6-10 July 2026
Geneva, Switzerland

Session Outcome Document

Whole-of-Society Approaches to Countering Scams

UN Development Programme

8 July 2026

https://www.itu.int/net4/wsis/forum/2026/Agenda/Session/384

Key Issues discussed:

- This session explored how digital scams are evolving, what is needed to effectively counter scams and support more resilient digital ecosystems, and how actors across sectors can work together to deliver on anti-scam strategies.
- Digital scams now cost the world between $442 billion and one trillion dollars per year. Although the data is incomplete, current evidence suggests that developing countries experience higher losses to scams as a percentage of Gross Domestic Product as compared to developed countries.
- Digital scams are a complex challenge: no one actor can effectively counter scams alone. Whole-of-society approaches are needed that bring in governments, the private sector, civil society, the technical community and others.

Key Outcomes of the session

- Digital scams are rapidly evolving. Artificial intelligence is helping scammers to become more effective and scale their attacks. Defenders are also using AI, for instance to detect suspicious behavior and block malicious URLs.
- Digital scams do not only inflict financial costs; they also cause social and psychological harms and erode digital trust, with one panelist emphasizing that digital scams are accelerating a 'crisis of trust.'
- Scammers are targeted all geographies and all demographics, with young people particularly at risk.
- A wide range of actors are involved in building effective anti-scam responses, including governments, civil society, and a wide swath of the private sector, from banks and

payment companies, to platforms, to frontier AI companies, to mobile telecomm operators, to insurers and others.

Key Recommendations and Forward-Looking Actions (2–5 bullet points outlining practical and actionable recommendations to support WSIS implementation towards 2035)

- There is a need to better understand how scams are evolving, including investing in horizon scanning and scenarios exercises to better anticipate shifts in scam tactics.
- There is a need for more opportunities to learn across sectors and countries, including to adopt and adapt existing tools, campaigns, and approaches that work.