



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 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.

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.