PAKISTAN
SOLAR
ASSOCIATION

11/09
2026

The Daily Renewable



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#STOPSUNTAX

#سٹوپ سن ٹیکس

SPECIAL CAMPAIGN EDITION

ISLAMABAD | 2026

The Daily Renewable

#STOPSUNTAX

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THE STORY OF A CAMPAIGN

HOW THE PAKISTAN SOLAR ASSOCIATION UNIFIED INDUSTRY STAKEHOLDERS, PRESS AND PUBLIC WITH A NOVEL PRE-BUDGET CAMPAIGN

ISLAMABAD—In the FY 2025-26, the imposed sales tax (GST) on solar panels increased from 0% to 10%, increasing system installation costs and staggering solar adoption despite a strong, and growing demand. This has since led to increased payback periods for prosumers, forced dependence on an expensive and unreliable grid, culminating in a delayed and unjust transition to Distributed Energy Resources (DERs). The brunt of this policy has been borne by the most vulnerable strata of the population: residents of rural districts with rolling blackout policies, areas not connected to the grid transmission network and farmers operating solar tube-wells. The distributional impact ripples throughout the economy; energy insecurity increases the cost of living for everyone. The #StopSunTax campaign was ideated as a targeted, time-bound, pre-budget campaign led by the policy department of the Pakistan Solar Association (PSA). It aimed to position solar panel GST reduction for formal consideration within Pakistan's federal budget process. The campaign was executed with simultaneous engagement across government institutions, think tanks, industry stakeholders, and the public. It contributed to shaping policy discourse and achieved a partial but meaningful outcome: *while tax removal was not secured, the anticipated increase to Pakistan's standard GST of 18% was curtailed and the GST maintained at 10%.*



Main header on the Pakistan Solar Association website for the campaign



Solar rooftop installation on houses in Islamabad, Pakistan

"ALL THINGS MONEY" PODCAST: DAWN NEWS ENGLISH

KARACHI—Premiering on June 30 2026, an episode of "All Things Money" with Fatima Attarwala featured Waqas Moosa as that week's guest. This media engagement was orchestrated as part of the campaign's appeal to the general public. Discussed topics included the Federal Budget, GST on solar panels, whether taxing solar actually hurts the economy, the future of net metering, battery storage, EVs, electricity tariffs, capacity payments and why Pakistan's energy transition needs more than just cheaper electricity. The in-depth 55-minute episode was able to showcase the #StopSunTax stance on multiple topics.

