**Section A: Challenges of Implementation of SDGs in the Textile Industry**

**1. What financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?**

There are several factors to implement sustainability. We are discussing factor in our factory. We often face too high upfront cost when trying to implement sustainable development goal initiative, sustainable material, ethical productions process. And renewable energy solutions tend to be more expensive, making it financial challenges, especially for smaller brand or the start-ups.Balancing this cost while staying competitive in one of our thought and partners.

**2. How do barriers like outsourcing materials and lack of government support impact the progress of fashion brands in implementing SDGs?**  
 No, the government definitely does not support in this matter. If you rely on outsourced material, overseas suppliers can limit our control over sustainable practices in our supply chains. Without strong government support or incentives to source sustainably, the costs increase, and achieving full sustainability becomes harder, which delays our progress towards SDGs.

**3. Do you believe that not keeping an eye on suppliers' eco-friendliness and not rewarding green practices is a big obstacle for fashion brands to follow SDGs?**  
 Basically, yes. Not tracking supplier practices can be significant obstacles if we don't ensure our supplier uphold eco-friendly practices if compromises our sustainability effort. Rewarding supplier who priorities green initiative would strengthen our entire supply chain's commitment to sustainable development goal. Ensuring every step aligns with our visions.

**4. How does the risk of technology failure, coupled with a lack of technology development, affect the successful implementation of SDGs in fashion brands?**  
 Sustainable innovations often depend on new technologies, but the risk of failure is significant. Under-developed solutions can set us back. We constantly weigh the risk of adopting new technologies, as failure can be financially and operationally damaging. Lack of efficient techniques and infrastructure also slows our progress toward meeting SDGs.

**5. How does the lack of environmental training programs impact the fashion brands’ sustainability performance?**  
Yes, you’re right. Training programs can be crucial in empowering staff and ensuring they understand the goals. Without proper training, without proper guidance, we may not be able to solve our problems. We need training, it can be through any means, especially by the government, which should provide proper support and training so we can run our businesses effectively. In our country, after completing their degrees, people move straight into work. It would be better if the government supported training programs in every institute, so students could be better prepared to start their businesses. In other countries, for example, an Englishman once asked me, "What will you do after completing your PhD project?" I told him I would prefer my job. He asked why I wasn’t starting my own business after my PhD. In his country, the government supports people in launching their businesses and provides training, unlike here. Without proper training, we won’t be able to work properly, and we’ll face losses. We need to plan well, design a budget, and source properly

**Section B: Benefits of Presenting Sustainability Actions in Marketing Campaigns**

**1. To what extent do a fashion brand’s tangible sustainability actions contribute to its positive reputation, and does it have an impact on customers’ purchase intention?**  
 Ah… Basically, showcasing tangible sustainability efforts enhance reputation and build trust. Consumers today value transparency and when they see our real commitment to sustainability, it often translates to the increase in brand loyalty and purchase intentions. As long as you don't show loyalty to your customers, you will not be able to meet their expectations. You will not be able to meet their expectations.

**2. Do you believe that implementing sustainable marketing practices can help fashion brands to enter new markets and increase market share?**  
 Definitely, it does. The more you do marketing door-to-door, the more it will affect your sales and the impact it will have on the fashion brand. The more you do marketing, the more it will affect your sales and the impact.

**3. Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?**  
 Sustainable and purity... You need some practices in this regard. Some are lack of practice and some are international struggles to complete this course. Your supply chain should be good for this purpose. You need to see all these things so that you can compete with international marketers.

**4. Do you think working for sustainable fashion brands will increase motivation and productivity of employees?**  
 Well…Many employees are there to try sustainable brand, finding purpose in environmentally reasonable work. The more you are engaged with your employees, the more you will benefit. You will be able to motivate them more. You will be able to motivate them about their work. You will be able to guide them more about the product. You will be able to guide them more about your product. The more you lead them about your products, the more your sales will increase. The more you guide them about the product and its value, the better for them. Employees are motivated when they find purpose in environmentally responsible work.

**5. In your opinion, do you think sustainable marketing practices help in attracting and retaining employees** **As we usually see that the textile industry or any other industry where there is a lot of hard work for the labourer to work there because there is a lot of physical work. So will sustainable practices attract them to work there?**  
 Basically, the struggle is everywhere. Wherever you go, you have to struggle.

Even if you are an owner of a brand, until you struggle, you will not succeed. Obviously, it has an impact. If you work within the sustainability, it will definitely have an impact on every employee. Hard working is important for everyone. Until you do hard working, you will not succeed in anything and…yeah that’s it.

**Section C: Effective Techniques of Integrating Sustainability Activities in Marketing Campaigns**

**1. Do you believe that the use of ‘Recycle, Reuse, Reduce’ in the marketing campaigns of fashion brands is an effective technique?**  
 Yes, these principles are impactful. Using these messages in our campaigns highlights our commitment to minimizing waste and resonates strongly with environmentally conscious consumers, emphasizing our dedication to responsible practices.

**2. Do you think increasing the research and development capacity of fashion brands will result in more effective sustainability marketing campaigns?**  
 Definitely, the more your research and development, the more it will have an impact on it. Yes, it is but, do you think there is a specific area in this that if more work is done in it, we can make this practice more effective? For example, In general you can do development of different things. But if we go specific if do we can get better outsourcing materials? Yes, this definitely R&D impacts you. You can source it more and more so that you can meet its price in the market. The more you do research and development, the more you will be in the market and the better your efficiency will be.

**3. Do you think that the use of green packaging material effectively contributes to the integration of sustainability into marketing campaigns?**  
 Basically, maybe or may not. Because eco-friendly packaging can have an effect on things. It can also be environmentally friendly. This is a good idea.Do you think its cost effective? As we saw that some brands previously start making biodegradable bags, but they were running for a while. What do you say about that? If all brands implement it properly, will it have an effect or will it cost more? Um… Green packaging depends on the material. You have made green packaging, but the material used in it depends on the cost. But this is a good thing from an environmental point of view. Our last question is an open-ended question from you.

**4. In your experience, please share any other sustainability marketing technique for fashion brands**.

First of all I will say one thing, there is no support from the government. Okay. There should be support from the government.Is there any marketing technique that you think should be implemented in it. Either it is your experience or you have seen it somewhere. Actually, I also run my e-commerce store .What should you do in this? You should engage with the customers. Whenever you run a brand, your customers come to you. The more you engage with them, the better.There are some brands that do not listen to the customer. As soon as they do something, they come back. You should engage with them.You should cooperate with them on everything. The more these things are good, the better your impact will be.