with caterers and restaurants.
- Security plan coordinated with hotels, the protocol/security lead and relevant authorities.

11.5 Communications

- Local SIM/data for every participant (connectivity partner sought).
- Group messaging channels for participants, staff and drivers; daily briefing sheet.
- Interpreters for French, Ewe and Kabiye as needed.
- A single media and press contact point; no participant speaks for the program to the press without briefing.

11.6 Emergency plan

Scenario	Response outline
Medical emergency	On-program medic responds; transfer to pre-identified facility; insurer notified; evacuation if needed
Lost / separated participant	Buddy system and headcounts at every departure; staff contact card in every welcome kit
Security incident	Protocol/security lead activates plan with hotel and authorities; group shelters or relocates
Transport breakdown / delay	Standby vehicle; itinerary adjusted by program director
Weather or site closure	Alternate activity from the experience bank
Flight disruption	Airline and hotel liaison; extra nights from the contingency line
Wider disruption	Go/no-go review; cancellation and refund policy applies

ASSUMPTION TO CONFIRM

Room count, vehicle arrangements, insurance and medical cover above are planning assumptions introduced in this document and are **assumptions to confirm**. Entry requirements must be verified with official sources before publication to participants.

12. Budget summary

The working budget below is taken from the Master Plan. It covers the **Togo land program for 100 participants** and is expressed as USD planning ranges, **not vendor quotes**. The mid-point column is computed.

Category	Low (USD)	High (USD)	Mid (USD)
Hotel — 6 nights, group/VIP mix	75,000	110,000	92,500
Meals, receptions & closing gala	35,000	55,000	45,000
Ground transport, airport & excursions	15,000	25,000	20,000
Guides, performers, artisans & communities	12,000	25,000	18,500
Documentary, video & photography	25,000	60,000	42,500
Event production, AV, staging, décor & press	15,000	30,000	22,500
Security, medical, insurance, permits & protocol	8,000	18,000	13,000
Staff, interpreters, coordination & comms	10,000	20,000	15,000
VIP/celebrity hospitality & reserve	15,000	30,000	22,500
Contingency ~10%	21,000	37,000	29,000
TOTAL TOGO LAND PROGRAM	231,000	410,000	320,500

- **International airfare**, if project-funded: add approximately USD 100,000–180,000.
- **First funding target** (Master Plan): secure USD 300,000–350,000 cash and/or in-kind for the land program, with airfare treated separately.
- **Pre-launch & pilot costs** of USD 40,000 are added to the land program in the financial plan, giving a **total cost of USD 271,000 – 450,000 (mid case USD 360,500)**.
- The optional northern extension and the legacy project are not included in this budget.

12.1 Funding model

ASSUMPTIONS TO CONFIRM — A1 & A2

A1 — Recommended model: Hybrid. Participants pay their own international airfare plus a land-program contribution; sponsors (cash and in-kind) cover the rest.

A2 — Participant land contribution: USD 1,950 per person (twin-share; single supplement extra). $100 \times 1,950 = \text{USD } 195,000$. With the Ministry grant of USD 50,000, sponsorship then needed at mid total cost (land USD 320,500 + pre-launch & pilot USD 40,000 = USD 360,500): **USD 115,500** (range USD 26,000 at low cost to USD 205,000 at high cost).

Model	Participants pay	Sponsors cover	Comment
A — Fully sponsored land	Airfare only	~USD 310,500 (mid, after the USD 50,000 Ministry grant)	Matches the Master Plan USD 300–350k target; highest sponsor dependency

Model	Participants pay	Sponsors cover	Comment
B — Hybrid (recommended)	Airfare + USD 1,950	USD 115,500 (mid, plus USD 50,000 Ministry grant); 26,000–205,000 range	Balanced; shares commitment; lower sponsor risk
C — Fully participant-paid	Airfare + ~USD 3,950	Optional extras only	Lowest risk; narrows access

All participant prices and sponsorship gaps in this table are assumptions to confirm (A1–A2). Scenario planning (A3) is shown in Section 14.

The Ministry of Tourism's USD 50,000 first-phase grant, paid in two tranches of USD 25,000 (the first on signing), is a required part of the funding plan: without it, break-even rises from 70 to 96 paying participants out of 100.