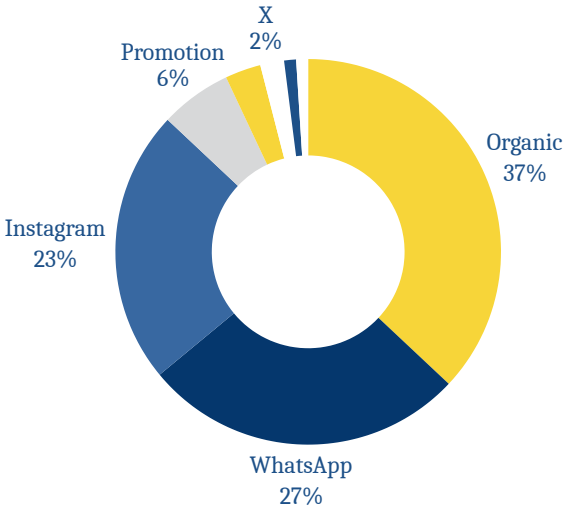


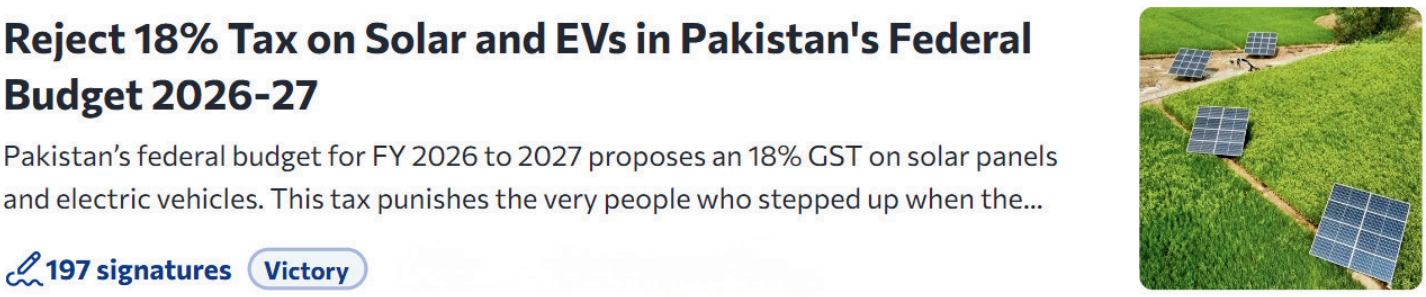
Still from the episode "Is Pakistan's Solar Tax Hurting The Economy?"

CHANGE.ORG PETITION: RENEWABLES FIRST

ISLAMABAD—In collaboration with Renewables First, The campaign's petition created a direct route between awareness and participation. A visitor could encounter the #StopSunTax message through the website, media or social platforms and then take the next step by adding their name to the campaign. The petition therefore became more than a communications tool: it provided a visible measure of people willing to publicly support the campaign's position.

Distribution of petition signatories





The Change.org petition for the campaign

"We call on the government to:

1. Immediately withdraw the proposed 18% GST on solar panels and all related equipment, and **maintain zero tax on renewable energy technologies**
2. Withdraw the proposed 18% GST on electric vehicles, hybrids, and plug-in hybrids
3. Introduce policies that support solar adoption for rural, agricultural, and off-grid communities, expanding access instead of restricting it"

Excerpt from the petition highlighting the demands

"THE SUN SHINES, BUT NOT FOR EVERYONE": POLICY RESEARCH INSTITUTE FOR EQUITABLE DEVELOPMENT (PRIED)

ISLAMABAD—The collaboration between the Policy Research Institute for Equitable Development (PRIED) and PSA as part of the #StopSunTax initiative encompassed a joint social media campaign, utilizing the colours from the branding and insights from relevant PRIED research studies to present the case for tax reform for the solar industry. The policy demand infographic (Page 8) disseminated alongside the outreach letters also cited PRIED studies. Joint initiatives with independent research and policy organizations imbued the PSA-led campaign with validity. This marked a significant leap forward in PSA's perception as a leader in the sector, and served to establish positive relationship with relevant organizations. This effort culminated in a joint short documentary effort titled *"The Sun shines, but not for everyone"*



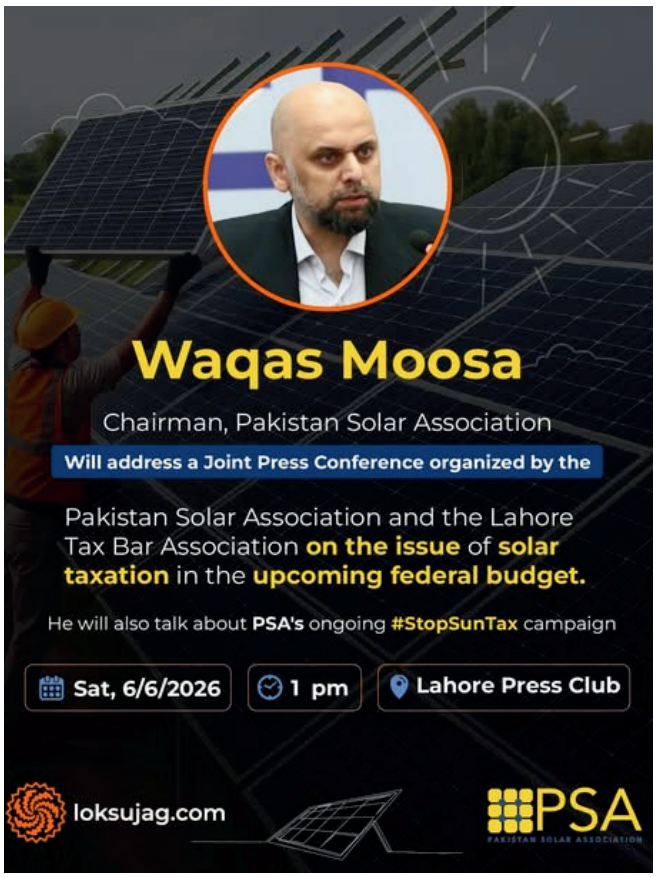
Stills from the video in collaboration with PRIED

