

An Analysis of Textile Brands' Advertisements from the Perspective of UN Development Goals

Hilal TAŞKIN¹, & Tuğçe BORAN²

Abstract

Increasing consumption demands increase the importance of resource management. The use of limited natural resources to meet consumption needs requires brands to carry out their activities under the umbrella of sustainability. Keeping brands in touch with all stakeholders about their production and post-production processes plays an important role in terms of the continuity of brand existence. Today, while there are sustainability policies and decisions adopted within companies, especially for brands, there are also obligations that need to be fulfilled at an international level. This study aims to evaluate the advertisements made by textile brands in the last 5 years within the scope of sustainability goals. Advertisements published by textile brands within the scope of sustainability practices within the scope of the UN's 17 sustainable development goals criteria were analyzed with the content analysis method. Similarities and differences between the brands' sustainable development goals were identified. Mango's overall sustainability goal achievement rate was found to be the highest, driven by its high number of ads. However, Koton's target achievement rate per ad was found to be higher.

Keywords: Sustainability, Advertising, Sustainable Advertising, Sustainable Textiles, UN Sustainable Development Goals

Tekstil Markalarının Reklamları Üzerine BM Kalkınma Hedefleri Perspektifinden Bir Analiz

Öz

Artan tüketim talepleri kaynak yönetiminin önemini artırmaktadır. Sınırlı doğal kaynakların tüketim ihtiyaçlarını karşılamak için kullanılması, markaların faaliyetlerini sürdürülebilirlik şemsiyesi altında yürütme zorunluluğunu beraberinde getirmektedir. Markaların üretim ve sonrasındaki süreçlerini tüm paydaşlarıyla iletişim halinde tutmaları, marka varlığının devamlılığı açısından önemli rol oynamaktadır. Günümüzde özellikle markalar için şirket içinde benimsenen sürdürülebilirlik politikaları ve kararları olmakla birlikte, diğer yandan uluslararası düzeyde yerine getirilmesi gereken yükümlülükler de bulunmaktadır. Bu çalışmada; tekstil markaları içinde son 5 yılda yapılan reklamların sürdürülebilirlik hedefleri kapsamında değerlendirilmesi amaçlanmıştır. Tekstil markalarının BM'nin 17 sürdürülebilir kalkınma hedefi kriteri kapsamında sürdürülebilirlik uygulamaları kapsamında yayınladıkları reklamlar içerik analizi yöntemi ile analiz edilmiştir. Markaların sürdürülebilir kalkınma hedeflerinin benzer ve farklılaştırıcı yönleri tespit edilmiştir. Totalde Mango markasının reklam sayısının fazla olmasının da etkisiyle sürdürülebilirlik hedef kriterlerini sağlama miktarının en fazla olduğu bununla birlikte Koton markasının reklam başına hedefleri sağlama oranı daha yüksek oranda bulunmuştur.

Anahtar Kelimeler: Sürdürülebilirlik, Reklamcılık, Sürdürülebilir Reklam, Sürdürülebilir Tekstil, BM Sürdürülebilir Kalkınma Hedefleri

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Introduction

Nowadays, the way sustainability is expressed has become as important as sustainability itself. While it is observed that there are examples in many sectors where sustainability is emphasized, it is observed that the issues of causing the least harm to the environment and managing resources correctly are reflected to the consumer. The textile sector can be exemplified as one of the areas where the concept of sustainability is important. Sustainable practices need to be adopted from the production of textile raw materials to the production processes of the product, to the use of the consumer and afterwards. In addition, supporting the practices of the textile sector with sustainable advertisements and explaining the activities to the consumers are seen as activities expected to be carried out in terms of sustainability.

Table 1. *Research on the Subject in the Literature*

<i>Researchers</i>	<i>Year</i>	<i>Subject of the Research</i>	<i>Research Results</i>
<i>Varadarajan & Venkatachalam</i>	2016	<i>Three potential environmentally friendly systems that can be applied to textile dyeing processes to minimize salt and water consumption were examined.</i>	<i>First, the application of enzymatic treatment in fabric preparation was investigated; second, the use of biodegradable organic salts such as trisodium citrate, magnesium acetate, tetrasodium edate and sodium salts of polycarboxylic acids as fixing and shrinkage agents was investigated; finally, various surface modifications of cotton to reduce wastewater volume and total dissolved solids were investigated.</i>
<i>Pensupa et. al.</i>	2017	<i>This compilation study provides an overview of the conversion of textile waste into value-added products.</i>	<i>Different strategies for sugar recovery from cellulosic fiber and the obstacles they create are discussed and different perspectives are presented.</i>
<i>Kaboush & Kadi 2017</i>	2017	<i>The current status of fractionation and separation of cotton/polyester blend textile wastes and the methods used in the literature, which can be classified as mechanical, chemical and biological approaches, are highlighted in the study.</i>	<i>The challenges and scaling encountered in the processes were critically examined, method suggestions were developed to overcome the challenges and contribute to the circularity and sustainability of the textile industry.</i>
<i>Jones et. al.</i>	2018	<i>By outlining the Sustainable Development Goals and business engagement in them, we examine the sustainability strategies and achievements publicly disclosed by six leading advertising and marketing companies.</i>	<i>The companies examined contributed to the Sustainable Development Goals and recommendations were presented regarding the challenges they faced.</i>
<i>Lee et. al.</i>	2019	<i>The effects of webtoons as branded entertainment in competitive advertising markets on consumer responses constituted the axis of the study.</i>	<i>As a result of the study, it was determined that the use of brand webtoons caused hierarchical effects on consumer emotion, communication, persuasion knowledge and advertising credibility.</i>
<i>Chang et. al.</i>	2019	<i>This research examines the impact of consumer attitudes and behaviors in order to develop eight environmental policy disclosure scenarios based on different environmental advertising claims and eco-labels: product-oriented, process-oriented, image-oriented, and environmental reality.</i>	<i>Environmental advertising claims have been found to have significant effects on consumers' attitudes, and consumers' attitudes toward environmental advertising have positive effects on their purchase intentions and sustainable consumption behaviors.</i>
<i>Cai & Choi</i>	2020	<i>The study examined how textile and apparel supply chains can adapt to the SDGs along with their practices.</i>	<i>It has been shown that the practices are far from achieving the goals of economic growth combined with social and environmental sustainability, and balanced sustainable development actions are recommended from the perspective of stakeholders.</i>
<i>Ahmed et. al.</i>	2020	<i>The study is one of the first to investigate the determinants of BIS adoption in order to find solutions to sustainability problems in T&A companies with Industry 4.0 technologies.</i>	<i>Several themes such as sustainability issues in T&A companies, perceived challenges in BIS adoption along with improved value creation processes with leading BI solutions are key findings.</i>

... Table 1.