13. Monitoring, evaluation and impact

The program will measure what it promises. Data will be collected through pre- and post-trip surveys, supplier payment records, media monitoring, sponsor reporting and the legacy project log. A short impact report will be published within three months of the edition (assumption to confirm).

13.1 Key performance indicators

KPI	Measure	Proposed target	Source
Participant satisfaction	Overall satisfaction (1–5) and Net Promoter Score	≥ 4.5 / 5; NPS ≥ 60 (assumption to confirm)	Post-trip survey
Sense of reconnection	Share reporting a stronger connection to Togo	≥ 90% (assumption to confirm)	Pre/post survey
Local spend	Direct spend in Togo (land budget + participant discretionary)	~USD 296,400 mid case (A4)	Supplier ledger; survey
Local suppliers	Number of Togolese suppliers, artisans and performers paid	≥ 50 (assumption to confirm)	Payment records
Media reach	Placements in Togo and U.S./diaspora; documentary views	≥ 15 placements; ≥ 1 million combined reach (assumption to confirm)	Media monitoring
Sponsor value	Deliverables met; sponsor satisfaction; renewal intent	100% deliverables; ≥ 70% renewal intent (assumption to confirm)	Sponsor report & survey
Legacy project outputs	Defined outputs delivered (e.g. beneficiaries, items, events)	Targets set with advisory council (assumption to confirm)	Legacy project log
Stories archived	Stories contributed to the 100 Stories archive	≥ 75 (assumption to confirm)	Archive
Platform continuity	Alumni signed up for Edition 2 involvement	≥ 50% (assumption to confirm)	Alumni register

ASSUMPTIONS TO CONFIRM

A4 — Local economic impact: about 80% of the land budget is expected to be spent in Togo, around **USD 256,400** at the mid case (range USD 184,800–328,000), plus participant discretionary spending of about USD 400 × 100 = **USD 40,000**, giving roughly **USD 296,400** in direct local spend (mid). Indirect and media value is not quantified.

All other KPI targets in the table are proposals introduced in this document.

The promotion indicators in Section 7.9 (reach, earned media, sentiment, Togolese voices, repeat intent and investment leads) form part of the same framework and are reported together with the KPIs above, so that the Ministry of Tourism, Culture and Arts receives one consolidated impact report.

13.2 Evaluation questions

[object Object] [object Object] [object Object] [object Object] [object Object] [object Object] [object Object]

14. Financial scenarios and risk summary

14.1 Hybrid-model scenarios

Scenario	Participant income	Sponsorship + Ministry grant	Total	vs mid cost USD 360,500 (land + pre-launch)
Downside	70 paying — USD 136,500	USD 100,000 + USD 50,000 grant	USD 286,500	Gap –USD 74,000 → scale budget / defer
Base	100 paying — USD 195,000	USD 175,000 (cash + in-kind) + USD 50,000 grant	USD 420,000	Surplus USD 59,500 → legacy project, Edition 2 reserve & organizer reserve
Upside	100 paying — USD 195,000	USD 300,000 + USD 50,000 grant	USD 545,000	Surplus USD 184,500

ASSUMPTION TO CONFIRM — A3

Scenarios follow agreed assumption **A3** and depend on A1–A2. Not vendor-quoted. **Assumption to confirm.**

14.2 Risk summary

Risk	Likelihood	Impact	Mitigation
Timeline too tight for Jan/Feb 2027	High	High	Go/no-go gate on 15 Nov 2026; pilot delegation and Sept 2027 launch as fallback
Sponsorship shortfall	Medium	High	Hybrid model; tiered asks; early anchor term sheet; downside budget plan
Fewer than 100 paying participants	Medium	High	Targeted recruitment (incl. Benin/Togo DNA holders); waiting list; scaled budget
Prospects presented as partners	Low	High	Strict "prospect" language; announce only after written confirmation
Overstating DNA / ancestry claims	Medium	High	Approved formulation only; orientation session; no promise of a precise match
Cultural offence or consent failure	Low	High	Advisory council; custodian consent; sacred-space rules; no staging
Hotel capacity or price	Medium	Medium	Shortlist with backups; early hold; full package negotiation
Health, safety or security incident	Low	High	Insurance, medic, security plan, emergency plan
Entry-requirement problems	Medium	Medium	Early visa / yellow fever guidance; document checks
Traditional festival dates (Sept option)	Medium	Medium	Dates not fixed far ahead; flexible programming; custodian liaison
Documentary rights gaps	Medium	Medium	Releases, location permissions and music rights secured before filming

