

# Strengthening online safety in Singapore by educating on AI-powered scams and online threats

Bamboo Builders  
Singapore

## Challenge

In an increasingly connected world, online scams continue to be a threat globally. According to the Singapore Police Force, in 2023 the total number of scam cases in Singapore increased by nearly 50%, marking an eight-year high in reported cases. While anyone can fall victim to online scams, the elderly and those with limited access to online literacy training, are among the most at risk.

## Solution and partner

To help empower underserved communities to stay safe online, Bamboo Builders – a Singapore-based social enterprise, and one of the local implementing partners in Singapore for the ASEAN Foundation's Digital Literacy Program, supported by Google.org – has helped educate more than 3,000 people with disabilities, the elderly and low-income families about how to stay safe online. Their efforts have not only empowered thousands of individuals to recognize and avoid online scams, but has enabled those individuals to go out into their communities to help educate those around them – broadening the impact and reach of their program.

## Impact

As part of their mission to build a digitally resilient Singapore, Bamboo Builders has launched a new program called SG ScamWISE (Well-Informed, Secured and Empowered) with new funding support from Google.org. Focusing on underserved youth and seniors, the initiative will conduct research on the evolving scams landscape and the impact of AI has on it, to inform the anti-scam training curriculum. SG ScamWISE aims to strengthen the knowledge base around scams and AI-based threats and reach 100,000 Singaporeans by 2026.



“AI has tremendous benefits and risks. Through the SG ScamWISE initiative supported by Google.org, Bamboo Builders will equip beneficiaries with skills to identify and protect themselves from scams, including emerging threats powered by AI, while also promoting ethical AI practices. We aim to empower Singaporeans to navigate the digital landscape safely and responsibly.”

Gabriel Tan  
Founder and CEO, Bamboo Builders



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