



Build Change Better



Table of Contents

2025 Recap	03
Programs	04
1. Singapore Explore Learning Journeys 2. ASEAN Explore Learning Journeys 3. Equip Workshops 4. Consulting Programs 5. SG ScamWISE	
Impact	08
Awards & Recognition	10
Our Team	11
Conclusion	12

Reflecting on 2025: Empowerment and Impact



Dear Community,

2025 has been a year of establishing our leadership in Singapore's public education space. We've always maintained that Building Change Better requires a multi-sector, systemic approach to education, and I'm glad SG ScamWISE allowed us to be able to prove that on a national scale.

Beyond education institutions, we've worked with government agencies like IMDA, Singapore Police Force, corporates like Google, OCBC, Accenture, think-tanks like Tech For Good Institute, and non-profit organisations working with marginalised groups from seniors, to migrant and domestic workers, to Persons with Disabilities.

Our work and impact has been recognised by the President of Singapore, Tharman Shanmugaratnam the Ministry of Digital Development and Information (MDDI), and Channel News Asia. These are no small feats. We've received such favour for SG ScamWISE, and are on track to 10x the impact we've taken 6 years to achieve, thanks to the generous support from Google.org. Our regular social entrepreneurship programs remain strong as well. For example, we pioneered SMU's first women's empowerment social entrepreneurship project and played a major role in mobilising 1162 SMU freshmen to serve in 80 organisations islandwide. We also led a social innovation trip to Bangkok, Thailand, exploring sustainable impact.

In 2026, we will focus on building our product and sales engines as we deliver on our SG ScamWISE promise - to train 100,000 Singaporeans to protect themselves from scams. This brings us a step closer to self-sustenance and bringing impact to ASEAN community schools.

Gabriel Tan
Founder

2025 By Numbers



SG ScamWISE

75,000+

Singaporeans Registered

Regular Programs

382

Trained

85%

Increased Confidence
to Take Action

450

kg Food Rescued

188

Households Impacted

382

Organisations Engaged

Thanks to our partners, trainers, and community, 2025 was a year of unprecedented growth and impact. Here's what we achieved together.

Programs

1. Singapore Explore Learning Journeys

This year's Explore learning journeys reached 382 participants across multiple institutions, a 56% decrease from last year. This was due to our increased focus on SG ScamWISE program.



a. Food Waste Programs

Throughout the year, participants rescued significant amounts of fresh produce from going to waste:

- Hwa Chong Institution: 120kg+ collected across two sessions
- Ngee Ann Polytechnic: 70kg+ rescued, with students gaining new perspectives on food distribution and breaking stereotypes about communities in need
- Rotaract Club with ASEAN delegates: 65.93kg rescued by 20 participants, exploring how food waste differs across regions, Singapore faces consumption waste while Myanmar and Thailand deal with agricultural losses
- IMDA: 50kg collected by 18 participants and distributed to 25+ households
- Carey Baptist College/UBE: 44kg rescued
- Singapore Institute of Technology: 100kg rescued

b. Inequality and Special Needs Programs

SMU ran multiple programs focusing on different social issues:

- SMU-BSS Explore Inequality: 17 participants
- SMU C4SR Explore Inequality: 19 participants
- SMU C4SR Explore Special Needs: 7 participants
- Fairfield Methodist Secondary School Explore Special Needs: 68 students from both the school and ASEAN Foundation youth

c. Corporate Urban Farms Program

- Wyndham Amazing Farm Race: 25 participants enjoyed a corporate CSR initiative featuring farm challenges, sustainability stations, DIY composting, chicken hunt, and a Sustainability Auction with CNY-themed items like snake plants and paintings by special needs artists

2. Asean Explore Learning Journeys

In 4D3Ns, 16 students from SMU went on a Change Agent Immersion Program where we visited and learnt how various social enterprises, changemakers, and charities are creating sustainable impact on-the-ground.

We learnt about zero waste, regenerative agriculture, farm-to-table concepts, inclusivity, community development and more.

It was an eye-opening experience for many, and they left feeling inspired and ready to make a change in Singapore and ASEAN!



3. Equip Workshops

a. SMU Community Leadership Training

We successfully delivered a 4-day leadership development workshop for 45 student leaders representing SMU's three largest community service projects. These trained leaders will go on to mobilize hundreds of student volunteers in implementing programs that serve thousands of beneficiaries across three vulnerable communities: seniors, persons with disabilities, and children from low-income backgrounds. We remain grateful for SMU's continued partnership and trust in our organization to develop the next generation of socially conscious leaders who will drive meaningful impact in their communities.



b. Ministry of Education Partnership: Digital Parenting Workshops

We conducted Digital Parenting Workshops as part of the SG ScamWISE campaign, reaching 160 MOE Parent Support Group leaders across Singapore over two weekends. Participants engaged with critical topics including age-appropriate screen time management, addressing cyberbullying, and identifying scams targeting teenagers. Parent leaders reported increased confidence in recognizing sophisticated scam tactics and felt better equipped to support their school communities. We are grateful to our trainers and facilitators, and to every parent who participated with openness and commitment to building digital resilience in Singapore's families.