Risk	Likelihood	Impact	Mitigation
Personality withdrawal	Medium	Medium	Program does not depend on any single personality; 2–3 anchors before dates are fixed

Likelihood and impact ratings are the authors' preliminary judgement and are an assumption to confirm.

15. Implementation timeline

15.1 Key feasibility finding

FEASIBILITY FINDING

Today is 4 October 2026. A late January – early February 2027 launch leaves about **16–18 weeks**. The Master Plan's own 90-day sequence would only open Founding 100 applications around **early January 2027** — too tight for recruiting, contracting, permits, insurance and documentary preparation for 100+ people.

Recommendation: hold a **go/no-go gate on 15 November 2026**. This is presented for CYWEP's decision.

Go/no-go condition (all four required by 15 Nov 2026)	Status
1. Ministry letter of support	Open
2. Flagship hotel hold / proposal	Open
3. Anchor sponsor term sheet	Open
4. Togo coordinator in place	Open

If GO	If NO-GO
Proceed with the full Founding 100 in late Jan – early Feb 2027.	Use Jan/Feb 2027 for a pilot / reconnaissance delegation of ~15–25 people (Program Owner & Lead Coordinator, AFROAC, partners, production crew, 1–2 personalities).
Open applications immediately; compress recruitment and contracting.	Launch the Founding 100 in the September 2027 window (or late Jan/Feb 2028).

15.2 The Master Plan 90-day sequence

Period	Actions
Weeks 1–2	Confirm CYWEP as vehicle; appoint Togo coordinator; one-page concept; provisional window
Weeks 2–4	Hotel proposals; Tourism/Culture talks; Fondation SEA; airline, telecom and bank anchors
Month 2	Documentary producer; participant application; sponsor deck; site reconnaissance
Month 3	Lock dates and flagship hotel; announce ambassadors only after written confirmation; open Founding 100 applications; U.S. media outreach
Before launch	Contracts; insurance; participant terms; releases; cancellation/refund policy; emergency plan; security plan; vendor payment schedule

15.3 Indicative calendar for the September 2027 pathway

If the no-go route is taken, an indicative calendar is proposed below. All dates are **assumptions to confirm**.

Window	Milestone
Oct – Nov 2026	Weeks 1–4 actions; go/no-go gate on 15 Nov 2026
Dec 2026 – Jan 2027	Partner agreements; documentary producer; pilot delegation planning
Late Jan – early Feb 2027	Pilot / reconnaissance delegation (~15–25 people)
Mar 2027	Lock September dates and flagship hotel; open Founding 100 applications
Mar – May 2027	Recruitment, selection and deposits; sponsor contracting
Jun – Jul 2027	Pre-trip journey; visas and vaccinations; permissions and releases
Aug 2027	Final logistics, rehearsals, emergency and security plans
Early Sept 2027	The Founding 100 in Togo
Oct – Dec 2027	Documentary release; impact report; Edition 2 planning

15.4 Multi-year outlook

Edition	Focus
Edition 1	The Founding 100
Edition 2	Target 150 participants plus the northern extension
Edition 3+	Annual platform with genealogy, youth exchange and investment tracks

ASSUMPTION TO CONFIRM — A7

Multi-year targets follow agreed assumption **A7**. Targets only.

Annex A. Participant code of conduct (summary)

All participants, personalities, staff and crew agree to the following. The full code will form part of the participant terms.

