

A REGIONAL EDUCATIONAL INITIATIVE FOCUSED ON DIGITAL LITERACY, CYBER
FRAUD PREVENTION, AND THE SAFE USE OF DIGITAL FINANCIAL SERVICES

CYBERWEEK 2.0

NOMINATION : BEST SOCIAL IMPACT CAMPAIGN

2025

2026

PROBLEM

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CYBER THREATS ARE BECOMING PART OF EVERYDAY LIFE
THE DEVELOPMENT OF DIGITAL FINANCIAL SERVICES CREATES NEW
OPPORTUNITIES FOR PEOPLE, BUT AT THE SAME TIME INTRODUCES NEW RISKS.
FRAUD IS INCREASINGLY SHIFTING INTO THE DIGITAL ENVIRONMENT: USERS ARE
FACING PHISHING, SOCIAL ENGINEERING, FAKE INVESTMENT OFFERS, ONLINE
SHOPPING FRAUD, AND OTHER FRAUDULENT SCHEMES.

ACCORDING TO THE MINISTRY OF INTERNAL AFFAIRS OF THE REPUBLIC OF UZBEKISTAN:

48

48X INCREASE IN THE NUMBER OF CYBERCRIME-
RELATED REPORTS OVER THE PAST 6 YEARS

82%

OF FRAUD CASES OVER THE PAST YEAR
WERE COMMITTED IN CYBERSPACE

76%

OF THEFTS OVER THE PAST
YEAR WERE COMMITTED IN
CYBERSPACE

2+

UZS 2+ TRILLION
IN FINANCIAL LOSSES

WHY IT MATTERS ?

BEHIND EVERY NUMBER IS A PERSON
CYBER FRAUD IS NOT MERELY A TECHNOLOGICAL OR FINANCIAL PROBLEM.

IT MEANS:

- LOST SAVINGS.
- STOLEN PERSONAL DATA.
- A COMPROMISED SENSE OF SECURITY.
- LOSS OF TRUST IN DIGITAL SERVICES.

KEY INSIGHT:

CYBERSECURITY DOES NOT BEGIN WITH
TECHNOLOGY ALONE. IT BEGINS WITH
KNOWLEDGE AND INFORMED BEHAVIOR.

WHAT IS OUR ROLE HERE ?

1.

WE UNDERSTAND THAT THE SECURITY OF DIGITAL PAYMENTS IS NOT ONLY A MATTER OF TECHNOLOGY, INFRASTRUCTURE, AND SECURITY SYSTEMS. IT IS ALSO A MATTER OF USER BEHAVIOR.

2.

UZCARD HAS CHOSEN A PROACTIVE APPROACH: NOT ONLY TO PROTECT PAYMENT INFRASTRUCTURE, BUT ALSO TO HELP PEOPLE UNDERSTAND DIGITAL THREATS, RECOGNIZE FRAUDULENT SCHEMES, AND USE MODERN FINANCIAL SERVICES SAFELY.

3.

THIS IS HOW CYBERWEEK WAS CREATED – A SYSTEMATIC EDUCATIONAL INITIATIVE THAT BRINGS TOGETHER THE EXPERTISE OF UZCARD AND ITS GOVERNMENT PARTNERS.

PROJECT GOAL

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TO BUILD A SUSTAINABLE CULTURE OF DIGITAL SECURITY IN UZBEKISTAN THROUGH EDUCATION, PRACTICAL KNOWLEDGE, AND ACCESSIBLE COMMUNICATION

PROJECT OBJECTIVES:

IMPROVE
DIGITAL AND
FINANCIAL
LITERACY
AMONG THE
PUBLIC

RAISE
AWARENESS
OF EMERGING
CYBER THREATS
AND COMMON
FRAUD SCHEMES

DEVELOP
SKILLS TO
PROTECT
PERSONAL AND
PAYMENT DATA

HELP PEOPLE
RECOGNIZE
POTENTIALLY
DANGEROUS
SITUATIONS IN THE
DIGITAL ENVIRONMENT

STRENGTHEN
CYBERSECURITY
AWARENESS AND
CAPABILITIES AMONG
FINANCIAL SECTOR
PROFESSIONALS

SOLUTION

CYBERWEEK 2.0

NOT A ONE-OFF AWARENESS CAMPAIGN,
BUT A SYSTEMATIC EDUCATIONAL
INITIATIVE.

THE PROJECT IS IMPLEMENTED JOINTLY
WITH THE MINISTRY OF INTERNAL
AFFAIRS OF THE REPUBLIC OF
UZBEKISTAN AND BRINGS TOGETHER
GOVERNMENT AUTHORITIES, THE
FINANCIAL SECTOR, INFORMATION
SECURITY EXPERTS, AND REGIONAL
COMMUNITIES.



THE PROJECT COMBINES:

EDUCATION

SEMINARS AND REAL-WORLD CASE
STUDIES.

