



# Sustainability incentives and funding opportunities

We help you navigate the Sustainability environment of green taxes  
and incentives and combine them to benefit your value chain



# Sustainability incentives and environmental taxes

**Environmental taxes and Incentives ('sticks & carrots') as integrated package offered by governments to accelerate a sustainable transition**

## Environmental taxes imposed by governments to accelerate Sustainability transformation

- New regulations, environmental taxes are being introduced by countries worldwide to force companies to report on their Sustainability roadmap and ambition.
- Due to the EU Green Deal, business environments are significantly changing and multinational companies need to adapt and change their business models (decarbonisation of value chain, circular economy, etc.).
- New environmental taxes and regulations will have a financial impact on enterprise value, reputation and margins.
- Incentives funding opportunities (at EU or country level) can support companies in their Sustainability transformation journey.

### Regulation

- Regulative instruments to limit emissions
- Sustainability reporting requirements

### Environmental taxes

- Carbon taxes
- Energy taxes
- Waste disposal charges

Sticks

At the same time, governments and international organisations offer public funding in the form of cash incentives and reduced taxations to companies in the areas of:

Carrots



**Innovation/Research and Development**



**Energy**



**Mobility**



**Infrastructure**



**Production**

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Sustainability incentives have a strong focus on digitisation, R&D and sustainability that should enable companies with a future 'license to operate' as sustainability-driven novel technologies and new business models have impact on every stage of the value chain.

	I. Incentive strategy	II. Selection and financial modelling	III. Application to authorities	IV. Documentation and training
Objective	Matching of company innovation projects and investment plans against Sustainability funding programmes	Selection of projects/ funding programmes and quantification of benefits and cost savings	Detailed financial modelling and preparation of application and necessary documentation/contact with authorities	Compliant project reporting and integration of Group stakeholders to unlock future opportunities
Deliverable	Traffic-light report (country/project/ incentives)	Feasibility report/ Quantification of benefits	Application and documentation	Project reporting to authorities Internal training / coaching

### Our PwC network

- Successful combination of experience, resources and global reach to assess eligibility for incentive funding
- One point of contact who will ensure efficient identification of eligible projects
- Local experts through our international network
- A trusted reputation towards relevant governmental authorities

### Technology

- PwC's Green Taxes and Incentives Tracker to help discover details about climate- and carbon-related tax matters where your company operates
- Coverage of more than 800 taxes and 600 green incentives in 88 countries and regions around the world that can affect critical business strategies and operations

### Benefits for your company

- Funding of your most important CAPEX projects
- Identification of incentive and funding opportunities
- Acceleration of the Sustainability journey
- Faster delivery of sustained outcomes on climate and net-zero goals
- Increase of your Sustainability rating and finance capabilities

#### Why PwC:

We focus on unlocking value within your company and matching the right Sustainability incentive to your company's projects while accessing our PwC specialists around the world.



# Your Contacts



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