Researchers	Year	Subject of the Research	Research Results
Abbas et. al.	2020	<i>This study was conducted to develop a comprehensive resource-energy-water (REW) model to explore possible solutions based on the linkages between these parameters to ensure the sustainability of resources, based on the concept of coupling using the system dynamics approach.</i>	<i>A two-way relationship was demonstrated between all components of the link, which could be accelerated to manage daily production targets. Uncertainty analysis revealed that energy and water demands are more difficult to predict than the resource (cotton).</i>
Phan et. al.	2020	<i>In this research, the relationship between sustainable development practices and financial performance of firms was examined.</i>	<i>Data were collected from 389 textile companies in Vietnam, and data analysis using partial least squares structural equation modeling revealed that sustainable development practices directly and indirectly positively affect financial performance through customer loyalty, employee satisfaction, and corporate reputation.</i>
Kim et. al.	2020	<i>Based on previous studies in the field of sustainable marketing strategy, this research aims to reveal the role of emotional and rational appeals as well as the hidden heterogeneity of consumers within the framework of attractiveness-value-trust-satisfaction-word of mouth marketing.</i>	<i>By applying PLS-SEM and PLS-POS approaches to a sample of 230 valid surveys, we found the role of attractions and three types of unobserved heterogeneity among participants.</i>
Gaspar Ferreira & Fernandes	2021	<i>This study was conducted to understand sustainable brand loyalty by evaluating consumers' perceptions of different communication tools.</i>	<i>Eco-label awareness has been found to contribute to building a sustainable brand image and fostering environmental awareness, while perceived advertising spending has not. It has also been found that loyalty to sustainable brands is influenced by consumer environmental awareness, but not by the sustainable brand image.</i>
Panda et. al.	2021	<i>Different approaches and research areas for the sustainable pretreatment of textile products are examined and the potential of these technologies for mass production is analyzed.</i>	<i>Current technologies are described in detail and potential areas for research are outlined.</i>
Sander et. al.	2021	<i>The study was conducted with generalizations such as the impact of sustainability advertisements on branding, launch, attitude towards the name and brand connection.</i>	<i>It has been concluded that focusing on environmental aspects when promoting a brand's sustainability provides more effective advertising content.</i>
Attia et. al.	2022	<i>In this research, current advances in the development of coatings for sustainable textile fabrics for UV protection were investigated.</i>	<i>The review examines current developments in sustainable textile fabric coatings. It focuses on the use of graphene sheet-based coatings for UV protection, a unique 2D material derived from natural precursors, and provides recommendations for essential UV protection actions.</i>
Khandaker et. al.	2022	<i>In this study, bioenergy production from textile biowaste originating from various stages of textile processing and post-consumer clothing waste was investigated.</i>	<i>Discussion was given on the potential of treatment technologies for bioenergy conversion from textile biowaste.</i>
Ribeiro et. al.	2023	<i>In this study, four basic stages of sustainable consumer behavior regarding textile products; purchasing, use, maintenance and disposal were evaluated in terms of consumer concerns, behaviors, self-confidence and perspectives.</i>	<i>Most participants don't participate in clothing rental or sharing activities, they mostly avoid buying second-hand items; on the other hand, they are demanding about extending the life of their products and are concerned about ensuring that their belongings have a responsible lifespan, are some of the results obtained.</i>
Fadara and Wong	2023	<i>The research aimed to examine sustainability criteria to evaluate the selection of sustainable textile products.</i>	<i>A case study of the textile industry in Nigeria is used, a fuzzy decision support system is presented to analyze the selection of sustainable textile products in the country's textile industry.</i>

... Table 1.

<i>Researchers</i>	<i>Year</i>	<i>Subject of the Research</i>	<i>Research Results</i>
Rathore	2023a	<i>This research was prepared on the basis of evaluating the impact of the production, processing and consumption of textile products on the environment, economy and society.</i>	<i>Suggestions have been made to make sectors sustainable.</i>
Zor	2023	<i>The impact of environmental regulations, defined as government requirements for environmental concerns and management, on the sustainable transition for firms in the textile and apparel sector was examined within the scope of the research.</i>	<i>As a result of textual analysis and statistical tests, it was found that environmental regulation can encourage the sustainable transition of textile and apparel businesses and this incentive effect is negatively affected by the deviant strategy.</i>
Dehshiri et. al.	2023	<i>This study was conducted to evaluate SIPH in Iran's textile industry.</i>	<i>It has been suggested that if pollution tax policies are implemented in Iran, SIPH will be cost advantageous in the textile sector.</i>
Rathee and Milfeld	2023	<i>In this research, while bringing a new perspective to sustainability advertising, the issues that make sustainability advertising effective and the reasons that push people to adopt sustainable behaviors were investigated.</i>	<i>The research presents a holistic perspective on the effectiveness of sustainability advertising with the aim of inspiring new research in the field of contemporary and critical advertising.</i>
Hasbullab et. al.	2023	<i>This study aims to increase the understanding of online advertising value by applying the Ducoffe advertising value model.</i>	<i>The study revealed a significant direct relationship between informativeness and a significant indirect relationship between UGV in advertisements and intention to purchase sustainable products. However, no significant relationship was found between perceived trustworthiness and perceived enjoyment.</i>
Lima et. al.	2024	<i>A systematic review of the literature linking two research groups on the effectiveness of green advertising and the determinants of environmentally friendly behavior was conducted.</i>	<i>The research resulted in the development of a conceptual framework specific to green advertising, incorporating the cognitive processing stages of persuasive messages, the value-belief-norm theory of environmentalism, and other internal and external factors.</i>
Cuc and Secan	2024	<i>A study was conducted focusing on extending the life of posters and campaigns through innovative recycling approaches, particularly those compatible with circular economy principles.</i>	<i>The study highlights the importance of resource optimization and compliance with copyright regulations, and demonstrates the applicability and benefits of recycling in outdoor advertising.</i>
Lopes et. al.	2024	<i>This research article was conducted to determine the current status of advertising and sustainability issues using the Systematic Bibliometric Literature Review methodology.</i>	<i>The study concluded that the theme of sustainability has been examined and linked to brands and sectors of activity, such as luxury brands. It also suggests that there is less of a connection between sustainability and advertising, and that studies on "green advertising" are being discussed. While this study has helped digital marketing professionals make informed decisions and clarified the topic from a research perspective, it also indicates a need for more in-depth studies.</i>
Eyada	2024	<i>In this research, the roles played by advertisements in shaping consumers' perceptions of sustainable brands were examined and the effects of advertising strategies on consumers' attitudes and behaviors towards sustainability were investigated.</i>	<i>The growing importance of sustainable branding within contemporary marketing paradigms, supported by the increasing consumer interest in sustainability and ethical consumption, is highlighted within the scope of the study.</i>

Before examining the advertising films in the methodology section, it was thought that the studies in the literature should be included. Some of the studies within the scope of sustainability in the textile industry and advertising obtained as a result of the literature research. The topics covered in the studies mentioned above can be summarized as fast and slow fashion, sustainability practices in the textile sector, evaluation of products in the textile sector in terms of sustainability, evaluation of the denim industry within the scope

of sustainability, sustainability communication, recycling practices and opportunities in the textile sector, analysis of social media reflections of textile brands.

Gam & Banning (2011) reveal that the rapid growth in the fashion sector on a global basis also brings environmental problems with it. Fletcher (2013) first points out the consumption of natural and industrial resources in the manufacturing process of fashion products as the effective factors in the formation of environmental problems. However, the author states that a high level of effort and energy is required to form and ensure the life of the products, and that problems such as significant waste generation occur after their life cycle. Razzaq et al. (2018) underline in their study that more than 3000 chemicals are used in the textile sector and that it is the second sector in the world that causes the most environmental pollution after the fossil fuel sector, allowing us to understand how important it is to adopt sustainable activities for this sector. Deo (2001) states that a great deal of environmental damage is caused at various stages of the traditional production of cotton, the basic material of textile products. He states that instead of traditional methods, which cause environmental pollution and various damages to human health, more environmentally friendly activities are carried out thanks to the production of cotton with organic methods.