PRESS CONFERENCE: LAHORE TAX BAR ASSOCIATION AND LOK SUJAG

LAHORE—On June 6, the Pakistan Solar Association and Lahore Tax Bar Association came together for a joint press conference at the Lahore Press Club. The discussion addressed solar taxation on the then-impending Federal Budget 2026-27. Insights were levied from the solar industry and tax bar association representatives; contextualizing the situation with its economic and legal repercussions.



Waqas Moosa addressing press at Lahore Press Club with Lahore Tax Bar



Poster for press conference by Lok Sujag

RESEARCH AND POLICY FORUM: ALTERNATE DEVELOPMENT SERVICES (ADS)

ISLAMABAD—On May 19, the #StopSunTax campaign was presented at a forum for the Alternate Development Services (ADS) Research Study and Energy Security Codex launch at the National University of Science and Technology (NUST), Islamabad.

The targeted issue of the impending sales tax being imposed on solar panels was framed through the lens of a "Pyrrhic Victory"; one that comes at a cost tantamount to defeat. This was backed by the fact that short-term revenue gain from taxing solar imports would be inconsequential and offset by the long-term cost of fuel imports, foreign exchange pressure, and reduced industrial competitiveness in already-dwindling exports.



Izzah Khan announcing the campaign



Hasnat Khan presenting industry perspectives

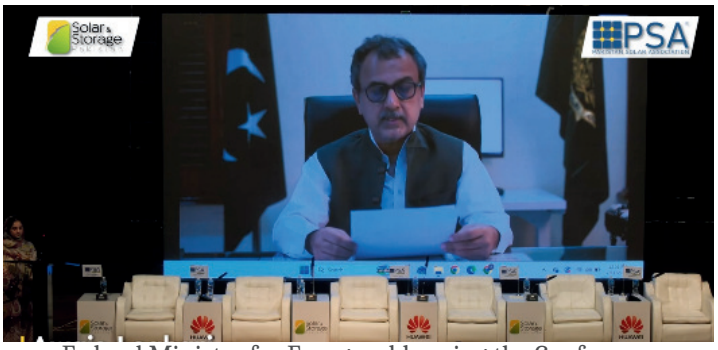


Slides presented at the ADS event

SOLAR STORAGE CONFERENCE

LAHORE—The Solar and Storage conference organized by PSA was held in tandem with the Solar and Storage Expo at the Lahore Expo Centre on 10 April 2026. The conference featured the solar industry alongside representatives from the government, industry, policy and research sectors. The Federal Minister for Energy (Power Division), Awais Leghari, gave the chief address. The diverse and active participation of solar-stakeholders made the Solar Storage Conference a platform conveying industry insights to policymakers and regulatory influencers. The #StopSunTax bookmarks (Page 9) were also distributed amongst conference attendees containing a QR code that led to the campaign website page (engagement statistics on Page 8).


Attendees at the BESS Conference



Federal Minister for Energy addressing the Conference

A planned KPI was to establish engagement with at least two organizations, publish an op-ed, and collaborate on long-form content. This was achieved through multiple collaborations, including engagements with research organizations, participation in policy dialogues, and integration into external platforms such as seminars and publications. While not all outputs took the originally envisioned format, the campaign successfully embedded itself within broader policy and research discourse.

