# My name is Zeeshan and I am the Manager of Rashid Textiles.

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

# Question 1: What financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?

Answer: It gives high cost. Because the machinery that get used is so expensive. And also the organic cotton that we use is of high cost as compare to other. And labor cost is also high when we give them training on sustainability programs. There are also expenses for waste management and recycling. And for this kind of initiative if loan is taken then the interest rate is also high. And I think, because of high cost many brands do not implement or limit the sustainability practices.

# Question 2: How do barriers like outsourcing materials and lack of government support impact the progress of fashion brands in implementing SDGs?

Answer: We buy our 30-40% raw material from outside suppliers and these suppliers have inconsistent sustainability practices and this makes our consumption and production difficult. 100% sustainable target is not achieved. Cost increases due to supplier audits and without government initiatives or clean policies, we find it harder to adopt these processes.

# Question 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?

Answer: Yes, not monitoring supplier's eco-friendliness and lacking incentives for green practices hinders our progress. Obviously, it is difficult for other fashion brands to monitor because high costs are incurred. Other reasons are unregulated supply chain.

# Question 4: How does the risk of technology failure, coupled with a lack of technology development, affect the successful implementation of SDGs in the fashion brands?

# Answer: Yes, it hinders the successful implementation of sustainable development from design to production and distribution because outdated machinery slows down our development. And the implementation of new technology is costly and risky.

# Question 5: How does the lack of environmental training programs impact the fashion brands’ sustainability performance?

Answer: It also hinders our sustainability performance. Our employee requires knowledge on sustainable materials, waste reduction, and supply chain management. And yes, we are launching training initiatives because currently we are facing increased energy consumption and high waste generation

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

# Question 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?

Answer: Yes, it contributes to a positive reputation and influences customer purchase intentions. Because, this generation gives priority to sustainability. Since, we initiated sustainability practices such as installing solar panels and eco-friendly dying our customer loyalty and sales got increased.

# Question 2: Do you believe that implementing sustainable marketing practices can help fashion brands to enter new markets and increase market share?

# Answer: Yes, it expanded us to eco-conscious markets like Europe and also increased our market share. And we also saw our revenue growth increase by 15 to 20 percent almost.

# Question 3: Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?

Answer: Yes, it is important because of customer demand and especially for brand reputation. And we adopt sustainable practices to stay competitive globally mainly.

# Question 4: Do you think working for sustainable fashion brands will increase motivation and productivity of employees?

# Answer: Yes, it definitely boosts employee motivation and productivity. It creates a positive work environment. Turnover rate get reduced. Productivity and the opportunity of development and growth also increases.

# Question 5: In your opinion, do you think sustainable marketing practices help in attracting and retaining employees?

Answer: Yes, it attracts and retains employees because many employees prefer to work for environmentally responsible companies and they feel like they are part of a great project and contribute to the environment somehow.

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

# Question 1: Do you believe that the use of ‘Recycle, Reuse, Reduce’ in the marketing campaigns of fashion brands is an effective technique?

# Answer: Yes, it is an effective technique because it differentiates brands from competitors and it increases our connections with eco-conscious consumers.

# Question 2: Do you think increasing the research and development capacity of fashion brands will result in more effective sustainability marketing campaigns?

Answer: Yes, it will result in more effective sustainability marketing campaigns and we invest our 10 percent of the revenue in research and development. And we launched our sustainable fabric lines as well.

# Question 3: Do you think that the use of green packaging material effectively contributes to the integration of sustainability into marketing campaigns?

Answer: Yes, it reduced waste and enhanced our brand reputation. It also increased our brand loyalty. It clearly tells our customers that we are working on sustainability

# Question 4: In your experience, please share any other sustainability marketing technique for the fashion brands.

Answer: Fashion brands can also launch their recycled clothing line and can implement solar panels like us and publish annual sustainability report. And can also conduct social media campaigns based on sustainability.