



# SUPPORTING PROJECTS WITH LASTING IMPACT AGAINST ILLEGAL TRADE

---

## OVERVIEW

PMI IMPACT is a global initiative to support public, private, and non-governmental organizations to develop and implement projects against illegal trade. The initiative was launched in 2016 by Philip Morris International (PMI), which has pledged USD 100 million to fund the first three rounds of grants.

To date, PMI IMPACT has allocated a combined USD 48 million for the implementation of 60 projects in 30 countries as part of the initiative's first and second funding rounds.

PMI IMPACT supports projects that reduce or prevent illegal trade, while enabling organizations to build innovative and sustainable solutions, fostering public-private partnerships and facilitating the debate around illegal trade at a global, national, and regional level.

# EXPERT COUNCIL

---

PMI IMPACT is honored to be able to rely on the profound knowledge of the Expert Council members in the fields of law, anti-corruption, and the fight against organized crime and illegal trade.

The council of external independent experts plays a central role in the evaluation and selection of the project proposals for the award of grants by PMI.

For more information on the Expert Council of PMI IMPACT, please see the Grant Award Guidelines, available on [www.pmi-impact.com](http://www.pmi-impact.com).

---



Ms. Suzanne  
Hayden



Mr. Alain Juillet



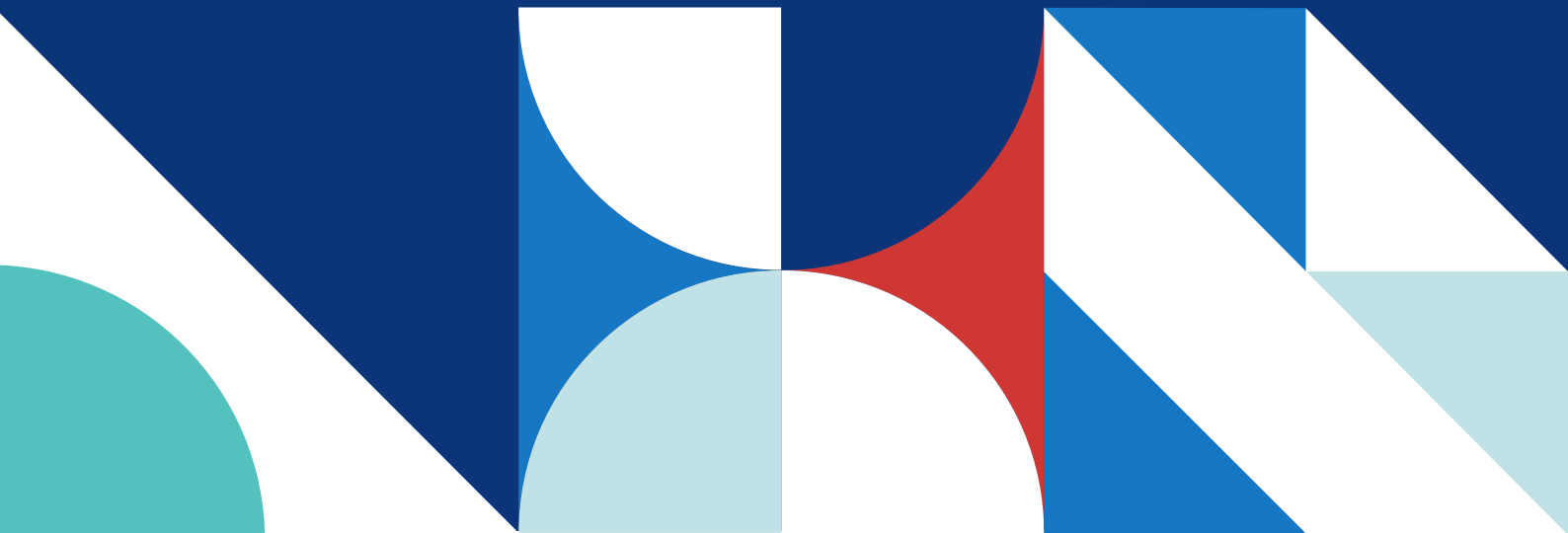
Mr. Carlos  
Creus Moreira



Mr. Luis Moreno  
Ocampo



Ms. Navi Pillay



## PROJECTS WE SUPPORT. THEME.





PMI IMPACT’s third round of funding welcomes projects that aim to reduce or prevent illegal trade, and counter its negative consequences for individuals, their families, and communities.

