



2023

**Games for
Change
Africa
Festival**

**3rd
Annual**



G4CA FESTIVAL 2023

From Awareness to Action

The third G4C Africa Festival was held on December 1, 2023 in Cape Town during Africa Games Week - the leading event on the continent for the games industry.

This year, the goal was to not only showcase the industry, but to catalyse real progress, leveraging games to deliver on a brighter African future.

NUMBERS



659

People
Attended



19

Speakers &
Presenters



14

Countries
Represented



13

Hours of
Programme



11

Talks, Panels
and Sessions



49%

Female
Speakers

GEOGRAPHY

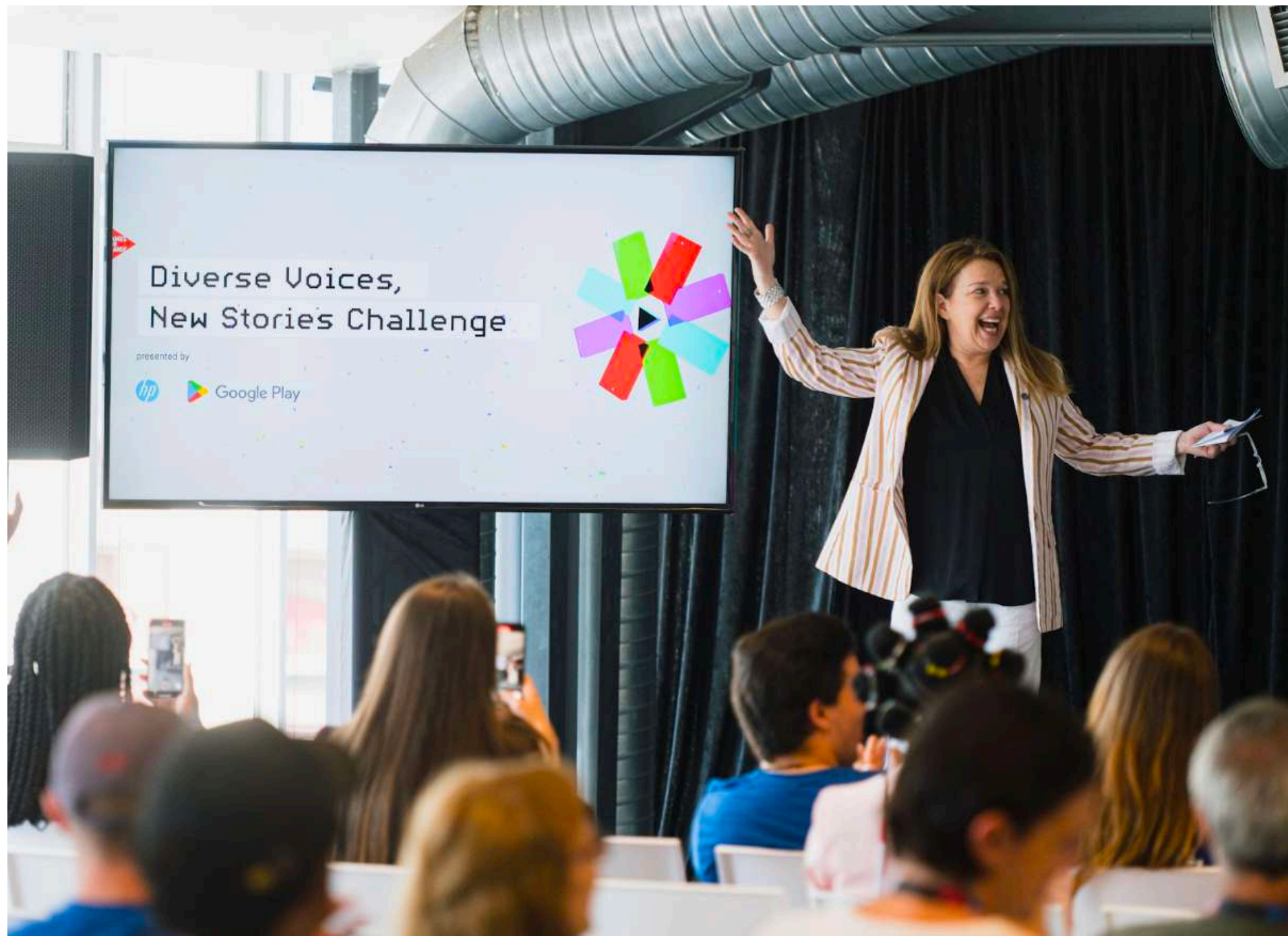
This year we aimed to increase our reach across the continent and include more voices from Africa. Represented nations of the attendees include:

- South Africa
- Kenya
- Nigeria
- Rwanda
- Namibia
- Ghana
- Ethiopia
- Tunisia
- Ivory Coast
- Zambia
- Mauritius
- Madagascar
- Tanzania
- Senegal
- Central African Republic
- Angola
- Egypt
- Algeria
- Morocco
- Benin

International delegates included representatives from USA, Canada, Europe, South America, Asia and Australia.



