**Company: Maria B**

**Name: Bushra Nazeer**

**Designation: Cost Manager**

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**Interviewer (Muhammad Talha):**

"Assalamu alaikum ma'am. Am I audible?"

**Interviewee:**

"Yes, you are."

**Interviewer:**

"How are you, ma'am?"

**Interviewee:**

"I'm good, how are you?"

**Interviewer:**

"Alhamdulillah, fine. So, let's start our interview with the introduction session. My name is Muhammad Talha, and I am currently a student working on a class project focused on Sustainable Development Goals. My project involves exploring how various organizations are integrating these global goals into their operations, and I'm really excited to learn from your experiences and insights. First of all, thank you very much for giving your precious time today."

"Could you please tell me about yourself, your designation, and your role in the organization?"

**Interviewee:**

"I am a cost manager at a fashion brand named Maria B Designs, and I've been working here for more than 11 years."

**Interviewer:**

"Great experience, ma'am. Let's start our question-answer session. The first question is about the challenges of implementing SDGs in the textile industry. What financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?"

**Interviewee:**

"The main barrier is cost; implementing SDGs is much more costly. Barriers like outsourcing materials and a lack of government support also impact the progress of fashion brands in implementing SDGs. Outsourcing limits control over the supply chain, increases costs, and may lead to unethical labor practices. Additionally, the lack of government support means insufficient regulation and limited access to funding for eco-friendly innovations."

**Interviewer:**

"Got it. The next question is, do you believe that not keeping an eye on suppliers' eco-friendliness and not rewarding green practices is a big obstacle for fashion brands in following SDGs?"

**Interviewee:**

"Yes, obviously. Neglecting supplier eco-friendliness and failing to incentivize green practices significantly obstructs fashion brands’ progress in SDGs. Unsustainable material sourcing leads to environmental degradation and missed opportunities to promote eco-innovation and best practices."

**Interviewer:**

"How does the lack of environmental training programs impact the fashion brands' sustainability performance?"

**Interviewee:**

"The lack of environmental training hinders supply chain transparency, limits efficient resource use, and restricts waste reduction. It also restricts the adoption of circular business models and inhibits data-driven sustainability decisions."

**Interviewer:**

"Understood. Now, let's discuss the benefits of presenting sustainability actions in marketing campaigns. To what extent do a fashion brand's tangible sustainability actions contribute to its positive reputation, and does this impact consumers' purchase intentions?"

**Interviewee:**

"Tangible sustainability actions significantly contribute to a brand's positive reputation. Around 80-90% of consumers consider sustainability when making purchasing decisions, with 65% being more likely to choose brands that have strong environmental and social commitments. Additionally, about 40% of consumers are willing to pay a premium for sustainable products, which drives loyalty and retention."

**Interviewer:**

"Do you believe that implementing sustainable marketing practices can help fashion brands enter new markets and increase their market share?"

**Interviewee:**

"Yes, implementing sustainable marketing practices helps fashion brands enter new markets by appealing to eco-conscious consumers. It enhances credibility, customer loyalty, and allows brands to expand globally, with an emphasis on environmental and social responsibility."

**Interviewer:**

"Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?"

**Interviewee:**

"Yes, implementing sustainable solutions is crucial for fashion brands to remain competitive. Consumers prioritize eco-friendly products, and there are regulations requiring brands to adopt sustainable practices. This is necessary for risk management, long-term profitability, and to sustain in the market."

**Interviewer:**

"Do you think working for sustainable fashion brands increases employee motivation and productivity?"

**Interviewee:**

"Yes, working with sustainable fashion brands boosts employee motivation and productivity by aligning their work with personal values. Around 77% of employees consider a company's social and environmental impact important, which fosters a sense of purpose and fulfillment, enhancing job satisfaction, engagement, and retention, with up to a 30% increase in productivity."

**Interviewer:**

"Do you think sustainable marketing practices help in attracting and retaining employees?"

**Interviewee:**

"Yes, sustainable marketing practices attract and retain employees by promoting shared values, enhancing the company's reputation, and boosting employee engagement, pride, and job satisfaction, with up to a 50% increase in retention."

**Interviewer:**

"Let's talk about effective techniques for integrating sustainability activities in marketing campaigns. Do you believe that using the 'reduce, reuse, recycle' approach in fashion brands' campaigns is an effective technique?"

**Interviewee:**

"Yes, enhancing research and development capacity in sustainability boosts innovation, allowing for eco-friendly materials and production methods. Using these marketing techniques also supports sustainability messaging and helps make the campaign more credible and impactful."

**Interviewer:**

"I’d like to add that recycling and reusing can also reduce costs. The next question is, do you think increasing the research and development capacity of fashion brands will result in more effective sustainability marketing campaigns?"

**Interviewee:**

"Yes, increasing R&D in recycling and other eco-conscious strategies drives engagement and loyalty among eco-conscious consumers. It encourages sustainable consumer behavior and enhances the brand's reputation and credibility in the market."

**Interviewer:**

"What do you think about the use of green packaging material in integrating sustainability into marketing campaigns?"

**Interviewee:**

"Using green packaging effectively contributes to sustainability in marketing campaigns by reducing environmental impact and waste. It communicates the brand’s values and commitment to customers, enhancing reputation, credibility, and consumer trust."

**Interviewer:**

"Lastly, could you share any other sustainability marketing techniques for fashion brands that you've seen in practice?"

**Interviewee:**

"Future fashion brands can benefit from circular business models, carbon offset programs, educational content, influencer partnerships, transparency reporting, and certified eco-labels such as GOTS or OEKO-TEX, which communicate a strong commitment to sustainability."

**Interviewer:**

"Thank you so much for answering all my questions. This project is very important to my university semester, and I’m grateful for the insight and dedication you shared. I’d like to invite you to my presentation, which will be held soon."

**Interviewee:**

"Good luck, and thank you for giving me the chance to share my experience with you."

**Interviewer:**

"Thank you, ma'am. Have a nice day."

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