**Challenges of Implementation of SDGs in the Textile Industry**

Our first phase of interview is that challenges of implementation of sustainable development goals in the textile industry The first question is that

**what financial barriers and limitations do fashion brands encounter in their efforts to implement sustainable development goals?**

Specifically, if I am going to talk about sapphire diamonds, then there are a lot of financial barriers, not specifically for diamonds, but for the textile sector.

There are some financial barriers like implementing sustainable technologies often require a lot of money, which many brands find difficult to manage. Because if you, Mr. Jahangir, are going to buy a jeans pair, you are not going to ask the shopkeeper, is this garment a sustainable garment or not, right? You are asking about the wash, you are asking about the price, that's it. You are asking about maximum the brand. If you are going on a shop and you say, show me some garments, you are not going to say him that, please show me sustainable garments. You are going to say, please show me garment of Levi's, of Zara, right? You also let them know that my price range is from this amount to this amount. Not let them know that I want sustainable garments. This is our usual practice in our Pakistan, right? So the same thing is over there, because everyone is cost conscious. So it's difficult to manage for different brands, but a lot of brands now turn to the sustainable factors. Cost for eco-friendly materials, technologies and denim articles are high and there are often limited government support or financial incentives over there for textile sector. That's why a lot of local units are not going to use sustainable garments

**Sir, on the other hand, how do barriers like outsourcing materials and lack of government support impact the progress of fashion brands in implementing sustainable development goals?**

The issue is, actually many brands source their materials from different suppliers. If we

are a diamond, we are a vertical unit, right? We are going to produce yarn, fabric,

garment and all other things over there.

But we are not going to produce buttons, we are not going to produce zippers. We have

to source buttons, zippers and such type of other things, not related to the textile,

specifically the fabric. We have to source from different sources, which makes it hard to

monitor environmental practices.

Like if we are going to buy buttons, that's a matter, we are not going to check. If we

have not a big quota, we are not going to ask the key providers for a sustainable button.

It really costs a lot.

So additionally, without strong government support, investing in sustainable solutions is

challenging. Outsourcing can make it tough to ensure the material meets eco-standards,

specifically if sustainable options are not available locally. Because in local industries,

there are no sustainable options.

Like Nishad is going to produce sustainable fabrics, but not every industry is going to

produce. Government has to support because there is a big financial gap over there. The

major thing is price.

First of all, government has to provide some financial incentives, specifically for textile

industry because we are covering around 65% of export. So we are the major ones who

are going to sell our garments and fabrics all over the world. India, Bangladesh, we and

Sri Lanka as well.

First of all, government has to support us in terms of financial incentives. Because in

China, there are not high electricity costs. Our labour is literally not as much as Chinese.

We know our salaries in dollars, but the main thing is we have electricity in high price.

Government has to support us with electricity aspects and travelling aspects. When we

are going to dispatch fabric, we are going to utilise some petrol, some diesel.

To transfer the fabric from one place to another, it costs a lot. So these are some little bit

aspects we have to counter

**Sir, 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 sustainable development goals?**

Actually, supplier practices that brands may

struggle to align with the sustainable development goals, but if they are not working with

the suppliers who focus on sustainability, it seems like they failed.

If suppliers do not prioritise the eco-friendly practices, it becomes harder to implement

sustainable development goals across the supply chain. As I earlier said, we are not

going to produce buttons. We have to source buttons from other companies like the

button companies.

So if they are using the sustainable material in their buttons, so far surely. In the whole

scenario, the supplier and the buyer have to commit that we are going to buy

sustainable material all over the world

**Sir, how does the risk of technology failure in Pakistan, mostly coupled with the lack of technology development, affect the successful implementation of sustainable development goals in the fashion brands?**

Actually,

outdated or limited access to advanced technologies can slow the sustainable progress

in our Pakistan as well.

So the thing is we have to invest in better technology, but the best thing to reduce are

inefficiencies and down on resource use or emissions. We have to use outdated or

limited access to advance. Sir, is there any barrier in implementing the technology in

successful implementation of SDGs in the fashion brands? Basically, on behalf of the region, is there any difficulty to implement the technology in fashion brands? Again, the thing is cost. Oh, okay. Because all things depend on cost.

I already said, for example, if you are going to buy a jeans, you are not going to ask, is

this garment sustainable? Okay, sir. You are just going to ask him, what is the price,

what is the brand, that's it. What is the colour, that's it.