PART OF THE GLOBAL FAMILY



Games for Change Africa was delighted to host **Susanna Pollack**, the president of G4C Global, who opened the Festival.

We are now truly a part of the global family and looking forward to align with other Chapters around the world.

We also took this opportunity to launch the international Diverse Voices, New Stories Challenge, presented by HP and Google Play. It's a great step towards embracing and celebrating diverse narratives globally.



PROGRAMME

Alongside traditional talks and panels, we introduced other interactive formats to encourage active participation and networking opportunities in order to foster stronger connections within the ecosystem.

10:00 - Opening Ceremony

10:30 - African Game Industry: Myths Debunked

11:00 - Lightning Talks

11:00 - Game Design Sprint
part 1

12:00 - Play to Meet

13:00 - Lunch

14:00 - Game Changers
Gathering

14:00 - Game Design Sprint
part 2

16:30 - Pitch to Change

17:30 - Closing Ceremony

SPEAKER HIGHLIGHTS

To join our programme, we invited local and international experts from different organisations and industries who are passionate about using games to drive social change, learning outcomes and business goals across the African continent.



Kabiru Seidu, NubianVR, Kenya
Magdeleen De Kock, Curro Schools, South Africa
Felix Bradshow, PlanetPlay, UK
Kim Chulu Amina, Kimard Studio, South Africa



Eyram Tawia, Letiarts, Ghana
Hugo Obi, Maliyo Games, Nigeria
Teddy Kossoko, Masseka Games, Central African Republic
Debora Mensah-Bonsu, Supercell, Finland

GAME CHANGERS GATHERING

During the 3 hour working session, experts from diverse fields united to turn Africa's challenges into opportunities through the power of games and game-based thinking. Together, they focused on tackling six strategic themes: Education, Cultural Heritage, Inclusive Economies, Environmental Conciseness, Well-being and Civic Unity.