HUM NEWS ENGLISH ARTICLE: *IZZAH KHAN*

HUM ENGLISH

An Energy Lifeline

How solar power is cushioning Pakistan's fuel shock

Izzah Khan Published April 21, 2026

The argument that solar primarily benefits the wealthy overlooks its broader social impact. **For lower-income households, the gains may be smaller in monetary terms but far more significant in lived reality.** Reduced energy costs translate into tangible improvements, from keeping children in school to enabling access to healthcare and easing daily labour burdens. In rural areas, where alternatives are limited, these changes are transformative.

Excerpts from the article



"Barra farq parta hai... aik baar ka kharcha, **phir zindagi sukoon hojati** (It makes a big difference... it's a one-time expense, **then life becomes peaceful**)"
-*Malik M. Ilyas*
Farmer, 30 Years of experience

DAWN ARTICLE: *ALI AHSAN*

DAWN

Going green with solar

The roots of Pakistan's solar revolution lie in a catastrophic confluence of policy failure, global market forces and consumer desperation.

Ali Ahsan Published May 6, 2026

"Solar power is no longer a luxury appliance for the affluent; it is the primary means by which millions of Pakistani households are **securing affordable electricity**, reducing dependence on **costly fuel imports**, and contributing to the country's **NDC commitments**.

Taxing it **undermines climate targets**, **deepens energy inequality**, and **drives consumers off-grid entirely**, removing them from the grid's revenue base."

Excerpt from the article

ENERGY UPDATE MAGAZINE ARTICLE: *MUSTAFA TAHIR*

ENERGY UPDATE MAGAZINE

Policy Uncertainty Threatens Pakistan's Solar Momentum

***PSA Chairman Waqas Moosa** warns that inconsistent policies risk slowing down one of Pakistan's most promising energy transformations*

Mustafa Tahir, *May 2026*

...Ultimately, **removing taxes on solar and investing in clean energy** is not just an economic decision-it is a matter of **national energy security and long-term prosperity**."

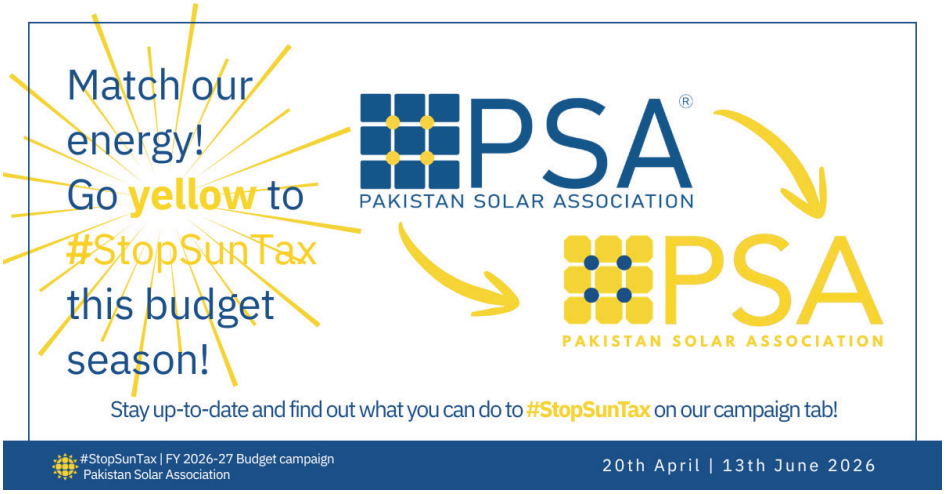
Excerpt from the article

Media Strategy

• LOGOS • FRAMES • HASHTAG • PARTNERSHIPS • COLOUR • BRANDING

CAMPAIGN LOGO AND CONSISTENT BRANDING

The Stop Sun Tax campaign first launched the logo for the campaign, as an entity separate from PSA itself. This solidified the campaign as an independent cause, encouraging NGOs and various organizations with diverse mandates to partner and collaborate. The colours of the PSA logo were also inverted to show support for the cause under the banner of "*go yellow to stop sun tax*", whilst encouraging partner organizations to do the same.



