

# **BEREC**

# **Stakeholders Workshop on Combating Fraud**

**21 May 2026, Brussels / Hybrid**

# About the GSMA

The GSMA unifies the mobile ecosystem to unlock the full power of connectivity.  
We are led by our members – over a thousand mobile operators and organisations  
across adjacent industries.

Representing nearly 800 Mobile Operators  
and Ecosystem Partners Worldwide

**Three pillars**  
Policy/Advocacy - Technology - Events



# Scams - A Global Threat, demands Global Response

## AI

AI-written phishing texts now have a click-through rate of **54%**, compared to just 12% for standard attempts.

Source: Microsoft Digital Defence report

A global, growing and constantly evolving threat that is scaling fast and eroding confidence in the connected economy

Source: the GSMA

**“Fraud is now one of the world's most severe and fast-evolving transnational crimes”**



Source: INTERPOL –UNODC – Global Fraud Summit Vienna March 2026

## 10 to 30 %

Victims of scams formally report incidents

Source: GASA

## 57%

**57%** of adults worldwide have been scammed in the past year

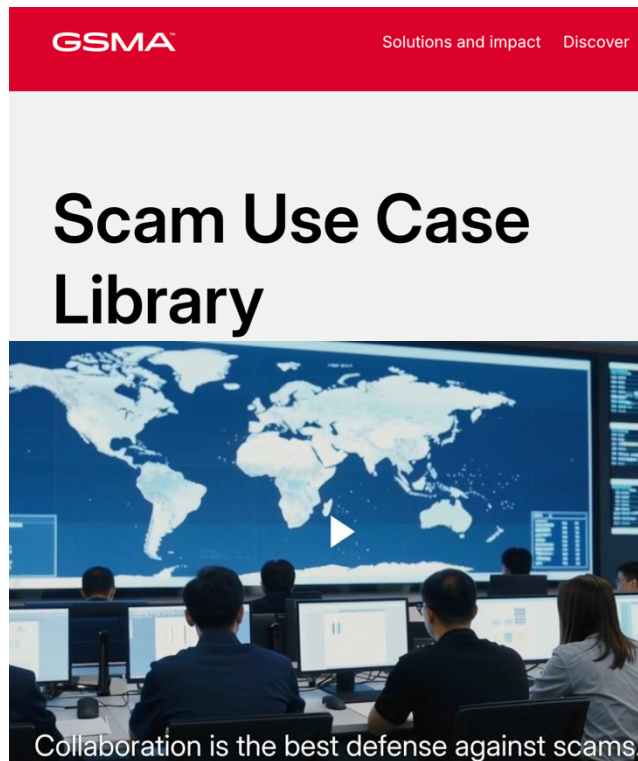
Source: GASA

# Mobile Industry Leadership on Scam Prevention

Industry Expertise & Intelligence Sharing

Cross Industry Innovation

Education tools & Joint Awareness Campaigns



# The GSMA Call to Action Against Scams

**“Fraud thrives in isolation and no single jurisdiction or sector can tackle it alone”**

UNODC and INTERPOL - Global Fraud Summit in Vienna March 2026

**1**

## **Strengthen Cross-Sector and Cross-Border Collaboration**

- Faster intelligence sharing across public and private actors
- Streamlined data sharing rules
- Scaled international cooperation, including Interpol

**2**

## **Enable Effective Frameworks, Not Just New Rules**

- Prioritise coherence of existing measures over new regulation
- Sandbox testing of innovative solutions
- Adequate resourcing across public institutions incl. law enforcement

**3**

## **Make Consumer Awareness and Reporting Count**

- Government-led national awareness campaigns, backed by industry
- Consumer reports transformed into actionable intelligence
- Faster detection and disruption of scam activities

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