



2022



**Games for
Change
Africa
Festival**

2nd Annual Games for Change Africa Festival

AFRICAN CHAPTER



At the 2021 Games for Change Festival in New York, the creation of an African Chapter of G4C was announced.

This year we ran our first in-person G4C Africa Festival.



**Games for
Change
Africa
Festival**

ONE YEAR!

“ Impact games do more than just entertain - they drive purpose. ”

Glenn Gillis
G4CA Chairperson



Co-Founder & CEO
Sea Monster



GAMES FOR CHANGE
AFRICA

IT'S CHANGE O'CLOCK



2022

Games for Change Africa Festival



G4CA FESTIVAL



The G4C Africa Festival was held on 1-2 December 2022 in Cape Town during the 5th edition of Africa Games Week.

Africa Games Week is the leading event on the continent for the games industry and served as a phenomenal launchpad for activities including:

- ▶ Conferences
- ▶ Workshops
- ▶ Studio tours
- ▶ Pitch competitions
- ▶ B2B matchmaking



**Games for
Change
Africa
Festival**





Games for
Change
Africa
Festival

NUMBERS



392

People
Attended



24

Speakers &
Presenters



11

Countries
Represented



12

Hours of
Programme



18

Sessions &
Activities



58%

Female
Speakers

GEOGRAPHY



This year we aimed to increase our reach across the continent and introduce more voices of Africa. Represented nations of attendees:

- ▶ **Ethiopia**
- ▶ **Ghana**
- ▶ **Kenya**
- ▶ **Nigeria**
- ▶ **South Africa**
- ▶ **Tunisia**
- ▶ **Zambia**
- ▶ **Tanzania**
- ▶ **Namibia**
- ▶ **Mauritius**
- ▶ **Senegal**
- ▶ **Ivory Coast**
- ▶ **Reunion**

France, Germany, USA, Netherlands, UK, Spain, Canada





**Games for
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THEME: MAINTAINING INTEGRITY



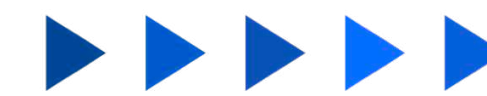
CULTURE

Exploring the possibilities to transform society in Africa using locally produced games. Opportunities and risks for crafting games within the heritage of the African continent.



INCLUSIVITY

Promoting the importance of diversity and inclusion in the gaming space, both demographically and industry wise. Elevating and extracting the potential that games have to bridge the digital divide.



SUSTAINABILITY

Supporting the local gaming industry in finding and adopting new self sustaining business models and gaining access to wider markets.

CREATING PERSONALISED LEARNING PATHS

- ▶ One size fits all is naturally limiting
- ▶ Aim to cater for player styles



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PROGRAMME



This year we offered traditional talks and panels to deliver the G4C Africa messages and also introduced other interactive formats in order to encourage more active participation and networking opportunities so as to create stronger connections within the ecosystem.

2

Days



7

Talks



3

Panels



Film Screening

Game Design Sprint

Workshop for Investors

Play Session

Treasure Hunt

Pitching Competition





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Companies



Game Studios



Organisations



Universities



SPEAKER HIGHLIGHTS



This year, we invited experts from different companies and industries, who are passionate about using games to drive social change, learning outcomes and business goals across the African continent.





