

Introduction

TRACIT is a transnational, pro-business advocacy organization with the principal objectives to:

- Develop research, advocacy tools and policy guidance to influence national governments on the urgency of regulating against illicit trade.
- Build partnerships with key UN and intergovernmental organizations to drive international policy standards.
- Mobilize the international business community to work collectively across industry sectors and share mitigation tactics common to all forms of illicit trade.

Alliance Partners

The TRACIT *Alliance Partners* form an integral, international network of business associations with reason to defend markets against illicit and unfair trade. The *Alliance Partners* are:

- Trade associations representing companies operating in sectors vulnerable to illicit trade.¹
- Broad business associations and chambers responsible for promoting fair trade, economic growth and pro-business investment climates.
- Respected organizations with connections to government officials and expertise at organizing meetings in national capitals.

Purpose

- Build up the body of knowledge on illicit trade and actively share the information throughout the network to improve the development of reports, best-practices and policy recommendations.
- Leverage TRACIT's ability to more effectively reach and influence governments across borders through joint events, publications and advocacy efforts.
- Provide opportunities for *Alliance Partners* to strengthen their work on illicit trade and to engage with key intergovernmental organizations, governments and stakeholders beyond their own border or outside their specific sector.

Opportunities and benefits of becoming an Alliance Partner

- **Participate in high-level events.** *Alliance Partners* are eligible to be invited to participate in meetings with UN and intergovernmental agencies, briefings with national governments, and international conferences, via TRACIT's regular schedule of

¹ Sectors vulnerable to illicit trade include: agri-foods, alcohol, counterfeiting and piracy, fisheries, forestry, petroleum, pharmaceuticals, precious metals and gemstones, pesticides, tobacco, trafficking in persons and wildlife.

invitations to meet with governments and via TRACIT's MOUs and observer status with key IGOs, such as UNCTAD, UNODC and WCO.

- **Access to materials** developed by TRACIT can be used by *Alliance Partners* to support their own advocacy work. *Alliance Partners* can extract and co-brand content produced by TRACIT. These materials include:
 - Reports – such as the TRACIT Report on the [Impacts of Illicit Trade on the UN Sustainable Development Goals](#).
 - Tools – such as the [Global Illicit Trade Environment Index](#), in partnership with the Economist Group.
 - Policy recommendations – such as the TRACIT policy recommendations for specific governments, regions and issues (e.g., Free Trade Zones).
 - Communications materials – press releases, news alerts, blog stories, meeting invitations, meeting summaries and other information can be republished or recirculated by *Alliance Partners* to their own memberships.
- **Advocacy support and amplification of messages.** Materials and messages developed by *Alliance Partners* will be promoted internationally and across sectors:
 - During intergovernmental meetings and international conferences.
 - On TRACIT.org online, sector-specific portals.
 - Via TRACIT's global email and media distribution lists.
- **Contribute your expertise.** *Alliance Partners* can contribute research, best practices, advocacy materials and viewpoints to TRACIT reports and policy recommendations. All contributions are fully attributed and showcased via traditional and social media.
- **Awareness.** Participate in TRACIT initiatives to raise awareness on illicit trade:
 - Add your logo to TRACIT's website and select reports, events and campaigns.
 - Add TRACIT's trusted logo to your website and press materials to demonstrate your sector's commitment to the global fight against illicit trade.

Subscription

A nominal subscription is required to cover the costs of managing the network of Alliance Partners:

- US\$ 3,500 / year for organizations with annual income exceeding \$3m.
- US\$ 1,750 / year for organizations with annual income between \$1-3m.
- US\$ 875 / year for smaller organizations with income below \$1m.

Dues will be invoiced annually in January and pro-rated for subscriptions initiated in mid-year.