Projects can cover the following areas:

- Providing equipment, and/or developing promising technological solutions, with the potential to improve border control.
- Building capacity for law enforcement and judicial academies.
- Supporting organizations implementing specific initiatives in the field of victims’ protection and restorative justice.
- Promoting public awareness, the exchange of good practices, and international cooperation on issues related to illicit trade.
- In the midst of the COVID-19 pandemic, PMI IMPACT recognizes the importance of health security and is also open to projects aimed at limiting the threats of illicit trade in this domain and raising public awareness.

## TOPICS

The proposed project should correspond to one of five topics:

 <p><b>Topic 1:</b> Border control</p>	<p><b>Sub-topic 1.1:</b> Provision of equipment at the border</p> <p><b>Sub-topic 1.2:</b> Support to the development of innovative technological solutions</p> <p><b>Sub-topic 1.3:</b> Border control management and policy</p>
 <p><b>Topic 2:</b> Capacity building</p>	<p><b>Sub-topic 2.1:</b> Training for law enforcement and judicial academies</p> <p><b>Sub-topic 2.2:</b> Development of systems dynamic models on illegal trade</p>
 <p><b>Topic 3:</b> Restorative justice and victims’ protection</p>	
 <p><b>Topic 4:</b> Network engagements, awareness building and international</p>	
 <p><b>Topic 5:</b> COVID-19 and the threat of illicit trade</p>	<p><b>Sub-topic 5.1:</b> Innovation and technology</p> <p><b>Sub-topic 5.1:</b> Public awareness</p>

For more information on each topic, please visit: [www.pmi-impact.com](http://www.pmi-impact.com).

The total requested budget per project can range between USD 100,000 and USD 750,000<sup>1</sup>, and the duration of each project can be up to two years. Each applicant may only submit one project proposal in a cycle of the third funding round, respecting the proposed submission deadlines.

PMI IMPACT does not support projects that propose private investigative activities, or any activities directed to minors.

