PRINCIPLES

Mission
TRACIT is a transnational, not-for-profit, advocacy organization with the principal objectives to:

- Educate and encourage national policymakers on the urgency of regulating against illicit trade, through the development of research, best practice and policy guidance.
- Drive international policy and regulatory standards, by collaborating with key UN and intergovernmental organizations.
- Promote mitigation tactics common to all forms of illicit trade, by mobilizing the international business community and working collectively across industry sectors.

Alliance Partners
TRACIT Alliance Partners form an integral, international network of business organizations 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-based business associations and chambers responsible for promoting fair trade, economic growth and pro-business investment climates.
- Respected organizations who collaborate with government and have expertise at organizing meetings and initiatives in national capitals.

Purpose of the network
Collectively, TRACIT Alliance Partners demonstrate a powerful, transnational business voice that stands with TRACIT against illicit trade and its negative impacts on society and economy.

- Build up the body of knowledge on illicit trade and actively share it throughout the network to improve the development of reports, best-practices and policy recommendations.
- More effectively reach and influence policymakers across borders though 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.

Subscription
Alliance Partners contribute a nominal subscription to cover the costs of managing the network:

- 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.

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.
BENEFITS

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 intergovernmental agencies, briefings with national governments, and international conferences organized by TRACIT.

• **Access to materials.** Materials developed by TRACIT are available to *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 Intelligence Unit.
  
  • 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—as appropriate—internationally and across sectors:
  
  • During intergovernmental meetings and international conferences.
  
  • On TRACIT.org online, sector-specific portals.
  
  • Via TRACIT’s global email, media distribution lists and social media networks.

• **Contribute your expertise.** *Alliance Partners* can contribute research, best practices, advocacy materials and viewpoints to TRACIT reports, policy recommendations, blogs and newsletters. Contributions are 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/your sector’s commitment to the global fight against illicit trade.