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

**What financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?**  
"There are some points, **high cost or sensibility materials and technologies**, otherwise lacking lack of funding, especially for **smaller or mid-sized campaigns**, and **limited access to green financing options**. Okay, right."

**How do barriers like outsourcing materials and lack of government support impact the progress of fashion brands in implementing SDGs?**  
"Impact of **outsourcing materials and lack of government support**, difficulty in **monitoring sustainability across outsourced supply chains**, lack of **incentives or regulatory support** increases cost for sustainable practices, reliance on **suppliers in regions with lower environmental standards**. Okay, that's right."

**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?**  
"To follow SDGs, **lack of accountability for suppliers on sustainability** weakens overall commitment to SDGs if the supply chain is not aligned, missed opportunities to **reward eco-friendly practices**. Okay, right."

**How does the risk of technology failure, coupled with a lack of technology development, affect the successful implementation of SDGs in fashion brands?**  
"Lack of technology development, **high risk of investing in unproven or unavailable technologies**, fear of **technology failure discourages sustainable investments**, and **limited availability of sustainable technology solutions**. Okay, right."

**How does the lack of environmental training programs impact the fashion brands’ sustainability performance?**  
"**Environmental training programs**, employees **lack awareness of sustainable practices**, inefficient practices in day-to-day operations, lower overall performance on sustainability goals without skilled staff."

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

**What do you think 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?**  
"Positive of, sorry, benefit of presenting **sustainability actions in marketing campaigns** enhance **brand reputation and credibility**, builds trust with **environmentally conscious consumers**, increases **customer loyalty and purchase intention**. Okay."

**Do you believe that implementing sustainable marketing practices can help fashion brands to enter new markets and increase market share?**  
"Sure, **increase market share** differentiates brand in competitive markets, creates a strong **value proposition** for new and existing markets. Okay, right."

**Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?**  
"For **international competitiveness**, growing **consumer demand for sustainability in global markets** helps maintain a **competitive edge** as sustainability becomes mainstream, builds **brand resilience in changing market environments**. Okay, that's totally right."

**Do you think working for sustainable fashion brands will increase motivation and productivity of employees?**  
"Employee motivation and productivity, increases **job satisfaction for employees aligned with sustainable values**, or enhances **motivation to support brand's sustainability missions**, boosts **productivity as employees feel proud of their workplace**."

**In your opinion, do you think sustainable marketing practices help in attracting and retaining employees?**  
"In attracting and retaining employees, improves **employee retention** with a **purpose-driven workplace** or appeals specially to younger **eco-conscious job seekers**. Okay, right."

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

**Do you believe that the use of ‘Recycle, Reuse, Reduce’ in the marketing campaigns of fashion brands is an effective technique?**  
"Effectiveness of ‘**Recycle, Reuse, Reduce**’ in marketing campaigns, simply relatable message with consumers, appeals to **eco-conscious values** and promotes **mindful consumption**, builds **brand loyalty by aligning customer beliefs**. Okay."

**Do you think increasing the research and development capacity of fashion brands will result in more effective sustainability marketing campaigns?**  
"To improve **sustainability marketing**, provides **unique, credible content** for market campaigns, helps differentiate brands through **genuine sustainability efforts**, reduces **greenwashing risk** by focusing on actual progress. Okay, right."

**Do you think that the use of green packaging material effectively contributes to the integration of sustainability into marketing campaigns?**  
"**Green packaging material** in marketing appeals to consumers looking to **reduce environmental impact**, boosts **customer perception of brand responsibility**."

**In your experience, please share any other sustainability marketing techniques for the fashion brands.**  
"Sustainability marketing techniques, **transparent reporting on sustainability goals and achievements**, educating consumers on sustainable choices to deepen impact, transparent reporting on sustainability goals and achievements. Okay."