4. Consulting Programs

a. SMU Freshmen Orientation volunteering program

We coordinated volunteering sessions for SMU's Freshmen Orientation Camp, deploying 1,163 students across more than 80 Social Service Agencies over three runs. These hands-on experiences exposed incoming students to diverse social causes including seniors, children, and persons with disabilities, collectively impacting over 1,800 beneficiaries. Post-program surveys revealed that 92% of participants reported increased interest and readiness to continue volunteering, demonstrating the power of experiential learning in catalyzing long-term community engagement among young adults.



5. SG ScamWISE

a. Google Global Leadership Volunteering Session

We hosted 20 Google executives from around the world in an engagement session with 40 seniors from St Luke's Eldercare, NTUC Health, and Lingzhi Lovers Centre as part of the ScamWISE initiative. The event featured opening remarks from Google.org, IMDA, and our leadership team, bringing together global tech leaders and local seniors to advance digital safety and literacy for vulnerable communities.



b. SG ScamWISE Train-the-Trainer Program

- Conducted 3-day intensive training in February for 50+ trainers
- Trained trainers in partnership with Singapore Police Force on latest scam typologies



c. ScamWISE Squad Web Game

Represents our shift towards using digital gamification in education. Early pilots saw >20% increase in student engagement and learning satisfaction scores, improving learning outcomes.



d. Student Scam Awareness Competitions Launched

- Launched Primary School Comic Competition focused on scam awareness
- Launched Secondary School Social Media Competition, empowering learners to become active advocates in the community. Winners will be invited to become paid advocates in 2026.



Impact

1. Regional Leadership

- Presented ScamWISE successes to ASEAN Secretariat and US Embassy in Google's Breakout Program on Online Frauds & Scams, using SG ScamWISE as a success case for ASEAN Foundation to amplify scams training regionally.



Google's Breakout Program on Online Frauds & Scams



GASA 2025

- Presented at Global Anti-Scams Summit (GASS) in Singapore and 2025 Online Safety Dialogue in Taiwan on our transformative approach to public scams education through SGScamWISE program alongside partners like Google, Amazon, Meta, Mastercard. Addressed 100+ leaders from governments, law enforcement, industry, civil society, and academia, as well as a panel discussion about public education alongside Singapore Police Force.

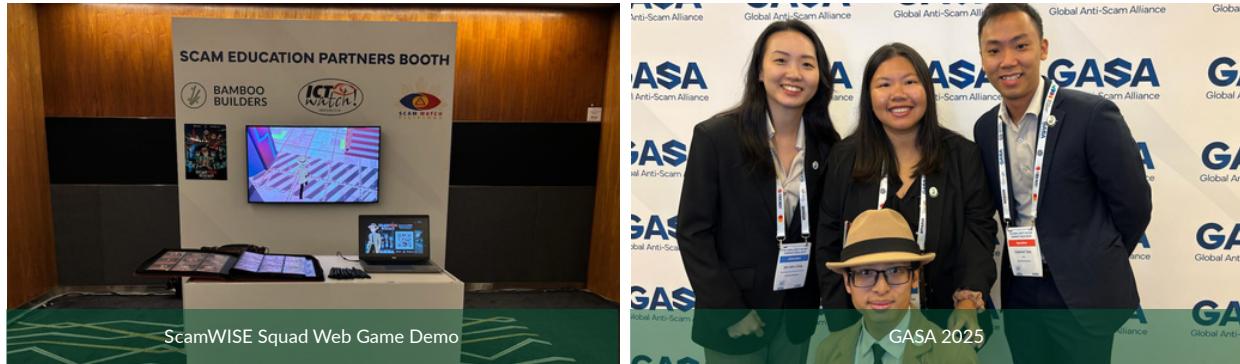


2025 Online Safety Dialogue (Taiwan)



2025 Online Safety Dialogue (Taiwan)

- Our Strengthening Scam Readiness in Singapore & SEA-6 Report and ScamWISE Squad game demo was also launched on the sidelines of GASS.



Southeast Asia Scams Landscape Report Launch

- Published comprehensive report on our website covering a landscape overview on online scams and fraud in Singapore and 6 Southeast Asian countries
- Partnership with Tech For Good Institute, supported by Google.org
- Highlighted importance of culturally-relevant initiatives for regional resilience and public education campaigns and stakeholder discussions

Home About Impact Programs Community Media Contact

Strengthening Scam Readiness in Singapore Report: March 2025
Get Insights and Take Action

Understanding Singapore's Scam Readiness Gap

Scams are evolving—are you prepared to spot and stop them? Our latest report, 'Strengthening Scam Readiness in Singapore, March 2025', reveals a worrying reality: while many believe they can identify scams, actual scam detection and response skills remain low.

Curious to learn more? Here are key research insights from our report.

Everyone- not just seniors- is vulnerable to scams.

1 in every 3 Singaporeans has been scammed.

Nearly **50%** of digital natives (18-34 y.o.) have fallen victim to scams.