PROFESSIONAL EXPERTISE

DISCUSSIONS ON CURRENT CYBER
THREATS, ANTI-FRAUD APPROACHES, AND
USER PROTECTION.



REGIONAL OUTREACH

ACTIVITIES CONDUCTED DIRECTLY IN THE
REGIONS MOST EXPOSED TO CYBER RISKS,
ACCORDING TO STATISTICS IN UZBEKISTAN.

MASS COMMUNICATION

VIDEOS, TELEVISION, MEDIA CONTENT, AND
PUBLIC AWARENESS CAMPAIGNS.

THE PROJECT HAS BEEN CONSISTENTLY IMPLEMENTED ACROSS THE COUNTRY'S REGIONS SINCE 2025.

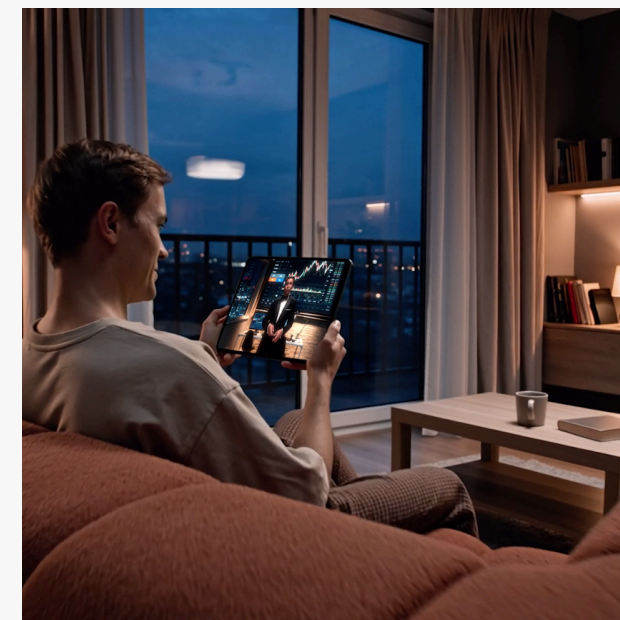
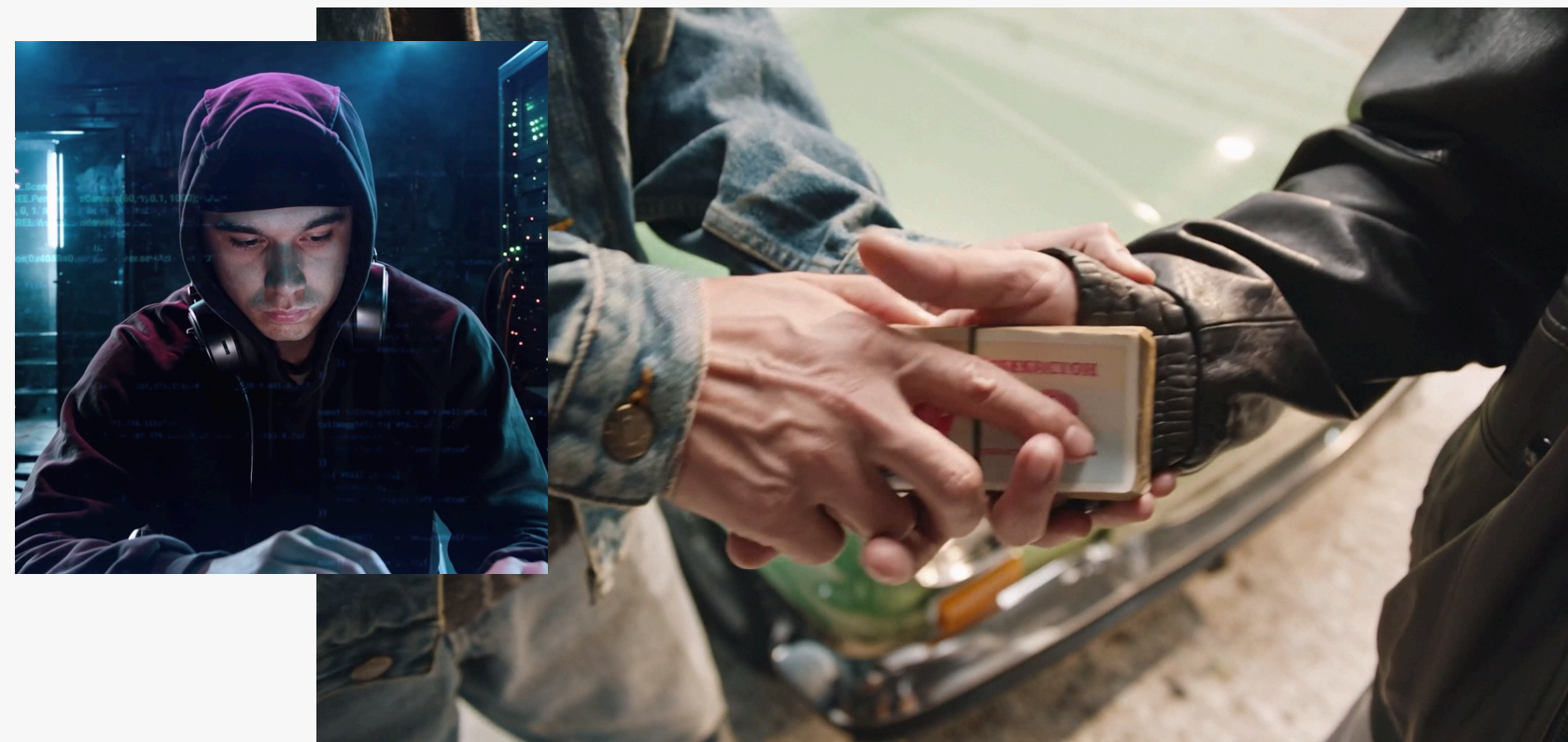
DEMYSTIFYING THE COMPLEX

