



# SUSTAINABLE FINANCE

Businesses must redefine success to become sustainable, and the EU must leverage financial markets to transition to a sustainable world.

# SMEs

Small and medium-sized enterprises (SMEs) will succeed by embracing technology and looking for new business opportunities. The EU must unleash the potential of SMEs.

# TAX

It's time to modernise taxation to respond to today's social, environmental, and digital challenges. The EU's tax systems must meet the demands of a resource constrained and online world.

Accountants are essential partners to build a sustainable financial system because they:



## 01. MEASURE

assess a business' environmental and social impact



## 02. DISCLOSE

help businesses report what truly matters to stakeholders



## 03. CERTIFY

prevent greenwashing by validating reported information

Accountants understand SMEs and are mostly SMEs themselves. They are the key advisors in making SMEs successful because they:



look for financing that fit SME needs



take care of SMEs' financial health and business planning



guide them through any regulatory changes

Accountants make tax systems work for taxpayers, tax administrations and society, because they:



enhance compliance by supporting individuals and businesses fulfil their tax obligations and pay the correct amount of tax



support society's calls for more tax transparency and help businesses disclose how they manage their tax affairs



help provide trust in tax systems by improving corporate governance and giving assurance on tax disclosures

## RECOMMENDATIONS TO THE EU INSTITUTIONS

- ✓ Allow businesses to experiment with innovative reporting
- ✓ Incentivise companies to change behaviours and integrate sustainability in their strategy
- ✓ Ensure business information is reliable and comprehensive

## RECOMMENDATIONS TO THE EU INSTITUTIONS

- ✓ Design clear, simple and smart legislation that suits SMEs
- ✓ Enable SMEs to use digital tools to deal with clients and public administration
- ✓ Support SMEs in identifying green business opportunities

## RECOMMENDATIONS TO THE EU INSTITUTIONS

Incentivise Member States to:

- ✓ Gradually shift the tax burden from labour to resource-use and pollution
- ✓ Simplify and modernise their tax systems
- ✓ Provide a stable, fraud-proof tax system and a level playing field