Brands have stakeholders that they are responsible for while continuing their activities. In themes such as education, culture, health, and welfare, brands have to fulfill their responsibilities towards the environment, consumers, employees, social environment, and investors (Becan, 2013). Reinig and Tilt emphasize that the network of relationships in this area of responsibility which is included in the literature as stakeholder theory, can be ensured through the requirements of recognizing stakeholders well and creating an effective stakeholder management system (Reining & Tilt, 2009). Freeman, on the other hand, emphasizes that it will be easier to achieve common goals when brands have strong relationships with their stakeholders (transferred Aktan & Börü, 2007). It is known that one of the channels used by brands to communicate with their stakeholders while carrying out sustainability activities is advertisements, which also constitute the sample of this study. Apart from advertisements, it can be observed that social media, campaigns and various applications can be made. Or it can be observed that not all sustainability activities are included in advertisements. In this context, the fact that the persuasive power of television advertisements is placed in a privileged place compared to other communication channels and that advertisements affect the eye (70%) and the ear (30%) at the same time can be explained as the reasons for the use of advertisements in sustainability studies (Pennock-Speck and Fuster-Marquez, 2014; Özgür, 2001).

In this research; It is aimed to analyze the reflections of sustainability activities. 4 textile brands operating in the textile sector, 2 national and 2 international on advertising films. The data obtained from 'Marketing Turkey' research reports were effective in designing for the research sample determined by purposive sampling method among the companies operating in Türkiye. In the analysis of the commercials of the brands within the scope of the determined sample, the sustainability criterion premise and criterion sampling method were adopted. In the research, which aims to determine the characteristics and differentiating aspects of the commercials that will be analyzed within content analysis 17 Sustainable Development Goals in the 2015 UN Report, the answers to 5 basic questions about the content are investigated.

As a result of the research; it is planned to make sense of the sustainable practices of the textile sector and to bring suggestions for the missing aspects. This study, which was carried out for the stated purposes, differs from the previous studies and is important with the aim of improving sectoral studies and ensuring a sustainable future for society.

Sustainability Conceptual Framework

It is known that the concept of sustainability was first used by forester and scientist Hans Carl von Carlowitz in his book *Sylvicultura Oeconomica* in 1713 (Heinberg & Lerch, 2010). After this, sustainability came to the agenda and gained importance in the following years. It had a great impact when it was first included in the *Limits to Growth 2* report of the Club of Rome in 1972, and very important findings were presented (Colombo, 2001). According to the report, it was emphasized that food production, industrialization, exploitation of natural resources and environmental pollution would prevent the world from continuing to exist; it was revealed that societies should act collectively in order to prevent haphazard growth and maintain the global balance. In the following process, the sustainability perspective was explained by the World Commission on Environment and Development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs (WCED, 1987). In the 17th century, with the population increase and economic developments that took

place in industrialized cities, it was seen that resources were being used recklessly, and the inadequacies in natural resources and labor force brought about the necessity of re-examining the concept of economic development. The concept, which was updated as sustainable development, while expressing a global scheme, started to gain response on the basis of nations and institutions, and as a result, the concepts of sustainable business and corporate sustainability emerged (Dyllick & Hockerts, 2002). In this context, it has been stated that sustainable businesses have the characteristics of creating long-term financial value, establishing a connection between environmental awareness and social approaches (Rowe, 2013). The concept of sustainable business also brings with it the concepts of sustainable customer and sustainable consumer. While sustainable customer can be explained as a concept that expresses individuals who have an understanding of sustainability and consumption in economic, environmental and social terms; sustainable consumers are defined as consumers who focus on meeting their basic needs and having a good quality of life by minimizing the use of natural resources, taking into account the needs of future generations (Gilg et. al 2005; Seyfang, 2006). It is observed that businesses frequently use media and advertising to communicate with sustainable customers and sustainable consumers first and then with potential other consumers. For this reason, it was thought that providing information about sustainable advertising and its practices in the next section was necessary for a better understanding of the study.

Sustainable Advertising

In the literature, environmental advertising is frequently used, and it is seen that the first environmental advertisements were introduced in the 1960s, following the scientific community, the public, and consumers' environmental concerns being expressed (Easterling et. al., 1996). From this point on, environmental advertisements are explained as a communication method that aims to create awareness, openly or implicitly, and suggests behaviors in reducing and regulating environmental problems (Fowler III & Close, 2012).

It is observed that businesses convey the norms, values and vision they have accepted through various media and marketing applications in order for consumers to be directed towards sustainability and for businesses to convey their sustainability goals. Advertisements are also one of the applications chosen as a way of expressing sustainable goals. Prianti (2011) explains the concept of sustainable advertising as an approach that includes ideas that do not only serve the definition of goods and services, but also create environmental development with environmental, economic and social dimensions so that the society can maintain its long-term existence. On the other hand, Suki (2013) states that consumers are made conscious and a purchasing tendency is created thanks to advertisements that emphasize sustainability. Chekima et al. (2016) pointed out the benefits that thanks to advertisements that introduce sustainable products, conscious consumers understand the differences of the products, learn the purchasing advantages and create a perception of reliability. In this way, consumers understand the points where the products they see in advertisements differ in terms of sustainability and develop their consumption habits. Fowler III and Close (2012) have shown that sustainability advertisements can be examined at three levels. According to the authors who listed three levels as macro, medium and micro; advertisements that appeal to consumers with major and overwhelming problems are accepted at the micro level. While advertisements that convey save the planet or comprehensive messages can be summarized as sustainability advertisements at the macro level; it is stated that advertisements with sustainability themes at the medium level include micro and macro concerns and adopt strategies focused on products and services. It is seen that sustainable advertisements are used in many sectors and product promotions today. It is conveyed to consumers that many products, especially personal care, household cleaning products and textiles, are produced under environmentally friendly conditions. In this study, sustainable advertisements made within the scope of the textile sector were examined and the findings obtained after the transfer of information under the title of sustainable textile will be conveyed.

Sustainable Textile

The clothing sector is considered to be among the biggest -scale industry with 100 million metric tons of products in service annually (Rathore, 2023b). It is observed that this growth, which continues to take place, brings along social and environmental changes. Problems such as the growing textile industry accelerating consumption habits and environmental pollution are examples of these changes. The elements of environmental pollution caused by the activities of brands that want to respond to accelerating consumption habits are explained as climate change, erosion, pollution of water, damage to living species (Hasanbeigi & Price, 2015). On the other hand, Mangır reveals that the clothing sector is among the sectors that harm the environment the most (Mangır, 2016). In order to solve this problem, which is

continues to increase every day within the sector, the necessity for using sustainable materials and production methods is revealed (Can & Ayvaz, 2017). Gürcüm and Yüksel (2011) point out the contradiction between textile/fashion and sustainability. The authors emphasize that sustainability characterizes continuity while directing the textile industry towards ever-changing trends, and that sustainable textiles are a reaction to consumerism. Based on the distinction made by the authors, it is understood that sustainability practices have the functions of extending the life of products and controlling consumption, in contrast to the role of textiles in increasing consumption. Odabaşı and Şahin also emphasize this contrast in their studies. Stating that fast fashion has emerged as a result of the desire of textile brands to respond to increasing demands and increasing competition conditions; the authors point out that disposable incentives are completely contradictory to sustainability (Odabaşı & Şahin, 2019). Another issue emphasized by the authors is the shortening of the life span of the products with frequent product changes.

The transformation of sustainability activities in the textil sector was explained by Türkmen on the basis of 1990s and 2000s. It is stated that in the 90s, natural recyclable fiber trends were introduced through fairs and shows; It has been stated that in the 2000s, a trend towards fair trade, organic products and alternative materials began to occur (Türkmen, 2009). The author also reveals that this transformation, which she points out, has developed in the direction of a tendency towards ecological materials and a desire to be informed about sustainable textiles in the eyes of designers, producers and consumers.