8

Sectors

19

Organisations

3

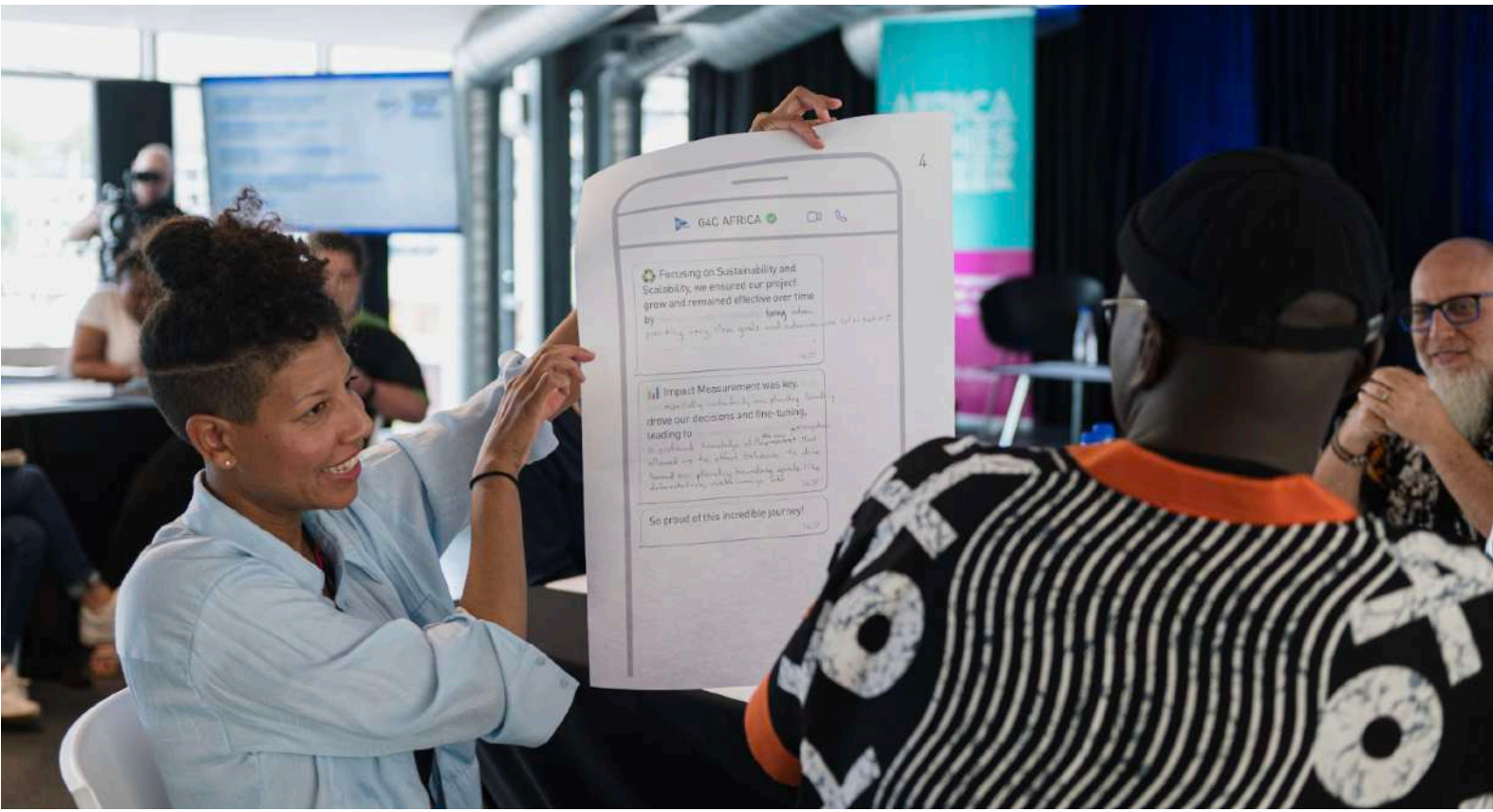
Universities

9

Game Studios

46

Total attendees



GAME DESIGN SPRINT

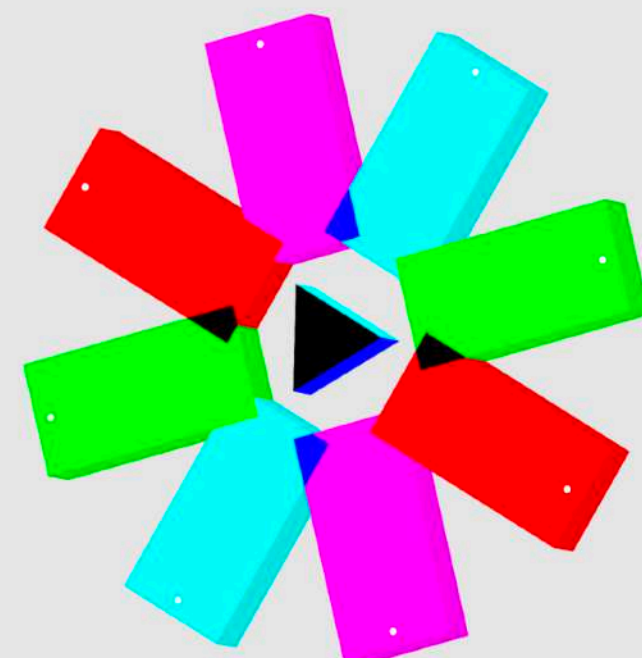
We had 8 emerging game studios from Africa participate in the intensive game design workshop dedicated to preparing their projects to be entered into the Diverse Voices, New Stories Challenge.

The session culminated in a vibrant pitching competition where the winning team received prizes from the sponsors.



