

SSR popular initiative "200 CHF it is enough"

Background information on the SSR

The SSR (Société suisse de radiodiffusion et télévision) is responsible for public radio and television. Its mandate is to ensure an equivalent and diverse offering in all linguistic regions. In 2023, the SSR generated an added value of 1.67 billion and employed 7000 people.

A significant proportion of the SSR revenues (80%) come from the so-called "SERAFE tax". In 2023, the SSR received 1.25 billion from this tax. This revenue is divided between contributions from companies and individuals:

- **Companies: 170 millions in 2023**
- Individuals: 1.19 billion in 2023

SUISSENEGOCE's legal action against the SERAFE tax

SUISSENEGOCE has always believed that the SERAFE calculation method violates the constitutional principles of equal treatment and tax capacity. We have also always considered SERAFE as a "tax" rather than a "fee".

Consequently, some members of SUISSENEGOCE filed a complaint and appealed up to the Swiss Federal Supreme Court. The legal action was based on the unconstitutionality of the SERAFE tax. In December 2024, **the Supreme Court confirmed our reasoning that the SERAFE tax is not respecting the constitution**. The Court ordered the Federal Council to revise the law and the calculation method for the tax. Please find the judgement here.

Despite this judicial victory, companies are still required to pay the fees retroactively.

The initiative

In Switzerland, 100'000 citizens can launch a "popular initiative" to amend the constitution. As the Swiss People's Party (UDC/SVP) has collected the required number of signatures, Swiss citizens will vote on the SSR initiative on March 8th 2026.

Campaign leaders supporting the initiative will be the political party UDC/SVP and USAM/SGV the Swiss association for SMEs.

SUISSENEGOCE Executive Board has voted to support the initiative and to abolish SERAFE tax for companies.

SUISSENEGOCE Secretariat will support the campaign.

	<u>Tax for individuals</u>	<u>Tax for companies</u>	<u>Consequences</u>	<u>Compatibility with SUISSENEGOCE's objectives</u>
<u>Current situation</u>	335 CHF	Max. CHF 50'000/year		Not satisfactory
<u>SSR initiative</u>	200 CHF	None	<p>Reduction of SSR mandate</p> <p>CHF 170 mio less paid by companies</p> <p>Estimated in total Loss for SSR = CHF 630-750 mio</p> <p>Equivalent offer in 3 languages not guaranteed</p>	<p>In line with members' position to delete the tax for companies</p> <p>Supreme Court gave mission to Federal Council to change calculation method</p>
<u>"No" to initiative = entry into force of the indirect Counter-project</u>	300 CHF	Threshold from 500'000.- to 1.2 million	"Minor" reduction of revenue for SSR	<p>Not satisfactory</p> <p>Risk of tax increase for companies with more than 1.2 mio turnover consequently to the CHF 35.- reduction for individuals</p>

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