The environmental damages caused by brands and consumers have led to the adoption of sustainable textile elements. The fact that the clothing sector is shown as secondary cause worldwide environmental pollution following the oil industry has been the main reason for choosing sustainable textiles (Woodside & Fine 2019). It is stated by Kim and Hall that the increasing awareness of consumers towards being environmentally friendly enables brands to develop sustainable strategies (Kim & Hall, 2015). Therefore, with the effect of changing awareness, textile brands have started to work in line with sustainable principles. Mandarić et al. stated that the sustainability of brands covers social themes such as improving the working conditions and social rights of employees and topics such as reducing industrial waste, greenhouse gas emissions and water pollution (Mandarić et al., 2021). The three basic outlines of sustainable fashion by the United Nations are; the principle of not harming the environment is adopted and the use of organic cotton is encouraged. extension for product life with eco-branded and recycled materials (Fletcher, 2008). Decisions taken after the research to manage sustainability activities, including the textile sector, within the framework of certain strategies all over the world gain validity.

There are activities carried out in the global context within the scope of auditing and regulating sustainability studies. The first of these was the United Nations World Commission on Environment and Development report. While explaining notion for sustainability, in 1987 United Nations World Commission on Environment and Development; published *Our Common Future/Brundtland Report*; premise for not jeopardizing the skill for future generations to to get your needs in the process of meeting their needs is put forward (WCED, 1987). In the report titled “Sustainable Development and Environment” published by the South Aegean Development Agency, problems are explained under 3 main headings: ecology, economy and equality (Aksu, 2011). It is known that the World Summit on Sustainable Development (WSSD) was done Johannesburg in 2002. Within the scope of the Rio de Jenerio conference in 2012, 7 themes were emphasized: disaster preparedness, water resources, oceans, job opportunities, sustainable agriculture and ingest safety, sustainable cities, energy opportunities, sustainable farming, and food security, sustainable cities together with sustainable development (Leggett & Carter, 2012). These goals include requirements to no poverty and other deficiencies, develop sanitary and schooling, reduce inequality and ensure monetary development. Sustainability goals also include the goal of protecting oceans and forests while combating all these problems (United Nations Turkey, 2024). The UN has 17 sustainable development goals (Concern World Wide, 2024).

These 17 sustainable development goals have been selected as examination criteria of this study.



Picture 1. UN 17 Sustainable Development Goals

Methodology

In the methodology section, information will be given about the purpose(s) adopted in the study, the sample studied and the methodology of the research.

Aim of the Study

Determining the reflections of sustainability practices of textile brands operating in Türkiye through their commercials is determined as the first objective to be achieved within the scope of the research. With the achievement of the stated objective, it is planned to determine the differences between the practices adopted by national and international textile brands (Koton, Defacto; Mango, H&M) within the scope of sustainability studies. The following 5 questions are research questions:

- 1) Which sustainable development goals do the reflections for sustainability practices adopted by brands on advertisements focus on?
- 2) Has there been a change in the way brands communicate their sustainable development goals to stakeholders in the last 5 years (2018-2023)? Which sustainable development goal does this change fall under?
- 3) Inside the framework of the goals within the scope of sustainability, are there any areas that brands focus on for their corporate identity?
- 4) Are there areas where brands' sustainability practices differ when compared with each other?
- 5) Do the goals that brands focus on nationally or internationally within the scope of sustainability practices differ?

The Method and Sampling

Advertisements presented by brands to audiences over the last five years were analyzed using content analysis. The UN Sustainable Development Goals (17 goals), as described in the literature section, were selected as the analysis criteria, and the characteristics of the visual and audio elements of the advertisements were investigated.

Obtained results of the news and brand reports (Marketing Türkiye, 2024) constitutes the sample of the research. textile brands operating in Türkiye from the universe of textile brands. Due to the large number of brands serving the textile sector in the Turkish market and their application reflections, the sample of the study was limited to 2 national brands -Koton and Defacto- and 2 foreign brands -Mango and H&M-. In the limitation of the brands, the advertising films obtained after the examination of the 4 textile brands mentioned above, the amount of data and the suitability of their content for the study were effective factors. The advertisements were analyzed only within the framework of sustainability themes by adopting the criterion sampling method. Examining the sustainability practices of the brands in the last 5 years constitutes another limitation of the research. In this study, in which the reflections of sustainability practices on advertisements are investigated, it was planned to examine the commercials shared by 4 brands on YouTube channels within the framework of the -sustainability practices- constraint by watching them 3 times between 10.02.2024-21.02.2024. A similar situation in the opposite direction was experienced for Koton and Defacto where English searches didn't yield any results. The lengths of the commercials ranging from 30 seconds to 5 minutes evaluated by examining the brand characteristics of the commercials within the UN sustainable development goals through visuals, vocalizations, texts and slogans.

Findings

Based on research reports on textile brands within the sample, sustainability-focused advertisements offered by Koton, Defacto, Mango, and H&M between 2018 and 2023 were analyzed. Explanations regarding the sustainability practices of the advertisements analyzed on YouTube channels between February 10, 2024, and February 21, 2024, are outlined. The brands Koton, Defacto, Mango, and H&M are analyzed in the order of their respective impacts. The characteristics of their sustainability reflections are summarized in tables, and analyses are shared, including within-brand evaluations, and cross-brand classifications are addressed. Features presented in advertisements within the 17 sustainable development goals are marked with a (+) for "present," while features not presented are marked with a (-). Five questions about the brands are presented below the brand evaluation tables, and comparisons are made in the results section. In this context, the characteristics of the commercials and their personal branding are as follows:

Koton

Between 2018 and 2023, 6 commercials produced by the Koton brand with the theme of sustainability were reached. The sustainability studies carried out by the Koton brand are shown in Figure 1 (Koton 2024).

Table 2. *Koton Sustainability Advertisements*



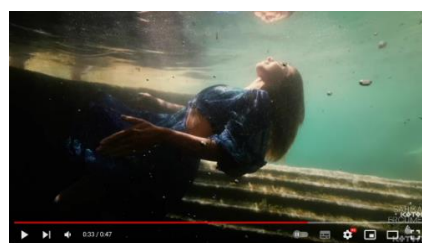
Sahika Ercümen x Koton Suyu Saygı Koleksiyonu



#BetterCotton #YasamaSaygı

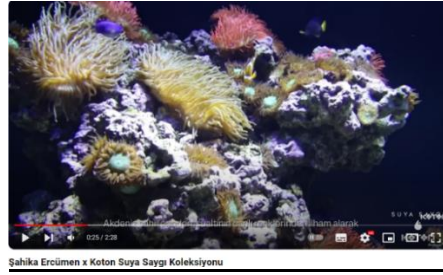


Sahika Ercümen x Koton Suyu Saygı SS22 Belgeseli



SAHIKA ERCÜMEN X KOTON

... Table 2.



As a result of examining the advertisements that were reached, the following table was obtained.

Table 3. *Analysis of Koton Sustainability Advertisements*

Koton	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
<i>Şahika Ercümen x Koton Respect for Water Collection (2021)</i>	-	-	+	-	+	+	+	+	+	-	+	+	+	+	+	+	+
<i>Better Cotton #RespectLife (2022)</i>	-	-	+	-	-	+	+	+	+	-	+	+	-	+	+	+	+
<i>Şahika Ercümen x Koton Respect for Water SS22 Documentary (2022)</i>	-	-	+	-	+	+	+	+	+	-	+	+	+	+	+	+	+
<i>Koton Love Project (2022)</i>	-	-	+	-	-	-	-	-	-	+	-	+	-	-	+	+	+
<i>Şahika Ercümen x Koton Respect for Water Collection (2023)</i>	-	-	+	-	-	+	+	+	+	-	+	+	+	+	+	+	+
<i>Şahika Ercümen x Koton (2023)</i>	-	-	+	-	-	+	-	-	-	-	+	-	-	+	+	-	+

- In the commercials promoting the “Koton Respect for Water” collection prepared in cooperation with national swimmer Şahika Ercümen, it is seen that the topics of water protection, the importance of water resources, the reflection of water on design are dominant, and many visuals about aquatic life are included.