AFRICA GAMES WEEK

DIGITAL SKILLS ACADEMY
MARKET SPACE

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PERFORMANCE

G4CA FESTIVAL: WOMEN

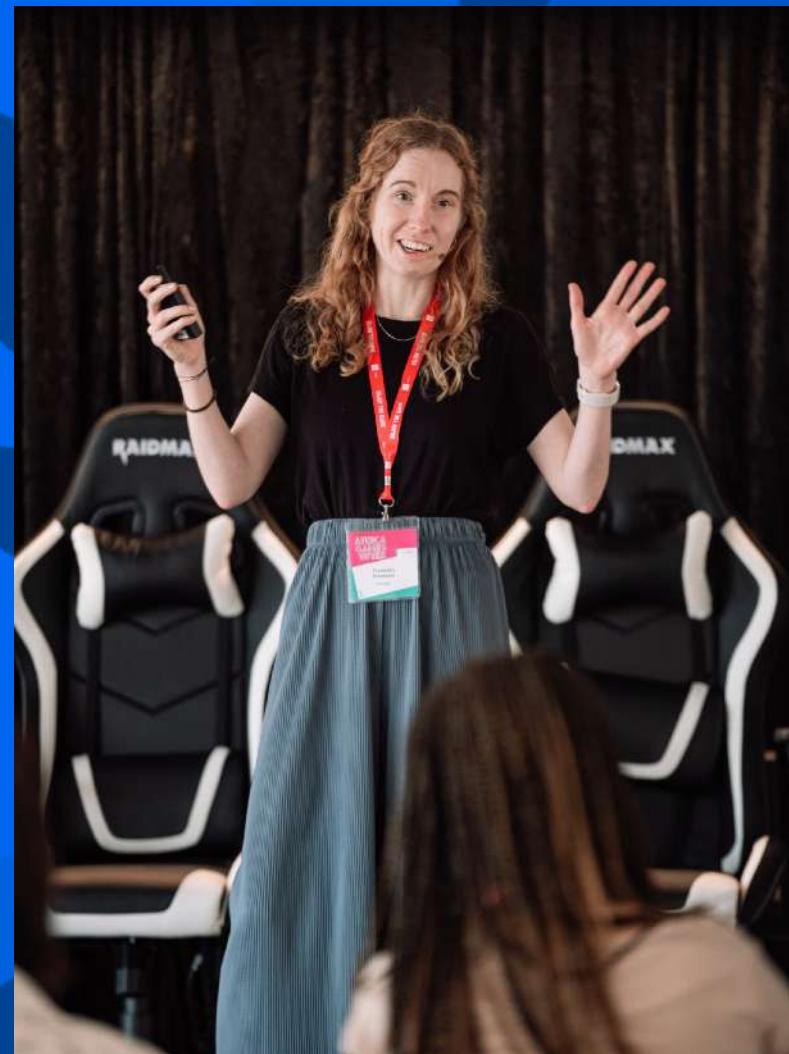


G4CA promotes equality across gender, ethnicity and sexual orientation in the gaming industry.

It is our collective responsibility to dedicate efforts to better support and amplify diverse voices of the industry, especially when it comes to women in gaming.

We are proud to report that this year, there were more women speakers at the G4CA festival than men.





#G4CA2022



TREASURE HUNT



To raise awareness of the G4CA mission and drive the engagement of the festival audience, we created a G4CA online treasure hunt.

During the days of the festival, attendees could register on the platform to complete various G4CA related activities in order to earn points.

Participants could redeem their points for instant prizes or stand a chance of winning a session with G4CA festival speaker or a ticket to G4C Festival in New York.

64

**People
participated**

189

**Sessions
played**

8

**Minutes
average session**

PITCHING COMPETITION



Six young groups of individuals involved in local game development joined us at the G4C Africa festival to explore the potential of their projects in the impact gaming space.

All teams received 2 hours of coaching by Walid Sultan Midani from Digital Mania and were given 5 minutes to pitch their game concepts before a panel of judges and the audience.

Nth Place - the winning team, will be going to the 20th G4C festival in New York in July 2023.



Prizes sponsored by:





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VOLUNTEERS



This year, we had strong support from the volunteers who helped us bring the G4C Africa festival to life.

With their passion and devotion, we were able to create a sense of community that elevated the experience of the G4CA festival for attendees.

We strongly believe that the future is in the hands of the youth and we would like to support them by providing hands-on learning opportunities that deliver value.





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SOCIAL MEDIA



36

Dedicated Posts

14.3K

Total Twitter Impressions

228

New LinkedIn Followers

120

New IG Followers

Follow us:



@G4C_Africa

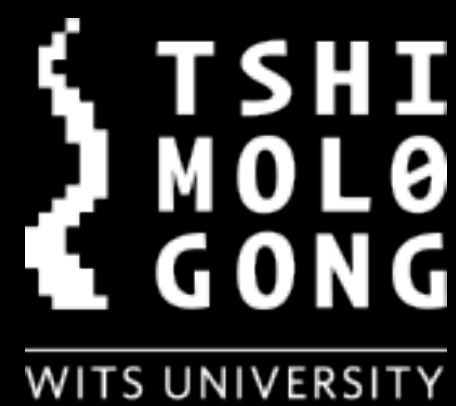




SPONSORS



PARTNERS



FESTIVAL RECEPTION



92%

Satisfied with the Festival

84%

The Festival met expectations

88%

The Festival was useful

83%

Attend the Festival in the future

76%

Recommend the Festival to others

ACTIVITIES
SPEAKERS
NETWORKING

Enjoyed the most at the Festival

*based on feedback forms completed during the festival





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#G4CA2022



Join us on our journey to change the face of **impact gaming in Africa.**

- ▶ **Subscribe to our newsletter**
- ▶ **Join the G4C Africa network**
- ▶ **Collaborate on future projects**
- ▶ **Contribute towards the next G4CA Festival**
- ▶ **Become a sponsor**



gamesforchangeafrica.org

Ask me how!

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Tatiana Skliarenko

G4CA Festival
Organiser



SEE YOU NEXT YEAR!

gamesforchangeafrica.org