1. The range is indicative and can vary considering specific project proposals.

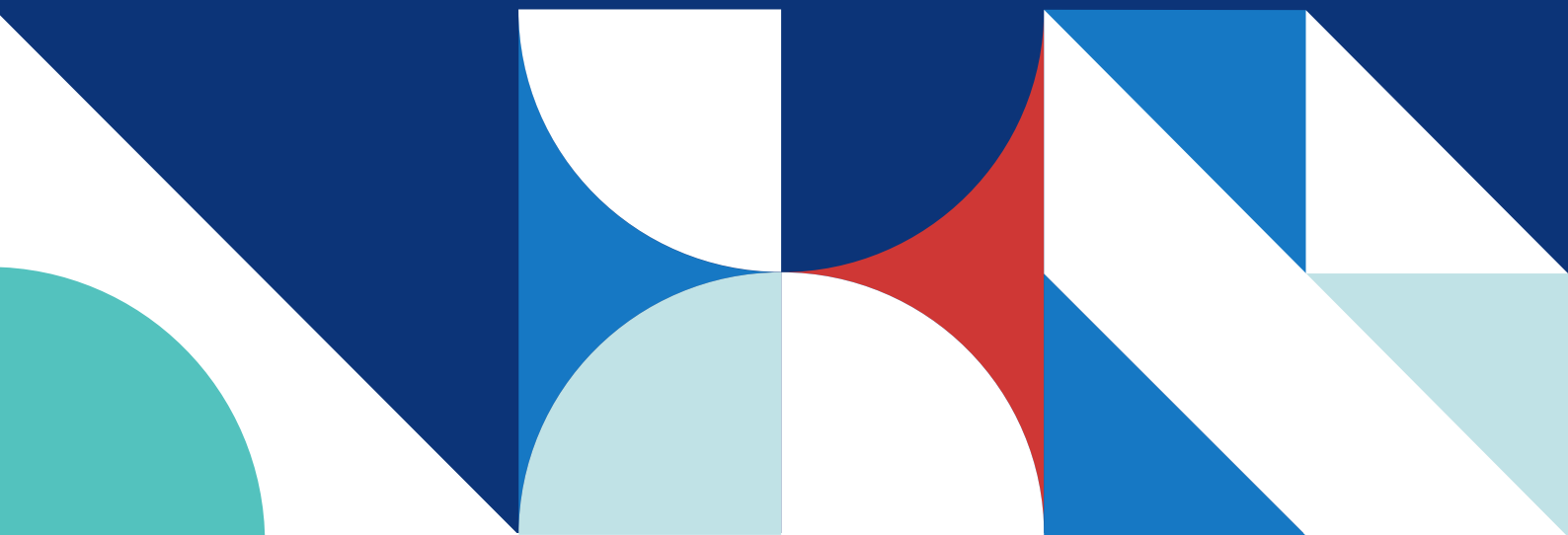
# WHO CAN APPLY

PMI IMPACT is open to project proposals from public, private, or nonprofit organizations, including governmental organizations, international organizations, associations, academic institutions, and companies.

Applicants may not be individuals, tobacco or electronic cigarette manufacturing companies, or controlled by or belong to the same group of companies as any tobacco or electronic cigarette manufacturing company.

Applicants can be based anywhere in the world; however, all proposals must address the funding round theme and focus on one of the proposed topics.

Achieving lasting results against illegal trade requires an inclusive approach for governments, the private sector, and civil society to work together to address the issue in its entirety.



## ARE YOU INTERESTED IN APPLYING TO PMI IMPACT?

### THE EXPLORATORY STAGE

Contact the project office of PMI IMPACT at [impact@pmi.com](mailto:impact@pmi.com), propose a concept for your project and present your idea in a brief format. A template for a concept proposal is available on [www.pmi-impact.com](http://www.pmi-impact.com).

Public, private, or non-profit organizations, including non-governmental organizations, international organizations, associations, academic institutions and corporations, identified through the exploratory stage, will be invited to submit an Application to PMI IMPACT.

For more information on the exploratory stage, please see the Application Terms and Funding Rules, also available on the initiative's website.

### GRANT AWARD PROCEDURE

The procedure for awarding grants includes several stages, as outlined on the right side.

The proposals are evaluated in terms of their potential for lasting impact, relevance and coherence, formulation and design, and feasibility.

### CALENDAR AND TIMELINE

Applicants can apply to PMI IMPACT for the third funding round before one of the three deadlines for submission of Applications<sup>2</sup>. The call for Applications remains open until the third submission deadline.

- First submission deadline: Sept. 15, 2021, 23h59 CET.
- Second submission deadline: Apr. 15, 2022, 23h59 CET.
- Third submission deadline: Aug. 15, 2022, 23h59 CET.

<sup>2</sup> The deadlines for submissions of Applications are indicative and might be subject to change by PMI. Please visit [www.pmi-impact.com](http://www.pmi-impact.com) for updates.

### The procedure for awarding grants will include the following stages:



For more details on each stage please see the Grant Award Guidelines, available on [www.pmi-impact.com](http://www.pmi-impact.com).



## CONTACT

Visit [www.pmi-impact.com](http://www.pmi-impact.com) for more details and updates on PMI IMPACT.

For further questions, contact the project office of PMI IMPACT at [impact@pmi.com](mailto:impact@pmi.com)

PMI IMPACT is an initiative of Philip Morris International Inc (PMI).

For information about the company, visit [www.pmi.com](http://www.pmi.com).

To learn more about our commitment to fight illegal trade visit [www.stopillegal.com](http://www.stopillegal.com).

© 2021 Philip Morris International

