

Future Pitcher Competition 2026 Brief



About Pitcher Impact – Creating a Better Africa

Pitcher Impact – Creating a Better Africa is the advocacy arm of the Pitcher Festival of Creativity. Our mission is to use creativity, communication, and storytelling to address Africa's most urgent societal challenges. We collaborate with the Pitcher Festival community to generate ideas that can spark real, lasting change.

This year, we turn our focus to a critical issue affecting the continent's future: **the erasure and distortion of African history.**

The Issue: A Generation Growing Up Without Its Story

Across many African countries, history is no longer taught at the primary and secondary school levels. As a result, millions of young Africans are growing up without access to verified, empowering knowledge about their own past.

This has serious consequences:

- African achievements are often omitted from global narratives
- Misinformation and distortion spread easily
- Young Africans lack awareness of the continent's scientific, cultural, and political contributions
- Cultural confidence and identity weaken

Beyond the classroom, Africa's image has also been distorted globally — from Eurocentric storytelling to world maps that visually shrink the continent. While these distortions are not caused by the removal of history from schools, they reinforce the same problem: Africa has not been represented truthfully or fully.

Pitcher Impact believes it is time to reclaim our narrative.

The Challenge

We invite you — as an individual creative — to develop bold, culturally grounded creative solutions that help reclaim, restore, and reintroduce African history to young people across the continent.

Your idea should aim to:

- Make African history engaging, accessible, and exciting
- Correct misinformation with verified, credible narratives
- Celebrate Africa's contributions to global development

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- Use modern platforms to reach young audiences
- Inspire pride, identity, and cultural confidence
- Encourage schools, media, and communities to embrace historical education

This is your chance to use creativity as a tool for truth and empowerment.

What You Can Create

You may propose:

- A campaign idea with sample executions
- A digital storytelling concept (TikTok, YouTube, animation, podcast, etc.)
- A school-based or community-based initiative
- A media activation or partnership idea
- A platform or tool (app, game, AR experience, etc.)
- A cultural movement or social challenge

The format is flexible — the strength of the idea is what matters.

Submission Requirements

Format

All entries must be submitted as a maximum of 10 slides.

Slide 1 (Mandatory Format)

A digital board that summarizes the entire idea at a glance. This should function like a poster or key visual that instantly communicates:

- The big idea
- The core message
- The overall feel of the campaign

Slides 2–10 (Flexible Format)

The remaining slides may be arranged however you choose. Across these slides, your deck should cover (in any order):

- The problem or opportunity

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- The insight
- The strategy or thinking behind the idea
- The big idea
- How the idea works
- Sample executions or prototypes
- Platform choices and rationale
- Expected impact or outcomes
- Any partnerships, channels, or extensions

You are free to structure your story in the way that best showcases your creativity.

Execution Materials (Important)

To ensure smooth judging and consistent evaluation:

All videos, mockups, audio scripts, prototypes, and other execution materials must be embedded directly into the 10-slide deck.

This means:

- Short videos should be embedded as MP4s or GIF-style loops
- Visual mockups should appear directly on the slides
- Audio ideas should be represented with scripts or MP3 embeds
- Optional external links may be included, but the deck must stand on its own

This ensures the jury can evaluate your idea without opening multiple files or relying on external links.

Mandatory Branding Requirements

- All videos and visual executions must include the Pitcher Impact – Creating a Better Africa logo.
- All audio messages must end with the line: “This message is brought to you by Pitcher Impact – Creating a Better Africa.”

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Deadline

10 April 2026

Submission Portal

Submit your work at: www.pitcherfestival.com/future-pitcher-competition

Judging Criteria

- Cultural authenticity
- Creativity and originality
- Clarity and simplicity
- Youth relevance and platform fit
- Potential for real-world impact

Why This Matters

A people without knowledge of their history are like a tree without roots. If we don't tell our stories, others will — and history has shown how damaging that can be.

This brief is an opportunity to reclaim Africa's narrative, restore pride, and empower a generation with the truth of who they are.

Let's Create a Better Africa

We believe in your creativity. We believe in your voice. And we believe that together, we can build ideas that make African history impossible to ignore — and unforgettable to experience.

Pitcher Impact is counting on you.