- “#BetterCotton and Koton Love Project” projects differ from the other 4 commercials in terms of subject scope. While the “#BetterCotton” ads draw attention to the raw materials from which the clothes are produced and the energy savings made in their production, the “Koton Love” ad explains that the brand also embraces the social responsibility mission for animals in its sustainability activities.

- It was determined that 1 sustainability-themed advertisement was made in 2021, 3 in 2022 and 2 in 2023. In terms of the amount of advertisements, it is possible to say that more work was done in 2022. Within a 5-year period, it has been determined that there is no change in the direction of increasing sustainability practices. In the last five years, the “Respect for Water” campaign has come to the fore.

When examined within the scope of goals;

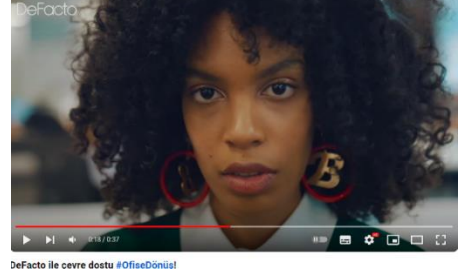
- Goal 3 and Goal 15, all commercials have common characteristics. The 4 ads made included 'Respect for Water' project can also be evaluated within the scope of the characteristics of Goal 14. On the other hand, the 6 commercials for Goal 1, Goal 2 and Goal 4, didn't contain any statements. It was observed other goals were distributed at different rates in the commercials.

- When goals were analyzed, achieved 13, 11, 13, 6, 12, 6 respectively, were present in Koton commercials.

Defacto

Access was provided to 6 commercial films produced by the Defacto brand on sustainability between 2018 and 2023. The studies carried out by the Defacto brand on sustainability are shown in Figure 2 (Defacto, 2024; Felis Ödülleri 2024).

Table 4. Defacto Sustainability Advertisements

As a result of examining the advertisements that were reached, the following table was obtained.

Table 5. Analysis of Defacto Sustainability Advertisements

Defacto	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
DeFacto Returns to School, Label Return to Nature! (2021)	-	-	+	+	-	-	-	+	+	-	+	+	-	+	+	-	-
Eco-Friendly #BackToTheOffice with DeFacto! (2021)	-	-	+	-	-	-	-	-	-	-	+	+	-	-	-	-	-
DeFacto - Nature Heart Me Campaign #Felis2021 (2021)	-	-	+	+	-	+	+	+	+	-	+	+	+	-	+	-	-
#Nature ♥ Me (2022)	-	-	+	-	-	-	-	-	-	-	+	-	+	+	+	-	-
Olive Skin Collection (2023)	-	-	+	-	-	-	+	+	+	-	+	+	-	-	-	-	-
Wiser Wash X DeFacto Kot Pantolon (2023)	-	-	+	-	-	-	+	+	+	-	+	+	+	-	-	-	-

- In the commercials of the Defacto, themes such as return to nature, the importance of water use in denim production, environmentally friendly production, return to natural life, designing every area of life (school, office, street) with traces of natural life, energy efficiency, vegan production were found to be dominant.

- 'The "Olive Leather Collection" advertisement emphasizes the use of recyclable and sustainable energy while making it clear that strategies are designed with plant-based (olive) raw materials. In the 'Wiser Wash X DeFacto Jeans' commercial, it is explained that by reducing the water consumption in denim production, the damage to nature is reduced. In the other 4 commercials, the themes of love for nature and returning to nature are treated one after the other, allowing it to be understood that the whole of their production is made with the natural environment in mind. The statements that the use of patterns and designs from natural life in changing environments contributes to the functioning of natural life have been factors in the interpretation of a holistic sustainability advertising campaign.

- It was determined that 3 commercials were presented to the audience in 2021, 1 in 2022 and 2 in 2023. When evaluated on the basis of the last 5 years, the fact that advertisements were not reached in other years suggests that sustainability studies are not done in a systematic way.

Nature, and especially water, visuals are prevalent in the analyzed advertisements. By directly linking them to Development Goal 6, where water is visually depicted in both its clean and dirty states, this can also be presented as evidence supporting **Development Goal 7. It was stated that the brand's launch of educational activities was supported by slogans such as "I returned to my essence," "I became different, we became different," and "I passed to my nature," along with musicians. The hashtags in the commercials, which continued from the two commercials featuring "I became different," where the brand was recently introduced to students, could be added as seeds.** This way, information about connecting with nature and integrating respect for nature into education is shared. This data is interchangeable with Development Goal 4. In the advertisements where bags are produced from olive raw materials and the return to the office is depicted, it is understood that the messages of health and quality of life are being read, and recycling is being pointed out. These advertisements, which are linked to Development Goal 3, include: Demonstrating sustainable practices in production and consumption with scenario elements such as smart washing technologies, recycling, and living in touch with nature is aligned with development goals 11 and 12.

According to goals characteristics of Defacto advertisements are like this;

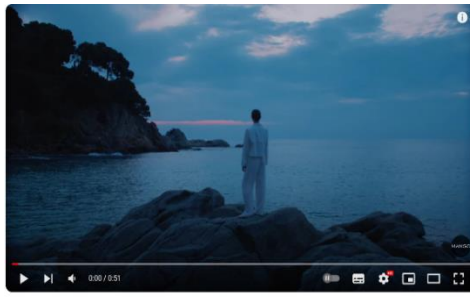
- Goal elements 1, 2, 5, 10, 16, and 17 weren't found in the advertisements.

- While the common development goals are development goals 3, 11 and 12, it has been observed that other goals have variable distributions. The number of advertisements containing sustainable development goals was determined as 8, 3, 10, 5, 6, and 7, respectively.

Mango

Between 2018 and 2023, 9 commercials produced by the Mango brand on sustainability were reached. The sustainability studies carried out by the Mango brand are shown in Figure 3 (Mango, 2024).

Table 6. Mango Sustainability Advertisements

 COMMITTED TO THE FUTURE SUSTAINABILITY CAMPAIGN MANGO AW21	 MANGO Committed Making FASHION more SUSTAINABLE
 COMMITTED Collection MANGO SS19	 DENIM COLLECTION with SUSTAINABLE PROPERTIES MANGO SS22

... Table 6.

 GERİ DÖNÜŞTÜRÜLMÜŞ VE GERİ DÖNÜŞTÜRÜLEBİLİR DENİM MANGO İLKBAHAR/YAZ 2023	 MEET JORDINA AND MARTA SUSTAINABILITY CAMPAIGN MANGO AW21
 DENİZDEN. DENİZ İÇİN Yardımsever koleksiyon	 RECYCLE your CLOTHES TODAY for a BETTER TOMORROW MANGO
 LET'S TALK ABOUT SUSTAINABILITY with SIMON NESSMAN & ANDREEA DIACONU MANGO	

As a result of examining the advertisements that were reached, the following table was obtained.