Pop-up banner on PSA website for the campaign



Poster announcing ADS logo changing colour

CAMPAIGN PAGE ON WEBSITE

A webpage was maintained, showcasing the demands, objectives and collaborators of the campaign. A live timeline and social media updates also provided an overview of the activities undertaken as part of the campaign.



Poster announcing website revamp

EMAIL SIGNATURE AND PROFILE FRAME

The campaign also inaugurated a dedicated profile frame and email signature adopted by collaborators and supporters of the movement. This increased visibility and made the brand specific to the cause.



Profile Frame
(Used in Page 10)

The campaign identity moved from organisations to individuals through the #StopSunTax profile frame. Supporters could add the campaign treatment to their own profile photographs, turning their personal digital spaces into visible expressions of support. The profile frames served a practical purpose: they allowed people to participate without having to create their own campaign material, while ensuring that the campaign remained visually consistent across professional and social networks.



Email signature used by the PSA team and collaboraters for the campaign

The Timeline

PHASE 1: FOUNDATION

Week 1 — **Apr 20 – Apr 25**
Campaign Outline submitted and approved

Week 2 — **Apr 27 – May 02**
Stakeholder collaboration mapping and outreach initiation.
Feature article published in newspaper.Toolkit for stakeholder outreach.

PHASE 2: DIRECT ACTION

Week 3 — **May 04 – May 09**
MNA briefing circulated (issue summary + policy ask).
LinkedIn campaign rollout initiated.

Week 4 — **May 11 – May 16**
Media engagement (e.g. podcasts, interviews, panel discussions etc)
Engage relevant journalists (energy/business), provide data and contacts
May 2026 Energy Update- Feature interview with Waqas Moosa

PHASE 3: EVIDENCE, MEDIA & POLICY VISIBILITY

Week 5 — **May 19**
ADS Research Study launch (NUST, Islamabad).
Multi-stakeholder dialogue where #StopSunTax was formally presented as policy narrative intervention; Solar taxation framed as "*Pyrrhic fiscal gain*".

Week 6 — **May 18-May 23**
Joint industry statement development initiated. PSA member amplification campaign

May 25-May 30
Record interviews of relevant stakeholders, compile a video. Post all related media with #StopSunTax Follow-up meetings

PHASE 4: AMPLIFY & POLICY PUSH

Week 7 — **Jun 01-Jun 06**
Final media push across platforms
PRIED Collaboration Documentary. Public narrative consolidation

Jun 06
Press Conference: PSA × Lahore Tax Bar Association: Solar Taxation in Pakistan's Federal Budget 2026–27

Week 8 Onwards — **Jun 08-Jun 30**
Ongoing engagement with policymakers and media
Budget cycle influence activities ongoing

WHAT COMES NEXT?

The #StopSunTax campaign in its nascent year was able to learn and grow from making initial connections and engaging in outreach. Learning from this, and carrying forward the mantle of no tax on renewables, the campaign will be returning. The prevention of a tax increase, while significant, is not the finish line. Our targets remain consistent, and the goal remains to coalesce Pakistan's fiscal and monetary policy with the governments declared and committed climate and energy goals and plans.