*Commissioned by Bamboo Builders, conducted by Tech For Good Institute

Building a Scam-Resilient Singapore Through Empathy-Led Education

In this article, Gabriel Tan, Founder of Bamboo Builders, a Singapore-based social enterprise that aims to #BuildChangeBetter. They close gaps in traditional education by equipping individuals with real-world skills to tackle real-world problems. He sheds light on how Singapore can create a more scam-resilient society through empathetic education.

This article builds on the report "Strengthening Scam Readiness in Singapore", click [here](#) to read.

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Mr Gabriel Tan, who runs Bamboo Builders, a social enterprise that has programmes on scam awareness and digital resilience, said fighting scams must be a shared effort because "it takes a whole-of-society approach to combat scams".

The 31-year-old added that many people still believe that getting scammed only happens to the gullible or the elderly but that assumption is wrong.

"Our research found that one in two young professionals in Singapore has been scammed. We always think seniors are more vulnerable, but the truth is, everyone is," said Mr Tan.



Mr Gabriel Tan runs Bamboo Builders, a social enterprise that has programmes on scam awareness and digital resilience. (Photo: CNA/Ooi)

Awards & Recognitions

SMU Alumni Award from President Tharman

Received Singapore Management University's highest alumni recognition from President Tharman Shanmugaratnam for professional excellence, innovation, and service to society, presented by President Lily Kong alongside 22 distinguished awardees.



Ministerial Recognition for ScamWISE Impact

Received recognition from Minister of State Goh Pei Ming for contributions to digital awareness and anti-scam education in Singapore, alongside other companies like Meta, Mastercard and CPF.



National Media Coverage & Thought Leadership

Published an opinion piece in CNA Today addressing the \$456M lost to scams in the first half of 2025, highlighting the critical need for public scam education and the vulnerability of youth, with 1 in 2 affected by scams.

Aug 30, 2025 | 17m 53s
Your Singapore Weekend
Changing Communities, Shaping Futures (Gabriel Tan, Founder, Bamboo Builders, a social leadership incubator)

About
This week, we spotlight the impact of youth-led change. From grassroots projects to regional initiatives, young people are stepping up to tackle inequality, sustainability, and social inclusion. With a record number of students taking part in Singapore's largest community service programme, we find out how the next generation is turning service into leadership — and leadership into lasting change.

Find Bamboo Builders at <https://www.bamboobuilders.org/>
Learn more about Singapore Management University's courses and programmes at <https://www.smu.edu.sg/>

Featured in SG60 Portfolio Magazine

Profiled as educator shaping regional learning and leadership for Singapore's 60th anniversary, sharing perspectives on reimagining education for future nation-building with emphasis on skills-based learning that cultivates empathy, creativity, and resilience

NEXT GEN NATION BUILDERS

Soft Power: Shaping the Singapore of Tomorrow with Bamboo Builders' Gabriel Tan

Powered by Ferrari

by Anton D. Javier and Aaron De Silva
Photography by Marcus Low
Shot on location at Ferrari Singapore (M Auto Pte Ltd), 30 Long Kee Road
17 Aug 2025

New Team Members



Dr. Shannon Quek

Growth Lead



Farah Amy

Curriculum Development

Welcome to Bamboo Builders!

Conclusion

Come 2026, we will be spending significant resources on SG ScamWISE to build a more digitally resilient Singapore. This will give us a good network reach into schools and community organizations.

Continue developing Singapore's youth to become more empathetic and compassionate towards social causes around them. We will empower them to make change in their communities through the starting of social projects. As we strive towards creating Southeast Asia's best social entrepreneurship programs for youth, we are also working on improving our curriculum and training our facilitators.

Our strength is in our community. Please reach out to us if you would like to contribute in any way!

Please join our community Telegram channels to stay updated:

- **Build Change Better Chat**

(For Generic Community/Program Updates)

<https://t.me/bamboobuilders>

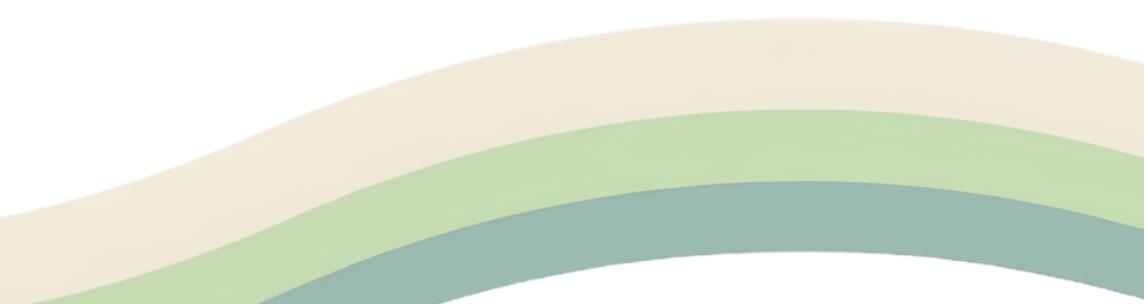
- **BB Facilitators Chat**

(For interested Facilitators)

<https://t.me/+4REfFZFBpaxhYmFl>

Wishing one and all a Blessed Christmas and a Happy New Year!

Grow Fast, Grow Strong!





Build Change Better

bamboobuilders.org



Bamboo Builders 2024