[object Object] [object Object] [object Object] [object Object] [object Object] [object Object] [object Object] [object Object]

ASSUMPTION TO CONFIRM

The code of conduct content is a proposal introduced in this document. **Assumption to confirm.**

Annex B. Pre-departure checklist

Item	Detail	✓
Passport	Valid for travel, with blank pages (verify Togolese rules)	
Visa	Togo visa / e-visa obtained (verify current rules)	
Yellow fever certificate	Original carried in hand luggage (verify current rules)	
Travel-health consultation	Malaria prevention and routine vaccinations	
Travel insurance	Including medical evacuation	
Flights	Booked and shared with participant services	
Participant terms & code of conduct	Signed	
Media release choice	Full / limited / no filming selected	
Health questionnaire	Submitted (mobility, diet, medical needs)	
Emergency contact	Provided	
Contribution payment	Paid per schedule	
Ancestry pathway (optional)	Story, object or question prepared	
Pre-trip sessions	Orientation, history and practical briefings attended	
Packing	Light clothing, modest dress for sacred sites, walking shoes, adapter, medication, cash for marketplace	

Annex C. Glossary

Term	Meaning
Agbogbo-za	Festival in Notsé commemorating Ewe migration history

Term	Meaning
AFROAC	African Affairs Communications LLC, Washington, D.C. — program design, operations and delivery partner
ASKY	ASKY Airlines, headquartered and hubbed in Lomé
Batammariba	People of the Koutammakou area in northeastern Togo
CYWEP	Children, Youth and Women Empowerment Program — the vehicle for Roots to Togo
Épé-Ekpé / Ekpésosso	Traditional celebration in Glidji-Aného; approached only with cultural guidance and permissions
Ewe, Kabiye	National languages of Togo (French is the official language)
Founding 100	The flagship first cohort of 100 diaspora participants
Go/no-go gate	Decision point on 15 Nov 2026 on whether to run the full Founding 100 in Jan/Feb 2027
Koutammakou	Land of the Batammariba; UNESCO World Heritage site (2004)
LFW	Lomé–Tokoin, Gnassingbé Eyadéma International Airport
Legacy project	Concrete project in Togo in youth, education, cultural preservation or entrepreneurship
Prospect	An organisation or person to be approached; not a confirmed partner
Roots to Togo Passport	Keepsake booklet of stamps and reflections
XOF	West African CFA franc; pegged at 1 EUR = 655.957 XOF; ~600 XOF/USD is illustrative only (assumption A5)
100 Stories	The archive of participant stories

Annex D. Register of assumptions

Every figure or arrangement in this document that does not come from the Master Plan is listed here for confirmation.

Ref	Assumption	Section
A1	Hybrid funding model recommended (alternatives A and C)	12.1
A2	Participant land contribution USD 1,950 (twin-share); sponsorship need USD 115,500 at mid total cost USD 360,500, with USD 50,000 Ministry grant	12.1
A3	Downside / base / upside scenarios	14.1
A4	~80% of land budget spent in Togo; ~USD 400 discretionary spend per participant; ~USD 296,400 direct local spend	13.1
A5	Exchange rate: 1 EUR = 655.957 XOF; ~600 XOF/USD illustrative	Annex C
A6	Staffing structure; headcount to confirm	9.3
A7	Edition 2: 150 participants + northern extension; Edition 3+ annual platform	15.4
—	Minimum participant age 18; no raw genetic data collected; selection weights	5.3–5.5
—	Pre-trip session format; digital Passport option	6.1, 6.4
—	Northern extension self-funded; air option to Kara explored	6.3
—	Legacy project funded from surplus and dedicated contributions	6.7

Ref	Assumption	Section
—	Safeguarding rules; data retention; artisans keep marketplace revenue	8
—	Advisory council meeting cadence	9.2
—	~60–70 rooms at peak; vehicle arrangements; insurance and medic requirements	11
—	KPI targets; impact report within three months	13
—	Risk likelihood and impact ratings	14.2
—	Indicative September 2027 calendar	15.3
—	Use of official destination marks; press and creator trip; guide training; environmental measures; year-round products; investment referral and follow-up schedule; program hashtag; promotion KPI targets; economic estimates for the state and over three editions	7
—	Allocation of operating roles between CYWEP and AFROAC	9.3
—	Code of conduct content	Annex A

ABOUT THIS DRAFT

Roots to Togo — Return. Reconnect. Reimagine. An initiative of CYWEP. This Draft v1.0 is for discussion with partners, government counterparts and sponsors and does not constitute an offer or a confirmed partnership.

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