#STOPSUNTAX IN NUMBERS

36 Members of National Assembly

13 Government Ministers

15 Members of the Chamber of Commerce

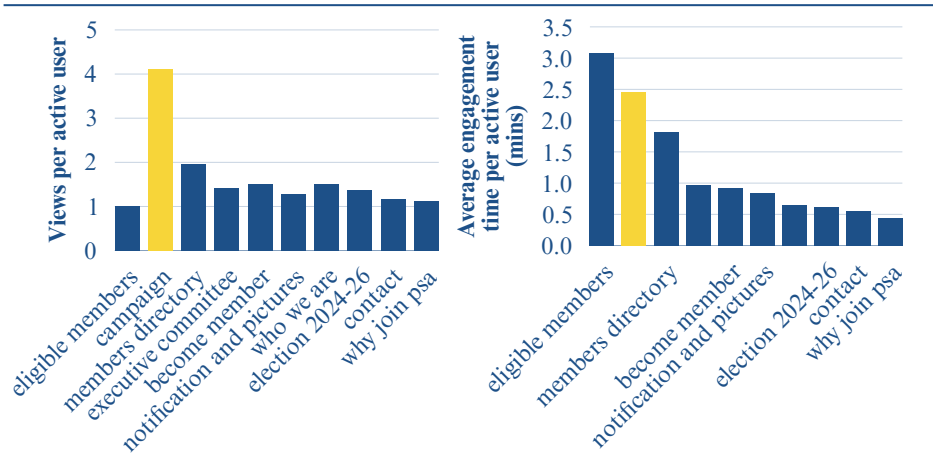
Streering Committee
Climate Change and Environmental Coordination
Commerce
Energy (Power Division)
Finance and Revenue
Human Rights
Industries and Production
Planning, Development and Special Initiatives
Poverty Alleviation and Social Safety Division
Water Resources

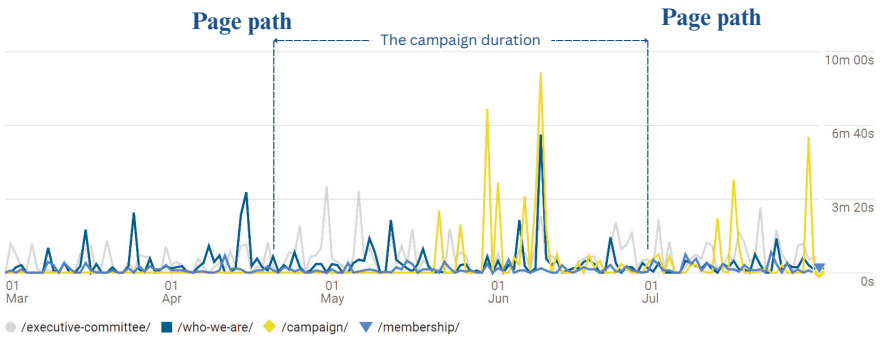
Ministry
Federal Board of Revenue
Ministry of Climate Change
Ministry of Commerce
Ministry of Energy
Ministry of Finance
Ministry of Human Rights

Chamber of Commerce
Federation of Pakistan Chambers of Commerce and Industry
Islamabad Chamber of Commerce and Industry
Lahore Chamber of Commerce and Industry
Karachi Chamber of Commerce and Industry
Gujranwala Chamber of Commerce and Industry
Faisalabad Chamber of Commerce and Industry

Personalized letters to the aforementioned were sent detailing the impact a tax being imposed would have on their respective constituencies/departments/businesses.

While the campaign was unfolding, its webpage provided a running record of engagements. Google Analytics data depicted shows the variation of traffic on the campaign website.