Table 7. Analysis of Mango Sustainability Advertisements

Mango	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Recycle Your Clothes Today of a Better Tomorrow Mango (2018)	-	-	+	-	+	+	+	+	-	+	+	+	-	-	-	+	-
Committed Collection Mango Ss19(2019)	-	-	+	-	-	+	-	+	-	-	+	+	-	+	+	+	-
Meet Jordina and Marta Sustainability Campaign Mango Aw21(2020)	-	-	-	-	-	-	+	+	-	-	+	+	-	+	+	+	-
Mango Committed Making Fashion More Sustainable(2021)	-	-	+	-	+	+	+	+	+	+	+	+	+	+	+	+	-
Committed to the Future Sustainability Campaign Mango Aw21(2021)	-	-	+	-	+	-	+	+	+	+	+	+	-	+	+	+	-
Let's Talk about Sustainability with Simon Nessman & Andreea Diaconu Mango (2021)	-	-	+	-	-	+	+	+	-	-	+	+	+	+	+	+	+
Denim Collection With Sustainable Properties Mango Ss22(2022)	-	-	+	-	-	-	-	-	+	-	+	+	+	+	+	+	-
Recycled and Recyclable Denim Mango Spring/ Summer 2023 (2022)	-	-	-	-	+	-	+	+	+	+	+	+	-	-	-	+	-
From the Sea, For the Sea/ Charitable Collection (2023)	-	-	+	-	-	+	+	+	+	-	+	+	-	+	+	+	-

- It has been observed that Mango advertisements are prepared within the framework of themes such as recyclable raw materials, denim production in a sustainable system, recycling, the importance of water resources, green areas, responsible production, more sustainable textiles, and the requirements of sustainability. It has been determined that the prominent sustainability activities are in the topics of recyclable production and responsible production.

- “Recycle Your Clothes Today of a Better Tomorrow” Mango (2018), “Recycled and Recyclable Denim” Mango Spring/Summer 2023 (2022), “Denim Collection With Sustainable Properties” Mango Ss22 (2022) advertisements are based on recyclable raw materials and production; The “Committed Collection” Mango Ss19(2019), “Mango Committed” Making Fashion More Sustainable (2021), “Committed To The Future| Sustainability Campaign” Mango Aw21(2021), “Denim Collection With Sustainable Properties” Mango Ss22(2022) convey to stakeholders that efforts are being made to be responsible producers. In the remaining two commercials;

- “From the Sea, For the Sea / Benevolent Collection” (2023); with the importance of water resources
- 'Let's Talk about Sustainability with Simon Nessman & Andreea Diaconu' Mango (2021) is an evaluation of general sustainability studies.

- When 5-year sustainability studies are analyzed on a yearly basis; 2018;1, 2019;1, 2020;1, 2021;1, 2021; 3; 2022; 2, 2023;1 commercials were presented. From this, it is understood that sustainability activities are definitely carried out every year. While it was observed that the applications reached the highest amount in 2021, their distribution on a yearly basis was found to be regular.

According to the goals, the characteristics of the Mango commercials can be listed this:

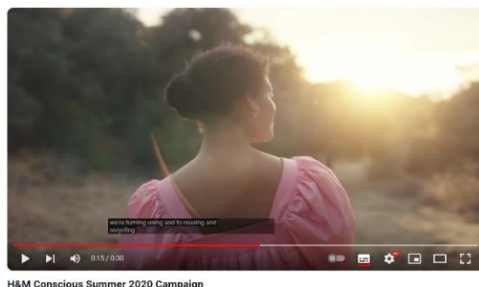
- Goal; 1, 2, 4 weren't mentioned in the ads, while Goal 8, Goal 11, Goal 12 and Goal 16 were found into have common features in the 9 commercials analyzed. At the same time, the ads demonstrated a balanced selection of actors representing different ethnic groups. The casting of African-American, Latino, American, and diverse actors conveyed messages about eliminating physical and racial differences and ensuring everyone's participation in conscious production and consumption activities. These messages were linked to Goal 10. The 10th development goal is explained by presenting different ethnic groups and genders as the main subjects of the advertisement and making it available to African Americans, Americans, and people living in other parts of the world, and achieving a sustainable life for everyone. Examples of this can be seen in the images in the table.

- When the rate of achievement of 17 sustainable development goals by the advertisements is analyzed, the numbers obtained are 9, 8, 7, 13, 11, 11, 8, 8, 10, respectively.

H&M

9 commercials on sustainability produced by the H&M brand between 2018 and 2023 have been accessed. The sustainability studies carried out by the H&M brand are shown in Figure 4 (H&M, 2024; Cin, 2024).

Table 8. *H&M Sustainability Advertisements*



... Table 8.

 H&M Conscious Exclusive A/W20	 H&M Conscious Collection 2019: Dress for a sustainable fashion future
 H&M Conscious Exclusive collection 2018 - campaign film	 Let's remake: Join the recycling revolution!
 Launching: H&M Group's Sustainability Performance Report 2020	 H&M Conscious Exclusive collection 2018
 H&M Foundation - Now is the time	

As a result of examining the advertisements that were reached, the following table was obtained.

Table 9. Analysis of H&M Sustainability Advertisements

H&M	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
H&M Conscious Exclusive Collection 2018 - Campaign film	-	-	+	-	-	+	+	-	-	+	+	+	+	+	+	+	-
H&M Conscious Exclusive Collection 2018 (2018)	-	-	+	-	-	-	+	+	+	-	+	+	-	-	-	+	-
H&M 2019 Sustainability Campaign Video(2019)	-	-	+	-	-	-	-	+	+	-	+	+	-	-	-	+	-
H&M Conscious Collection 2019: Dress for a Sustainable Fashion Future	-	-	+	-	-	-	+	-	-	+	+	+	-	+	+	-	-
H&M Conscious Exclusive A/W20(2020)	-	-	+	-	+	-	+	+	+	+	+	+	-	-	+	+	-

... Table 9.

H&M	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
<i>Let's Remake: Join The Recycling Revolution!(2020)</i>	-	-	+	-	-	-	+	+	+	-	+	+	-	-	-	-	-
<i>H&M Conscious Summer 2020 Campaign(2020)</i>	-	-	+	-	+	+	+	+	+	+	+	+	-	+	+	+	-
<i>Launching: H&M Group's Sustainability Performance Report 2020 (2021)</i>	-	-	+	-	-	+	+	+	+	+	+	+	+	+	+	+	-
<i>H&M Foundation-Now is the Time (2021)</i>	-	-	+	-	-	+	+	+	+	+	+	+	+	+	+	+	-

- Mango's commercials are based on recycling practices, responsible raw material production, sustainable denim practices, and nature and water sensitive production activities.

- The commercial "Launching: H&M Group's Sustainability Performance Report 2020 (2021)" presents the evaluation of sustainability activities throughout the year. "H&M Foundation-Now is the Time (2021)", "H&M 2019 Sustainability Campaign Video (2019)", "Go Green Wear Blue - Conscious Denim by H&M and Let's Remake: Join The Recycling Revolution! (2020)" commercials emphasize the importance of recyclable raw material production and consumption. In the commercial "H&M Conscious Collection 2019: Dress for a Sustainable Fashion Future", the need for the textile industry to gain a sustainable identity is emphasized. In other commercials, it has been determined that women from different nationalities are presented in a visible position, while at the same time revealing that an egalitarian policy is adopted within the scope of sustainability activities. The slogan "Let's change. For tomorrow" is associated with Goal 3, which conveys the message that recycling and sustainable consumption and production behavior will fulfill the promise of health and a quality life. Furthermore, the emphasis on living in harmony with nature, combined with images of nature where clean and sustainable consumption takes place, and human communities are noted as elements of integration with nature and a healthy, quality life.

- Within the scope of 5-year sustainability activities, the brand published 2 commercials in 2018, 2 in 2019, 3 in 2020 and 2 in 2021. From this point of view, it can be said that the brand carries out sustainability activities in a regular and systematic manner, but no commercials were found in 2022 and 2023.

According to the goals, the characteristics of H&M commercials can be listed like this:

- Goal: 1, 2, 4, 6, 17. It has been observed that 9 commercials have a common attitude towards Goal 3, Goal 11, and Goal 12. Other sustainability goals are distributed at different rates in commercials.