You are not going to ask which kind of material is used in this, but what kind of thread is

going to be used in this

**Sir, how does the lack of environmental training programs impact the fashion brands' sustainable performance?**

Actually, I have conferences and a

lot of trainings, but in Pakistan, there are a lot of local units that have time gaps in their

training or their employees. Because without environmental training programs or

sustainable trainings or the employees or the suppliers, employers and suppliers might

not fully understand or follow the sustainable practices.

The lack of knowledge or skills makes it harder to achieve the sustainable goals

effectively. So, first of all, we have to teach our employees and our suppliers and our

buyers that what is the impact of sustainable fashion. Okay, sir.

And, sir, what is the outcome of that training? Is it beneficial for the sustainable

performance in fashion brands? Okay, sir. Beneficial. Because in Sapphire, we are

already conducting some training sessions, sir.

Even, you can say, we can search on Mr. Saqib Shihab, who is the sustainable head of

the Sapphire Group. Okay, sir. He is going to organize later.

Even, you can say, he has a lot of practices on sustainability, on whatever. You can see,

he is right now in, I think, so Amsterdam, maybe. Okay, sir.

The second phase of her interview is that benefits of presenting sustainability actions in

marketing campaigns.

**Benefits of Presenting Sustainability Actions in Marketing Campaigns**

**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?**

Again, if you are going to buy a jeans, you are

not going to ask, is this garment a sustainable fashion, a sustainable garment? You are

just going to ask the guys, the brand, and the, so if you are, like, if he is going to shop to

buy some jeans, I will ask him to show me the garment of Levi's or Zara, right? So, in this

regard, I can say the highlighting the sustainability actions can improve the reputation,

because if I am going to, being an external engineer, if I will attend the event, if I will go

to buy a jeans in a show, I will say, please show me the original Levi's jeans. Yes.

Because I know Levi's is going to produce sustainable garment. So, the response was in

a positive reputation or a negative reputation? For sure, it seems to be positive

reputation, because I know the sustainability, but the public is not going to have some

interest in, I can say, on sustainability. They are just going to ask him, can you please

show me the cheaper one? Can you please reduce the price of this garment?

**do you believe that implementing sustainable marketing practices can help fashion brands to enter new markets and increase market share?**

Yes, or maybe

not, because in sustainable brands can affect new market segments, specifically in areas

where consumers are environmental conscious, which help grow market share.

So, it seems like a good thing for the new customers, new suppliers. Okay, sir, then how

we implement sustainable to increase in market share? We just have to present our

garments in front of those brands. You have to target some big brands like Levi's or

Urban Outfitter.

They are going to ask about sustainable garments, because they know what is

sustainability and what is the impact of sustainable garments, what is the impact of

sustainability in our lives and in the future, like over there. So, they must be careful

about the sustainability and they will attempt to move towards the sustainable fashion.

**Sir, is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?**

Yes, of course, it is too important.

Sir, working for a brand that values sustainability boost, making them feel proud and

more productive. Like, I, Jamal Ahmed in Sophia, is going to deal with Levi's brand. I am

proud of myself that I am dealing with a Levi's brand and there is no harmful effect from

Levi's garments.

We are producing sustainable garments. Sir, have you had some interaction in the

international market of Levi's? Yes, for sure, there is a profit in the international market.

Levi's is basically based in USA.

Sir, how to implement sustainable solutions to remain competitive in our national market

in Pakistan region? Is it also important? Yes, of course, we have to teach our public, we

have to conduct some trainings with sustainability for our people of Pakistan. They will

get the harmful effect of non-sustainable things and then they will ask about, not price,

but ask about sustainability.

**Sir, do you think working for sustainable fashion brands will increase motivation and productivity of employees?**

As I said earlier, yes, because I am

dealing with Levi's and it is a very good thing and I really feel myself blessed that I am

going to deal with a Levi's brand because we are going to produce sustainable garments.

Okay sir, some process or some points for this to implement or working for sustainability

for employees? Trainings, trainings and sessions, we have to conduct. Because if I let

you know that please use sustainable garments, I will motivate you to use sustainable

garments from day to night and you can ask some other questions again by tomorrow or

by the day after tomorrow. I will only motivate you, not the public.

So for public, we have to conduct some training sessions from some special experts that

I am going to represent Pakistan worldwide. And sir, it affects the productivity in the

products? Yes, yes, of course. The products look so amazing for the sustainable fashion.