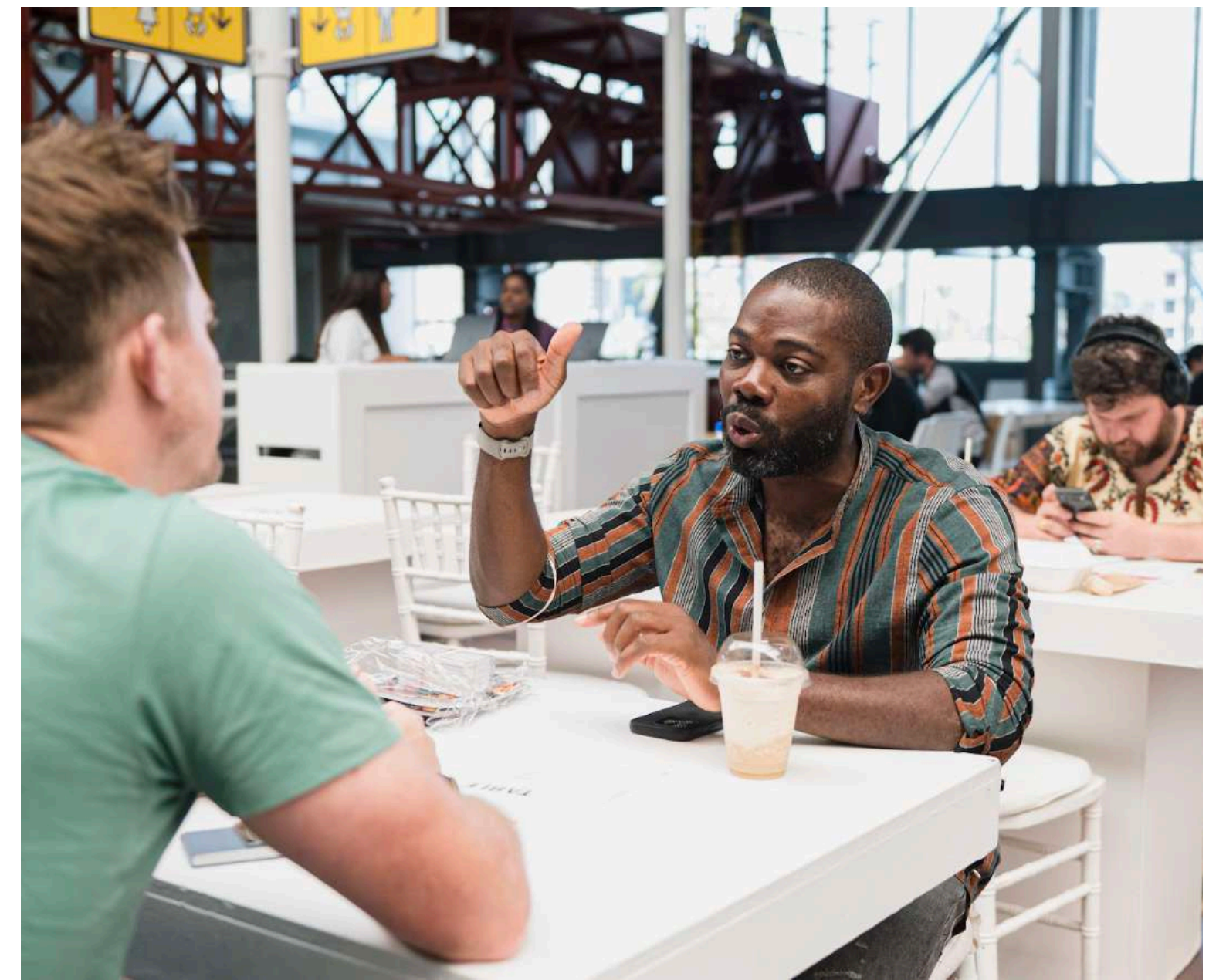
Diverse Voices,
New Stories Challenge

in partnership with



NETWORKING

This year's designated Play to Meet networking session, supported by Playing for the Planet, offered participants the opportunity to not only connect with each other but also engage in discussions about impact-related issues. Additionally, festival delegates had the convenience of pre-arranging meetings using the Africa Games Week matchmaking platform.



WOMEN AT THE FESTIVAL

G4CA stands for equality in gaming. As such, our 2023 festival was led by a female master of ceremony, a host of female speakers, panel leaders, mentors, and jury members. In addition, the festival was organised by an all-women management team. Beyond gender, our event also showcased our deep commitment to diversity across cultures, ethnicity, and sexual orientation in the industry.



SPONSORS & PARTNERS



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Google Play



SOCIAL MEDIA & PRESS COVERAGE

34

Dedicated Posts

18.2K

Total Impressions

306

**New Followers
on LinkedIn**

183

**New Followers
on Instagram**

Coverage on the DVNS Challenge:

- [Premortem Games](#)
- [ItWeb](#)
- [Gadget Magazine](#)
- [GIA](#)
- [Games Industry biz](#)
- [isp.biz](#)

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FESTIVAL RECEPTION



68%

**Attended the festival
for the first time**



93%

**Will attend the
festival in the future**



99%

**Will recommend the
Festival to others**

According to the feedback forms completed after the festival

TESTIMONIALS



“G4C Africa brought together an incredible community of practice working to change the world through the storytelling and empowering nature of games. This was an exciting opportunity to meet others doing similar work to hear about their successes, struggles, needs, and best practices.”

“G4CA is a 'game changer' for impact games in Africa and a must-attend for anyone involved with the business of games in Africa.”

“Games for Change Africa is at the top of their game, providing a superb stage for the African Gaming Ecosystem to thrive, allowing us to connect and collaborate with our peers on the African continent. We are such a niche industry, so opportunities like this don't come very often.”

Thank you and join us at the next G4C Africa Festival!

Tatiana Skliarenko, Festival Director
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gamesforchangeafrica.org



in

@G4C_Africa