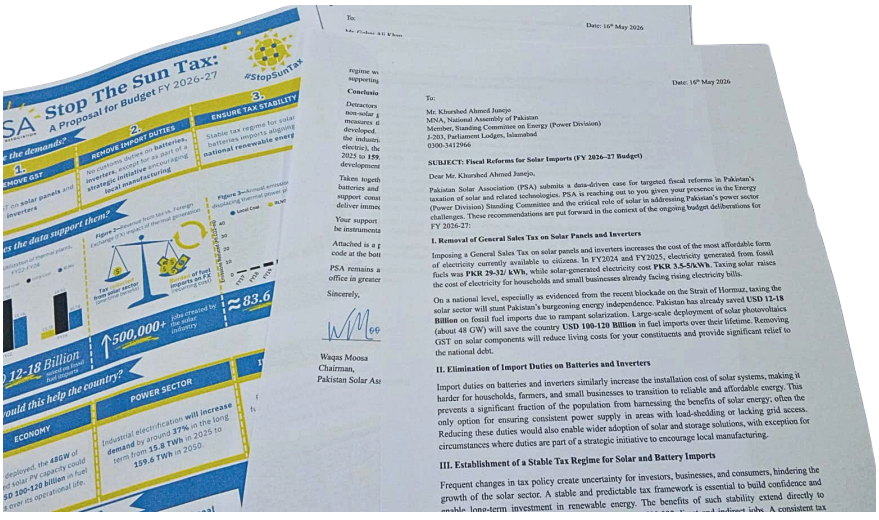




Trend of organic visits to the PSA website pages from 1 March-31 July 2026 showing the campaign duration