**In your opinion, do you think sustainable marketing practices help in attracting and retaining employees?**

In my opinion, in my opinion, this is for sure true because

sustainable brands appeal to employ, they care about the environment, leading to the

high retention and satisfaction because these values align with the brand's mission. And

as I am dealing with you guys, it fills me up. In my opinion, it is too effective in attracting

the employees.

Sir, could you tell me please, in this process, the retaining employees ratio is positive or

negative? Positive. Positive? Yeah. Okay, sir.

**Effective Techniques of Integrating Sustainability Activities in Marketing Campaigns**

The last phase of our interview, sir, is effective techniques of integrating sustainability

activities in marketing campaigns:

**The first question is that, sir, do you believe that the use of recycle, reuse and reduce in the marketing campaigns of fashion brands is an effective technique?**

Perfect. It seems to be a very easy question because three Rs are

the main thing for a textile brand, recycle, reuse and reduce.

So, highlighting the sustainability actions can improve some brand reputation and

encourage eco-conscious customers to make purchases as the purpose pairs with green

initiatives. You know, as Alia said, Levi's. Yes.

So, I am not going to ask him that, is this garment a sustainable garment? Because I

know that Levi's garment is a sustainable garment. So, I am not going to ask him little,

like, rest of questions like, what kind of fabric is used in this? Because I know that Levi's

brand is going to use sustainable fabric. Sir, after the recycle, reuse, after the recycling

of the product, is the still the product is sustainable? Yes, of course, we say three Rs,

recycle, reuse and reduce.

Yes. And, sir, is there a change in ratio after recycling the products of buying ratio? Yes,

of course, because the fresh thing is fresh. When we are going to recycle, some curtain

compositions and some curtain you can say, the quality is a little bit not as good as a

fresh one.

Okay. Sir, then what is the buying or selling ratio of the recycled products? Again, cost

issue. Sir, no, means that it is 60 to 40 percent or 30 to 70 percent? No, no, 80 percent,

80 percent people can use, but if they are aware with the sustainable actions.

**Sir, do you think increasing the research and development capacity of fashion brands will result in more effective sustainability, marketing campaigns?**

Actually, today,

every fashion brand is going to research about some research and development and

they are going to our future of development. They always say, hi, listen, let us know with

the new fabric development that are sustainable.

So, in this regard, increasing research and development spending can create innovative

fabrics and sustainable products that is forcing the brand eco-friendly image as for Levi's

and making it a core part of the brand's identity as the Levi's has already earned the

brand name. Sir, in the research and development capacity, the Levi's has a large

capacity or a separate department for this research and development? We have a

separate department of R&D and the interesting thing is I have a meeting with R&D

team at 3.30 p.m. and it is going to restart. Okay, sir.

**Do you think that the use of green packaging material effectively contributes to the integration of sustainability into the marketing?**

You are right. We

have to use green packaging and we have to use eco-friendly packaging.

Again, the first question led to this question. We are not going to make packaging

material. We are not going to produce bottles.

We have to source from different suppliers. We are not going to look at whether this is

sustainable or not. So, for green packaging, we have to ask our supplier to please use

sustainable materials.

So, using eco-friendly, regarding your question, using eco-friendly packaging is a

reasonable way to show the commitment to sustainability and making the brand value to

share the commitment. Sir, how your brand shows the material effectively and

integration of sustainability in marketing campaigns? I can show you with a garment. No,

sir.

I don't know how to express because we are not going to. We are going to the

sustainable section. We are ready to ask our supplier to produce the wrapper in

sustainable.

**The last question of our interview is that, in your experience, please share any other sustainability marketing technique for the fashion brands**

In my experience, using

certifications, like every brand, every vest you have to buy and some certifications, like

diamond has earned some certified from cradle to cradle, hand fabric, glove packaging,

zero discharge of hazardous waste and lot of other things.

So, in my perspective, using certifications, being transparent about the sustainability

efforts and leveraging social media to highlight sustainable practices all add value to

marketing department. So, promoting the use of sustainable fibers. Water saving

techniques like we are going to use laser wash.

So, laser wash we are not going to use a drop of water, but we can save a lot of water

that is going to harm the environment. So, water saving techniques can enhance the

brand's image by demonstrating and expressing a commitment to responsible

production. That's it.