CYBERSECURITY SHOULD BE EASY FOR EVERYONE TO UNDERSTAND

WE TRANSLATE COMPLEX FRAUD SCHEMES INTO SIMPLE, ACCESSIBLE LANGUAGE THROUGH REAL-LIFE SITUATIONS.

IN 2026, WE CONTINUED THE PROJECT WITH A SERIES OF SHORT VIDEOS COVERING COMMON CYBER FRAUD SCENARIOS.

THE PURPOSE OF THE CONTENT IS NOT SIMPLY TO WARN PEOPLE, BUT TO GIVE THEM A CLEAR COURSE OF ACTION: RECOGNIZE THE THREAT, STOP, AND AVOID SHARING THEIR DATA OR SENDING MONEY TO FRAUDSTERS.



KEY FOCUS AREAS:

- 01 **APK FRAUD**
HOW A MALICIOUS APP CAN LEAD TO THE LOSS OF PERSONAL DATA AND MONEY.
- 02 **FAKE TRADING**
HOW FRAUDSTERS EXPLOIT PROMISES OF EASY PROFITS AND INVESTMENT OPPORTUNITIES.
- 03 **ONLINE SALES**
WHAT ONLINE SHOPPING FRAUD CAN LOOK LIKE IN EVERYDAY LIFE.

PROJECT OUTCOME

FROM A REGIONAL INITIATIVE TO LARGE-SCALE COMMUNICATION

CYBERWEEK IS DEVELOPING SIMULTANEOUSLY IN TWO KEY AREAS: OFFLINE EDUCATION AND LARGE-SCALE PUBLIC AWARENESS. SINCE 2025, THE PROJECT HAS BEEN IMPLEMENTED ACROSS VARIOUS REGIONS OF UZBEKISTAN, INCLUDING **BUKHARA, NUKUS, SAMARKAND, AND FERGANA**. IN 2026, THE REGIONAL STAGES CONTINUED IN **KARSHI AND NAMANGAN**.

8

CREATIVE VIDEOS ON
COMMON FRAUD SCHEMES

5+

MILLION VIEWS
GENERATED BY VIDEO CONTENT RELATED TO CYBERSECURITY INITIATIVES

FINTECH GAP

A VIDEO PODCAST ON CYBER FRAUD AND WAYS TO PREVENT IT WAS RELEASED.

FRAUDSTERS

TO RAISE AWARENESS OF CYBERSECURITY THROUGH FORMATS THAT ARE FAMILIAR AND ACCESSIBLE TO THE PUBLIC, UZCARD ACQUIRED THE BROADCASTING RIGHTS TO THE KAZAKHSTANI TV SERIES “FRAUDSTERS” FOR AIRING ON THE KINOTEATR TV CHANNEL.

RESULTS

THE PROJECT'S INITIAL RESULTS DEMONSTRATE THAT CYBERSECURITY AWARENESS CAN
EXTEND FAR BEYOND INDIVIDUAL EVENTS.

01

3500+
PARTICIPANTS

02

10+ MILLION
MEDIA AND TELEVISION REACH

03

533 MAHALLAS ENGAGED ACROSS
TWO REGIONS

04

6+
REGIONAL STAGES

05

2,92 MILLION
PEOPLE REACHED THROUGH A
COMPREHENSIVE INFORMATION
CAMPAIGN

IMPACT

FROM AWARENESS TO BEHAVIORAL CHANGE
THE KEY OUTCOME OF CYBERWEEK IS NOT THE NUMBER OF EVENTS HELD.

IT IS THE KNOWLEDGE AND SKILLS THAT EMPOWER PEOPLE TO PROTECT THEMSELVES IN THE DIGITAL ENVIRONMENT.

THE PROJECT HELPS PEOPLE:

1.

RECOGNIZE
FRAUDULENT SCHEMES

2.

VERIFY
INFORMATION BEFORE TAKING ACTION

3.

PROTECT
PERSONAL AND PAYMENT DATA

AND SAFELY USE
DIGITAL FINANCIAL SERVICES

**THANK YOU FOR
YOUR ATTENTION!**

CYBERWEEK 2.0

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