

Campaign Outline: “Stop The Sun Tax”

Demand:	0% GST on Solar Imports in the FY 2026-2027 budget
Lead:	Advocacy, Policy and Govt. Relations Department
Start Date:	20 Apr 2026
End Date:	13 Jun 2026

1. SUMMARY

This PSA Policy Department initiative aims to influence upcoming budget decisions to eliminate GST on solar-related technologies like photovoltaic panels, inverters, and batteries. “Stop The Sun Tax” is a name chosen for being brief, memorable, and easy-to-understand. The short campaign time-frame necessitates a three-pronged approach, simultaneously targeting:

1. Government bodies and representatives (FBR, Parliamentarians)
2. Relevant think-tanks (policy, economic, energy)
3. The solar industry (PSA, FPCCI, city chambers) and public

Although broad, public-facing measures like posts and articles are planned, the most efficient course of action is direct institutional engagement. While comparatively harder to access, the institutions involved in drafting, and the individuals with the ability to ratify the new budget are prioritized. Collaborations and consultations with relevant think tanks will lend validity to financial projections, economic analyses and policy recommendations. These insights will be optimized, with technical insight formally conveyed in a brief to the FBR, and personalized letters to parliamentarians detailing the impact on their constituencies. Industry partners and the public will be approached for real-life insight into the distributional impacts of increasing solar taxation on businesses and households. Social media and op-eds will be used as reinforcement mechanisms.

2. OBJECTIVE

Position solar import tariff reduction for formal consideration within Pakistan’s federal budget process

Problem:

High import duties on solar equipment have already increased system installation costs and staggered solar adoption despite a strong, and growing demand. This has led to increased payback periods, forced dependence on expensive and unreliable grid electricity, and a delayed and unjust transition to Distributed Renewable Energy (DER). The most vulnerable groups bear the brunt of this, including residents of rural districts with rolling blackouts, farmers operating solar tubewells and the population of the country living in poverty, as energy insecurity increases the cost of living for *everyone*.

Key Performance Indicators:

Pillar 1 Government	KPI #1	Secure formal engagements with relevant Ministries by mid-May.; submit PSA Policy Department brief to Finance and Revenue Divisions
	KPI #2	Engage at least 3 MNAs/ Parliamentary subcommittees across finance, energy, and constituency-linked categories
Pillar 2 NGOs and think-tanks	KPI #3	Establish engagement with at least 2 NGOs, publish at least 1 op-ed, and collaborate on a long-form video as part of the social media campaign
Pillar 3 FPCCI and City Chambers	KPI #4	Issue joint statements/ press releases with major city chambers and FPCCI and leverage publicity to enhance campaign media reach.

Relevant Government Ministry and Divisions:

Ministry of Finance, Revenue, Economic Affairs	Finance Division
	Revenue Division
Ministry of Commerce and Textile	Commerce Division
Ministry of Energy	Power Division
Ministry of Climate Change	Climate Change Division
Ministry of Human Rights	Human Rights Division

Relevant Parliamentary Standing Committees:

Climate Change and Environmental Coordination	Link
Human Rights	Link
Poverty Alleviation and Social Safety Division	Link
Finance and Revenue	Link
Energy (Power Division)	Link
Commerce	Link
Industries and Production	Link

3. AUDIENCE

Segment	1.					2.	3.
	FBR + Ministry of Energy	National Assembly MNAs				Policy, Economic & RE Institutions	Industry & Public
Reason for Inclusion	FBR drafts budget. Grid and energy framing authority	Primary budget influencers, a simple majority vote is needed to pass it				Provide independent validation and strengthen credibility in technical and policy narratives	Reinforce legitimacy of reform demands, provide real-word insight
Method	Formal brief + technical meetings	WhatsApp, Formal Letters + briefing notes				Joint proposals, open letters, policy recommendation discussions	Social media campaign for the public, reach out to FPCCI, PSA Members
Priority Points	Revenue-neutral reform, import duty rationalization Grid relief, distributed generation benefits	Cost-of-living + economic efficiency	Load-shedding reduction, Energy access, reliability	Modern energy transition + NDCs	Household energy burden + impact on vulnerable communities	N/A	Cost of doing business and cost of living
Desired outcome	Initiate review of solar import taxes within budget cycle	Bring up talking points in budget deliberations				Collaborate on validating energy and fiscal impact	Support transition to accessible clean energy systems

4. CAMPAIGN OUTPUTS

Output Type	Purpose
Policy brief	Decision support
MNA letters	Political reinforcement
Constituency briefs	Local impact framing
Think tank collaborations	Technical legitimacy
Op-eds and video	Narrative shaping
Social Media campaign	Public visibility

5. PROPOSED TIMELINE

<u>Phase 1:</u> Foundation	WEEK 1	Apr 20 - Apr 25	1. Campaign Outline submitted and approved 2. Stakeholder mapping and outreach initiation 3. Private sector outreach initiated
	WEEK 2	Apr 27 - May 02	4. Feature article published in newspaper 5. Prepare toolkit for stakeholder outreach 6. Policy brief finalized with collaborations 7. Meeting requests initiated, submissions sent
<u>Phase 2:</u> Direct Action	WEEK 3	May 04 - May 09	1. Targeted MNA Brief with issue summary and single policy ask 2. LinkedIn Posts
	WEEK 4	May 11 - May 16	3. Media engagement (e.g. podcasts, interviews, panel discussions etc) 4. Engage relevant journalists (energy/business), provide data and contacts
<u>Phase 3:</u> Follow-up	WEEK 5	May 18 - May 23	1. Demonstrate industry consensus- joint statement with signatories 2. Engage PSA members in sharing aligned messaging on socials
	WEEK 6	May 25 - May 30	3. Record interviews of relevant stakeholders, compile a video 4. Post <i>all</i> related media with #StopSunTax 5. Follow-up meetings
<u>Phase 4:</u> Amplify	WEEK 7	Jun 01 - Jun 06	Final media push with hashtags
	WEEK 8	Jun 08 - Jun 13	*The 2025 budget was presented on the 10th of June, while geopolitical delays might push the 2026 session ahead, the campaign should be wrapped up by the 6th of June, Week 8 is a buffer for any spillover,