



OFFICE OF THE NIGERIA STUDENTS AMBASSADOR

Detailed Route Plan for the "Return to Nigeria" Road Trip Campaign Overview:

The "Return to Nigeria" road trip will start in London, England, and travel through Europe into Morocco, across the Sahara Desert, through Senegal, Gambia, Togo, and Ghana, concluding in Abuja, Nigeria. The trip will engage local communities, media, and potential sponsors at each stop to highlight the skills and potential contributions of returning Nigerian students and promote the broader "Return to Nigeria" initiative.

Route Plan:

1. London, England to Paris, France
Distance: Approximately 290 miles (465 km)

Activities:

Kick-off event in London with media coverage.
Meetings with the Nigerian High Commission and local Nigerian community organizations.

Travel to Paris via the Eurotunnel or ferry.

Key Stops:

1. The Nigerian High Commission in London
2. Eiffel Tower in Paris for a symbolic start of the journey.



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2. Paris, France to Barcelona, Spain

Distance: Approximately 645 miles (1,040 km)

Activities:

- ❖ Engage with African diaspora communities in France and Spain.
- ❖ Highlight successful stories of integration and contribution by Nigerian students.
- ❖ Host a mini-conference on the benefits of international education.
- ❖ Key Stops:
- ❖ Nigerian community centers in Paris and Barcelona.
- ❖ Media interaction and cultural exchanges.

3. Barcelona, Spain to Madrid, Spain

Distance: Approximately 385 miles (620 km)

Activities:

- ❖ Visit universities and colleges to discuss educational exchanges.
- ❖ Engage with local businesses and potential sponsors.
- ❖ Key Stops:
- ❖ Major universities in Madrid.
- ❖ Nigerian Embassy in Madrid.



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4. Madrid, Spain to Tangier, Morocco

Distance: Approximately 460 miles (740 km), including ferry crossing.

Activities:

- ❖ Highlight the historical and cultural connections between Africa and Europe.
- ❖ Engage with the local Nigerian community and Moroccan officials.
- ❖ Key Stops:
- ❖ Ferry from Algeciras to Tangier.
- ❖ Cultural events and media interactions in Tangier.

5. Tangier, Morocco to Casablanca, Morocco

Distance: Approximately 210 miles (340 km)

Activities:

- ❖ Engage with Moroccan educational institutions and businesses.
- ❖ Discuss the potential for collaborative projects between Morocco and Nigeria.

Key Stops:

- ❖ University visits in Casablanca.
- ❖ Meetings with local business leaders.



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6. Casablanca, Morocco to Nouakchott, Mauritania

Distance: Approximately 1,200 miles (1,930 km)

Activities:

- ❖ Highlight the challenges and opportunities of travel across the Sahara.
- ❖ Engage with local communities and discuss regional cooperation.

Key Stops:

- ❖ Border crossing formalities.
- ❖ Community engagement in Nouakchott.

7. Nouakchott, Mauritania to Dakar, Senegal

Distance: Approximately 330 miles (530 km)

Activities:

- ❖ Engage with Senegalese universities and the Nigerian community.
- ❖ Host workshops on skills transfer and regional development.

Key Stops:

- ❖ Cheikh Anta Diop University in Dakar.
- ❖ Meetings with local government officials.

8. Dakar, Senegal to Banjul, Gambia

Distance: Approximately 120 miles (190 km)

Activities:

- ❖ Engage with Gambian officials and educational institutions.
- ❖ Discuss the potential for regional educational collaborations.

Key Stops:

- ❖ University of The Gambia.
- ❖ Media events and community engagements in Banjul.



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9. Banjul, Gambia to Lomé, Togo

Distance: Approximately 1,300 miles (2,100 km)

Activities:

- ❖ Highlight the growing Nigerian student population in Togo.
- ❖ Engage with Togolese universities and Nigerian communities.
- ❖ Host educational workshops and community events.

Key Stops:

- ❖ University of Lomé.
- ❖ Meetings with local Nigerian student associations.

10. Lomé, Togo to Accra, Ghana

Distance: Approximately 110 miles (180 km)

Activities:

- ❖ Highlight the role of Nigerian students in Ghana's educational and economic sectors.
- ❖ Engage with Ghanaian universities and businesses.

Key Stops:

- ❖ University of Ghana.
- ❖ Meetings with local business and government leaders.

11. Accra, Ghana to Abuja, Nigeria

Distance: Approximately 620 miles (1,000 km)

Activities:

- ❖ Grand welcome event in Abuja with media coverage.
- ❖ Meetings with Nigerian government officials to discuss the outcomes of the trip and future plans.

Key Stops:

- ❖ Nigerian government buildings. Eagle Square
- ❖ Closing ceremony and media engagement.



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Logistics and Sponsorship Engagement:

- ❖ **Media Coverage:** Ensure continuous media coverage through press releases, social media updates, and local news engagements at each stop.
- ❖ **Community Engagement:** Host community events and discussions at each major stop to gather support and share the initiative's vision.

Conclusion:

This detailed route plan not only highlights the physical journey but also emphasizes the strategic engagements and activities at each stop.

By fostering connections, engaging with local communities, and securing sponsorships, the "Return to Nigeria" road trip campaign can significantly promote the initiative and achieve its objectives.