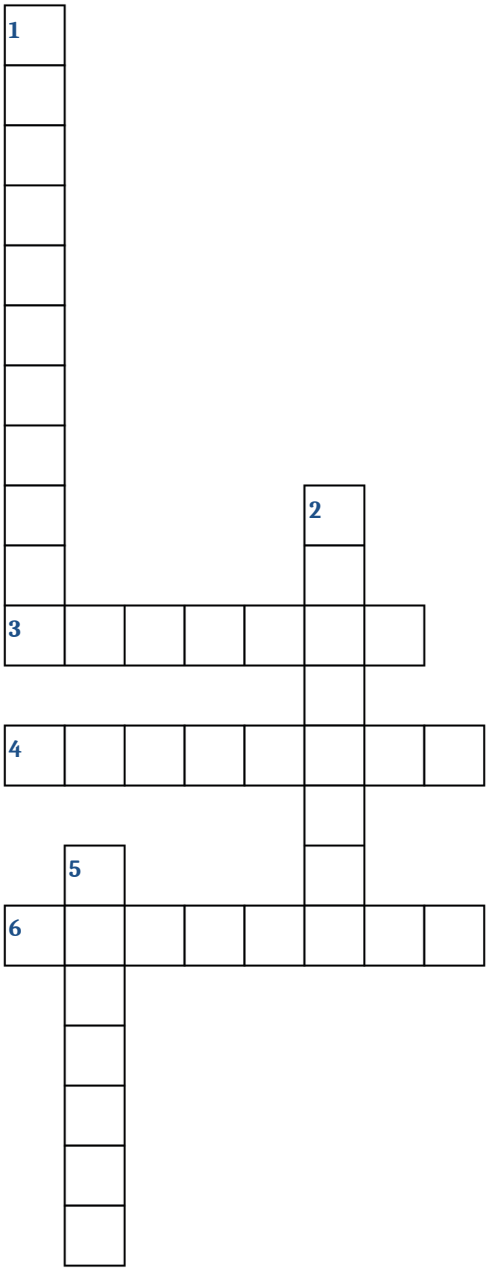


"Stop The Sun Tax" infographic brochure



Letters sent out with the brochure

ACTIVITIES



Across

3. The European pioneer of large-scale renewable integration.

4. A formal written request, signed by constituents, used to demonstrate a widespread public stance

6. The South Asian country that documented a decentralized consumer-led "Solar Rush" driven by grid tariff increases.

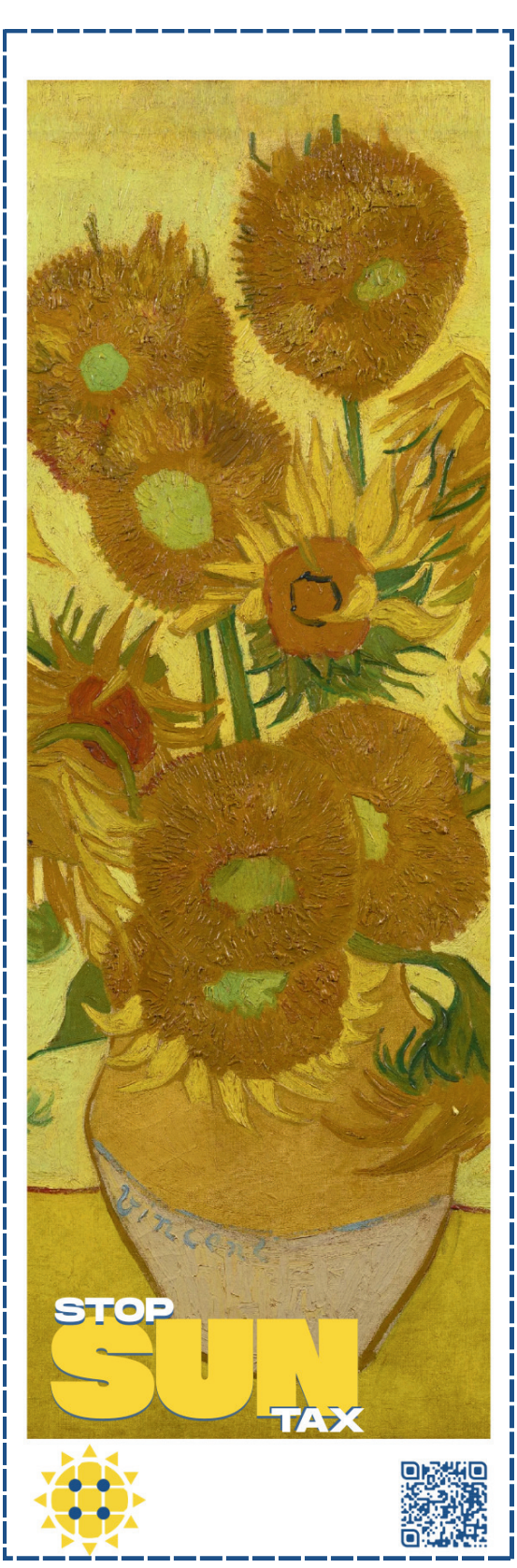
Down

1. The billing mechanism that compensates distributed generation owners for surplus energy exported back to the grid.

2. The primary, inexhaustible solar resource

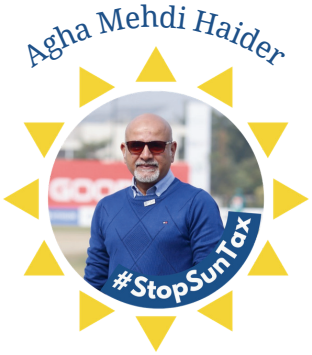
5. The calculated financial timeline required for a renewable energy asset to generate savings equal to its initial capital cost.

*Answers on Page 10



#StopSunTax Bookmark (Cut it out!)

MEET THE TEAM!



General Secretary
PSA Secretariat



Manager
Research & Publications



Asst. Manager
Research & Publications



Sr. Vice President
PSA



Asst. Manager
Advocacy, Policy & Govt. Relations



Relationship Manager
Membership Services



Accountant
Accounts



Chairman
PSA

THANK YOU TO ALL OUR COLLABORATORS

Crossword answers:
1. NETMETERING
2. SUNLIGHT
3. GERMANY
4. PETITION
5. PAYBACK
6. PAKISTAN

JOIN THE PAKISTAN SOLAR ASSOCIATION TO #STOPSUNTAX

The #StopSunTax campaign, led by the Pakistan Solar Association, is a national policy and public awareness initiative that advocated for the removal of taxes and import duties on solar energy systems in Pakistan's FY 2026–27 budget.

The campaign brought together policymakers, industry leaders, researchers, civil society organizations, and citizens to promote a simple but critical principle: *energy policy is economic policy.*

www.pakistansolarassociation.org/campaign