- When the ratio of the advertisements to the 17 sustainable development goals is analyzed, the numbers as seen: 10, 7, 6, 7, 10, 6, 12, 12, 12.

Conclusion

In the current global world where consumption is diversifying and growing, the textile industry is also shaping services to respond to individual needs. Individuals living in different geographies, with different personality structures, expectations and personal characteristics are evolving towards products that they can associate with their identities in today's postmodern world, and this situation allows identities to be revealed through clothing. In addition to revealing identities through appearance and meeting personal needs, it has become important to carry out activities in a sustainable framework in every field due to the understanding of the importance of natural resources. It is observed that there are many sectors and brands where activities are carried out with sustainability, responsible production, recycling and many other nature-friendly practices. In this context, when we look at the textile industry in particular, slow fashion practices emerged as a reaction to fast fashion. .

Today, consumers want natural resources to continue to exist for new generations while they continue to consume. Because of this, it is very memontous either to implement modern sustainable practices and to explain them to stakeholders, to announce them and even to create public opinion. Sustainable practices should be implemented and each implementation should be shared with stakeholders. Advertisements play a role here as well.

In this study, the sustainability activities of the brands operating in the textile sector were examined through commercials. The examinations were based on the UN 17 sustainable development goals and the characteristics of the sustainability practices of the brands that make up the sample in the last 5 years were

determined. The results obtained after examining the commercials of Koton, Defacto, Mango and H&M brands respectively can be summarized as follows:

When the advertisements of national textile brands (Koton and Defacto) are evaluated, the results can be summarized as follows:

Brands have released an equal number of commercials -6- in the last 5 years. While it was observed that the number of commercials showed similar distributions, it was determined that there were differences in the prominent themes and ways of expression in the content. It has been observed that both brands own released sequential commercials around a concept in general. In this context, Koton designed its applications with the concept of “Respect for Water” and Defacto designed its applications with the concept of “Return to Nature”.

Within the scope of the goals of sustainability, while determined brands have deficiencies in similar areas, the number of criteria provided by Koton is higher than Defacto. This situation allows us to understand that Koton brand adopts practices more in the UN sustainable development goals. While the Koton brand draws attention to the use of water resources, the Defacto brand points to nature and natural elements of life in general. When the advertisements of international textile brands (Mango and H&M) are evaluated, the results can be summarized as follows: Brands have published an equal number of commercials -9- in a 5-year period. Although the same number of commercials suggests that similar strategies are adopted in sustainability activities, it is observed that brands adopt different practices in terms of distribution over the years. It is observed that brands generally design their advertisements to point to recyclable production and consumption practices, efficient use of resources, presentation of an egalitarian identity that is inclusive of individuals, and that the textile industry should be more sustainable and respectful to nature. When evaluated in terms of UN sustainable development goals, possibly said that the Mango brand meets more criteria. Both brands have been found to emphasize 'recycling' themes heavily, and it is observed that similar practices are adopted in expression and visual use. When the advertisements of national and international textile brands are evaluated together, the results are as follows. When the four brands' operations are evaluated within a framework, common themes and presentation styles emerge. Although Mango's number of ads was the same as H&M's, Mango's the total goal fulfillment rate was higher. Despite having fewer ads than international brands, Koton's ability to meet the criteria was determined to be more evenly distributed across all its ads. While Mango's overall target fulfillment rate was higher, Koton was found to achieve more criteria per ad. Based on this protection, recording the advertisements with sustainability processes from all four brands is interpreted as necessary improvements towards the UN Sustainable Development Goal. It is stated that all four advertisements are visually and audibly organized, aligned with a sustainability perspective, and of high quality, and that more inclusive and collaborative project implementations can be designed. It is emphasized that it is important to analyze the brands' advertising practices over the years for sustainable policy implementation. It is hoped that these advertisements will serve as inspiration and a resource for further development. Suggestions for future research can be listed as follows:

Inditex: The sustainability practices of brands (Bershka, Stradivarius, Pull & Bear, Zara, etc.) can be examined, and the quality and beautiful preservation of their 17 target documents can be examined. The sustainability reflections of Mango and H&M can be examined comparatively. Reflecting the sustainability rates of national (Turkish) clothing brands can reveal ways to prevent qualitative and quantitative cuts. Brands should adopt an updated working and presentation format regarding poverty (Goal 1: No poverty), hunger (Goal 2: Zero hunger), and education (Goal 4: Quality education) in their sustainability practices and reflections.

Ethical Statement

The study, titled "*An Analysis of Textile Brands' Advertisements from the Perspective of UN Development Goals*" adhered to scientific, ethical, and citation rules throughout the writing process. No falsification was made to the collected data, and the study wasn't submitted for evaluation to any other academic publication. The study has a qualitative design and doesn't require ethics committee approval.

Etik Beyan

"*Tekstil Markalarının Reklamları Üzerine BM Kalkınma Hedefleri Perspektifinden Bir Analiz*" başlıklı çalışmanın yazım sürecinde bilimsel kurallara, etik ve alıntı kurallarına uyulmuş; toplanan veriler üzerinde herhangi bir tahrifat yapılmamış ve bu çalışma herhangi başka bir akademik yayın ortamına değerlendirme için gönderilmemiştir.

Researchers' Contribution Statement

The authors contributed equally to the study.

Arařtırmacıların Katkı Oranı Beyanı

Yazarların çalışmadaki katkı oranları eşittir.

Conflict Statement

There is no conflict between any person, individuals or institutions in this study.

Çatışma Beyanı

Çalışmada herhangi bir potansiyel çıkar çatışması söz konusu değildir.

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	https://www.youtube.com/watch?v=aRbM04Sca5s				
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DeFacto Official.	(February 14, 2024).	DeFacto	Sürdürülebilirlik	Reklamları.	YouTube.
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Felis Odulleri.	(February 14, 2024).	DeFacto	Sürdürülebilirlik	Reklamları.	YouTube.
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Mango Commercial

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	https://www.youtube.com/watch?v=dqyalFb0PRA				
H&M Group.	(February 21, 2024).	H&M	Sustainability	Advertisements.	YouTube.
	https://www.youtube.com/watch?v=hTcznFogMa8				
H&M.	(February 21, 2024).	H&M	Sustainability	Advertisements.	YouTube.
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EXTENDED ABSTRACT

