



GAMES & SDG
SUMMIT



Nairobi, Kenya

SCHEDULE | 23 APRIL 2026

08:00 - 09:00	Breakfast with the Sponsors	Ben McOwen Wilson (Google Play) Leo Olebe (Endless, Olebe Media Group)
09:00 - 09:30	Registration	
09:30 - 09:40	Welcome Address	Susanna Pollack (Games for Change)
09:40 - 09:55	Innovation, Opportunity, and Impact in Africa: A UN perspective	Sandra Macharia (United Nations Department of Global Communications)
09:55 - 10:15	Africa: The Moment and the Mission	Glenn Gillis (G4C Africa, Sea Monster)
10:15 - 11:00	From Talent to Industry: Building Africa's Game Economy	Ben McOwen Wilson (Google Play), Peter Zetterberg (Xbox Game Camp), Deborah Mensah-Bonsu (Supercell), Pamela Mutembei (HEVA Fund), Moderated by Leo Olebe (Olebe Media Group, G4C Board)
11:05 - 11:20	Coffee Break	
11:20 - 11:50	A New Partnership: Europe and Africa Shaping the Future of Games	Odile Limpach (SpielFabrique), Piotr Matecki (Futuregames), Lilian Momanyi (Goethe-Institut Nairobi), Olusegun Alimi (GIZ), Moderated by Jay Shapiro (PAGG, Usiku Games)
11:50 - 12:05	A Play-to-Impact Framework for Driving the SDGs	Oscar Esio Africacomcade
12:05 - 12:20	What are We Willing to Risk to Save the Planet?	Gautam Shah Internet of Elephants
12:30 - 13:30	Lunch Break	
13:35 - 14:05	Reclaiming the Narrative	Kasyoka Mwanzia (Duke University), Otilia Joao (Electronic Arts), Anna Huerta (Electronic Arts), Grace Njeri (Africa No Filter), Moderated by Lisa Adams (Citizen Code, UNICEF, Girl Effect, G4C Africa Advisory Board)
14:05 - 14:35	Education, Opportunity, and the Games Industry	Mariam Tabatadze (UNICEF), Dorothy Orina (GameUp, Maliyo Games), Karim Mohamed (InSight54), Moderated by Mark Ollila (Arizona State University, Endless Games and Learning Lab)
14:35 - 15:05	Beyond the Game: Esports as a Force for Global Good	Victorious Kibaki (Metaglobe Technologies, BARBAH Games), Gbenga Folorunsho (Kucheza Gaming), Wesley Mwirigi (Leti Arts), Rune Andersen (University of Agder), Moderated by Sidick Bakayoko (Feja, Paradise Games, G4C Africa Advisory Board)
15:05 - 15:25	The Future of Africa's Rising Games Industry	Hugo Obi Africa Games Research (Maliyo Games, GameUp), Kieran Reid Africa Games Research (Two Name Games, G4C Africa Advisory Board)
15:25 - 15:40	Coffee Break	
15:40 - 16:40	Playmakers of Africa: Voices & Visions	Joanna Oluoch ARGO, Jiwe Studios Jiwe IO, Kunta Content HIRU, Weza Interaction Entertainment Culture Gravity Model, Nyamakop Relooted, Mijide Kemoli Heart-based Design, Facilitated by Bukola Akingbade (Kucheza Gaming, G4C Africa Advisory Board)
16:40 - 17:00	Why Games, Why the Goals, Why Africa - Revisited	Susanna Pollack (Games for Change), Leo Olebe (Olebe Media Group, G4C Board), Glenn Gillis (G4C Africa, Sea Monster), Sam Barratt (UNEP, Playing for the Planet)
17:00 - 17:15	Closing Remarks and Passing the Torch	Susanna Pollack (Games for Change), Federico Naccarato (UN World Food Programme)

Please join us poolside, at the Tribe Hotel (next door to the Trademark), from 17:30 onwards to celebrate a successful Games & SDG Summit.