Teknolojinin günümüzdeki seyrine paralel olarak kaynakların kullanımı ve yönetimi konusu da önem taşıyan konulardan biridir. Doğal kaynakların sınırlı oluşu, gelişen teknoloji ve sanayi ile birlikte faaliyetlerde sürdürülebilir uygulamaların da benimsenmesi zorunluluğunu beraberinde getirmiştir. Bireylerin kendi hayatlarındaki tüketimlerinde ve markaların üretim ve sonrasındaki süreçlerde sürdürülebilir stratejiler ve uygulamalar böylece hayatımıza giriş yapmış ve yükselen bir ivmeyle önem kazanmaya devam etmektedir. Bireysel ve kurumsal bazda uygulanan sürdürülebilir faaliyetler aynı zamanda uluslararası düzlemde, ülkeler ve çevre örgütleri tarafından düzenlenmektedir. 1950'li yıllarla birlikte kavramsallaşmaya başlayan 1970 yıllarında ilk çalışma örneklerinin görüldüğü sürdürülebilirliğe dair dünyanın pek çok yerinden ülkelerin katılımlarıyla uluslararası düzeyde yerine getirilmesi gereken yükümlülükler, uygulamalar ve hedefler belirlenmiştir. Sürdürülebilir uygulamaların diğer bireylere duyurulması noktasında reklamcılık sektöründen de faydalanılmaktadır. Bu noktadan hareketle çevresel reklamlar, çevre sorunlarının azaltılması ve düzenlenmesi konusunda açık veya örtük olarak farkındalık yaratmayı amaçlayan ve davranışlar öneren bir iletişim yöntemi olarak açıklanmaktadır (Fowler III ve Close, 2012). Sürdürülebilirlik çalışmalarının denetlenmesi ve düzenlenmesi kapsamında küresel bağlamda yürütülen çalışmalar bulunmaktadır. Bunlardan ilki Birleşmiş Milletler Dünya Çevre ve Kalkınma Komisyonu raporudur. Sürdürülebilirlik kavramı açıklanırken, 1987 yılında Birleşmiş Milletler Dünya Çevre ve Kalkınma Komisyonu; yayınladığı 'Ortak Geleceğimiz/Brundtland Raporu'nda; gelecek nesillerin ihtiyaçlarını karşılama sürecinde kendi gereksinimlerini karşılama becerilerinin tehlikeye atılmaması önkoşulu ortaya konmuştur (WCED, 1987). Güney Ege Kalkınma Ajansı'nın yayınladığı 'Sürdürülebilir Kalkınma ve Çevre' başlıklı raporda ise sorunlar ekoloji, ekonomi ve eşitlik olmak üzere 3 ana başlık altında açıklanmıştır (Aksu, 2011). Sürdürülebilir Kalkınma Dünya Zirvesi'nin (WSSD) 2002 yılında Johannesburg'da yapıldığı bilinmektedir. 2012 yılında Rio de Janeiro konferansında vurgulanan 7 tema şöyle sıralanabilmektedir: Afetlere hazırlık, su kaynakları, okyanuslar, iş fırsatları, sürdürülebilir tarım ve yutma güvenliği, sürdürülebilir şehirler, enerji fırsatları,

sürdürülebilir çiftçilik ve gıda güvenliği, sürdürülebilir şehirler ve sürdürülebilir kalkınma (Leggett & Carter, 2012). BM'nin 17 sürdürülebilir kalkınma hedefi (Concern Worldwide, 2024) şöyle sıralanmıştır: 1. Yoksulluğa son, 2. Açlığa Son, 3. Sağlık ve Kaliteli Yaşam, 4. Nitelikli eğitim, 5. Toplumsal cinsiyet eşitliği, 6. Temiz su ve sanitasyon, 7. Erişilebilir ve temiz Enerji, 8. İnsana yakışır iş ve ekonomik büyüme, 9. Sanayi, yenilikçilik ve altyapı, 10. Eşitsizliklerin azaltılması, 11. Sürdürülebilir şehirler ve topluluklar, 12. Sorumlu üretim ve tüketim, 13. İklim eylemi, 14. Sudaki yaşam, 15. Karasal yaşam, 16. Barış, adalet ve güçlü kurumlar, 17. Amaçlar için ortaklıklar. Bu çalışmada; tekstil markaları içinde son 5 yılda yapılan reklamların sürdürülebilirlik hedefleri kapsamında değerlendirilmesi amaçlanmıştır. Tekstil markalarının BM'nin 17 sürdürülebilir kalkınma hedefi kriteri kapsamında sürdürülebilirlik uygulamaları kapsamında yayınladıkları reklamlar içerik analizi yöntemi ile analiz edilmiştir. Belirlenen hedefe ulaşmanın yanı sıra sürdürülebilirlik çalışmaları kapsamında ulusal ve uluslararası tekstil markalarının (Koton, Defacto; Mango, H&M) benimsediği uygulamalar arasındaki farklılıkların belirlenmesi planlanmaktadır. Araştırma soruları aşağıda görüldüğü şekildedir: 1) Markaların reklamlarda benimsediği sürdürülebilirlik uygulamalarına ilişkin yansımalar hangi sürdürülebilir kalkınma hedeflerine odaklanıyor? 2) Markaların sürdürülebilir kalkınma hedeflerini paydaşlarına iletme biçiminde son 5 yılda (2018-2023) bir değişiklik oldu mu? Bu değişiklik hangi sürdürülebilir kalkınma hedefinin altına giriyor? 3) Sürdürülebilirlik kapsamındaki hedefler çerçevesinde, markaların kurumsal kimlikleri için odaklandıkları alanlar var mı? 4) Markaların sürdürülebilirlik uygulamalarının birbirleriyle karşılaştırıldığında farklılık gösterdiği alanlar var mı? 5) Markaların sürdürülebilirlik uygulamaları kapsamında ulusal veya uluslararası alanda odaklandıkları hedefler farklı mı? Çalışma sonucunda elde edilen bulgulardan yola çıkarak elde edilen sonuçlar ve öneriler ise şöyle olmuştur: - Koton reklamlarında sırasıyla 13, 11, 13, 6, 12, 12; Defacto reklamlarında 8, 3, 10, 5, 6, 7; Mango reklamlarında 9, 8, 7, 13, 11, 11, 8, 8, 8, 10; H&M reklamlarında 10, 7, 6, 7, 10, 6, 12, 12, 12 adet sürdürülebilir kalkınma hedefinin yer aldığı saptanmıştır. -4 markanın (Koton, Defacto; Mango, H&M) da sürdürülebilirlik faaliyetlerinin yansıması olan reklam uygulamalarını BM sürdürülebilir kalkınma hedefleri doğrultusunda geliştirmeleri gerektiği tespit edilmiştir. - 4 markanın reklamlarının da görsel ve işitsel öğelerin sürdürülebilirlik açısından uygun ve kaliteli olduğu saptanmış olup; daha kapsayıcı ve işbirlikçi proje uygulamalarının tasarlanabileceği konusundaki eksikliklerin giderilmesi önerilmektedir. - Sürdürülebilir bir politika kimliği kazanmak için markaların reklam uygulamalarının yıllara göre dağılımının periyodik olarak yönetilmesi ve düzenlenmesi gerekli bulunmuştur. -4 markanın çalışmaları bir çerçeve içinde değerlendirildiğinde, ortak temalar ve sunumlar ortaya çıkıyor. Mango'nun reklam sayısı H&M'inkine benzer olsa da, Mango'nun genel hedef karşılama oranı daha yüksektir. Uluslararası markalara kıyasla daha az reklama sahip olmasına rağmen, Koton'un kriterleri karşılama yeteneğinin reklamları arasında daha eşit dağıldığı görülmüştür. Mango'nun genel hedef karşılama oranı daha yüksek olsa da, Koton'un reklam başına daha fazla kriteri karşıladığı reklamlar olduğu tespit edilmiştir. Bu araştırmanın daha sonra yapılacak çalışmalara kaynaklık oluşturması umulmakta olup çalışılmak üzere önerilecek konu başlıkları aşağıda paylaşılmıştır. •İnditex: (Bershka, Stradivarius, Pull & Bear, Zara,) markaların karşılaştırmalı olarak sürdürülebilirlik uygulamaları 17 hedef doğrultusunda nitel ve nicel yöntemlerle karma olarak incelenmesi •Mango & H&M markalarının sürdürülebilirlik çabalarının yansımaları karşılaştırmalı olarak incelenmesi •Ulusal (Türk) giyim markalarının sürdürülebilirlik faaliyetlerinin yansımalarının nitel ve nicel yöntemlerle tüketici görüşleri alınarak ortaya çıkarılması •Markaların sürdürülebilirlik çalışmalarında ve yansımalarında yoksulluk (Hedef 1: Yoksulluk yok), açlık (Hedef 2: Sıfır açlık) ve eğitim (Hedef 4: Kaliteli eğitim) konularında bir çalışma ve sunum biçimi benimsemeleri önerilmektedir.