



Evaluation Of Sustainability Approaches Of European Textile Enterprises

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Abstract

This study aims to evaluate and interpret the sustainability approaches of textile businesses in Europe. In order to achieve this aim, the detailed content analysis method, which is one of the qualitative methods, was used. Europe plays a leading role in sustainability in the textile industry. Textile enterprises in this region adopt sustainable practices such as the use of environmentally friendly materials, the preference of renewable energy sources, waste management and recycling. They also prioritize social responsibilities. The sustainability policies and guidelines of the European Union help businesses set their sustainability goals and make sustainability reports.

Businesses adopt and apply sustainability principles to fulfill their environmental, social and economic responsibilities. This study will help to understand and evaluate the sustainability approaches of textile businesses in Europe. Analysis of the sustainability performance of businesses will contribute to the identification and sharing of good practices in the industry. In addition, information about the challenges faced by businesses and future prospects is both a problem and an important source of information for policy makers and academics.

In the study, it is emphasized that successful businesses in sustainability should be determined and shared with good practices in the sector and that more businesses should focus on sustainability goals. This will be an important step towards a healthier and more sustainable world.

Keywords: sustainability, textile sector, strategic management

1. Introduction

Today, sustainability has become an increasingly important issue in the textile industry. Textile enterprises adopt and apply sustainability principles to fulfill their environmental, social and economic responsibilities. This article focuses on evaluating the sustainability approaches of textile businesses in Europe.

The textile industry is a sector that has environmental impacts due to factors such as resource use, energy consumption, water pollution and waste generation. At the same time, social issues such as workers' rights, fair trade, development of local communities are also on the agenda of the sector. For this reason, textile enterprises aim to reduce the negative effects of the sector by adopting and applying sustainability principles.

Europe plays a leading role in sustainability in the textile industry. Textile enterprises in this region adopt sustainable practices such as the use of environmentally friendly materials, the preference of renewable energy sources, waste management and recycling. It also prioritizes social responsibilities such as respect for workers' rights, fair wage policies and support of local communities. The sustainability policies and guidelines of the European Union help businesses set their sustainability goals and make sustainability reports.

This study will help us understand and evaluate the sustainability approaches of textile businesses in Europe. Analysis of the sustainability performance of businesses will contribute to the identification and sharing of good practices in the industry. In addition, information on the

challenges faced by businesses and future prospects will be an important source of information for policy makers and academics.

Evaluating the sustainability approaches of textile businesses in Europe will enable us to understand the sustainability performance in the sector. This research will help us identify good practices of businesses that embrace and implement sustainability principles, understand industry challenges, and shed light on future projections.

Approaches and successes of enterprises to the subject of sustainability may change when evaluated in general. Successful sustainability practices are related to the fact that businesses create positive effects in environmental, social and economic fields and reach their sustainability goals (World Business Council). for Sustainable Development, 2021). However, the sustainability performance of each business is different and success depends on many factors (Moneva, 2005).

While some businesses have achieved significant success in sustainability, others are still at the stage of development in this area. Success can be evaluated by the progress that businesses have made in issues such as the effectiveness of their sustainability policies, the quality of their implementation processes, the rate of reaching targets, reducing their carbon footprint, and energy and resource efficiency (United Nations Global Compact, 2020).

Businesses that are successful in sustainability often do the following:

Strategic Approach: Sustainability is integrated into the strategic goals of the business and covers all stages along the company's value chain (Porter & Kramer, 2011).

High Standards and Certifications: Businesses can apply for various certifications to comply with high sustainability-related standards, which can increase their sustainability performance (Global Reporting Initiative, 2022).

Innovation and Creativity: Businesses develop innovative products, processes and solutions to achieve their sustainability goals (Schaltegger et al., 2018).

Stakeholder Collaboration: Businesses try to find more effective solutions for sustainability by collaborating with stakeholders (Elkington, 1997).

However, the number of businesses that are successful in sustainability is not yet fully widespread around the world. Many businesses face difficulties in setting and implementing their sustainability goals. These challenges include factors such as costs, lack of resources, technical difficulties, regulatory barriers, and cultural change (Delmas & Toffel, 2008). The success of businesses in sustainability may vary. However, focusing more global businesses on sustainability goals and adopting successful sustainability practices will be an important step towards a healthier and more sustainable world (Sustainable Development Goals, 2015).

2. Sustainability for Business

Sustainability for businesses is the ability to use resources effectively and efficiently and to meet the needs of future generations in order to ensure long-term success by considering environmental, social and economic factors (Göğüş & Göğüş, 2016; Blowfield & Murray, 2014). Sustainability requires businesses to focus on environmental goals such as reducing their environmental impact, saving energy and water, reducing waste management and reducing their carbon footprint (Göğüş & Göğüş, 2016; Freeman & Velamuri, 2011). At the same time, it is also part of sustainability that businesses fulfill their social responsibilities, protect the welfare and occupational health of employees, provide fair working conditions and contribute to the development of local communities (Blowfield & Murray, 2014).

From an economic point of view, it is important for businesses to sustain long-term profitability and growth potential (Freeman & Velamuri, 2011).

The benefits of sustainability to businesses include competitive advantage, risk reduction, innovation and increased reputation (Porter & Kramer, 2011; Blowfield & Murray, 2014).

For businesses, sustainability is of paramount importance for a number of reasons. One of these reasons is the need to respond to environmental, social and economic challenges, ensure future success and create long-term value (Freeman & Velamuri, 2011; Porter & Kramer, 2011).

From an environmental point of view, businesses need to focus on targets such as reducing their environmental impact, using resources effectively and reducing their carbon footprint (Göğüş & Göğüş, 2016). Problems such as global climate change, reduction of natural resources and environmental pollution require businesses to adopt environmental sustainability principles. Sustainability efforts allow businesses to reduce environmental risks, save energy and water, and improve waste management (Göğüş & Göğüş, 2016).

From a social point of view, it is important for businesses to fulfill their social responsibilities, protect the welfare and occupational health of employees, offer fair working conditions and meet the needs of society (Blowfield & Murray, 2014). By adopting sustainability principles, businesses can manage social impacts, increase employee engagement and strengthen social acceptance (Blowfield & Murray, 2014).

From an economic point of view, taking steps regarding sustainability can provide long-term profitability, competitive advantage and growth potential (Freeman & Velamuri, 2011). Sustainability strategies can offer businesses opportunities such as innovation, cost savings and operational efficiency. In addition, sustainability-oriented businesses can gain credibility and reputation in supply chain management (Porter & Kramer, 2011).

For businesses, sustainability offers a number of advantages and obligations in terms of environmental, social and economic aspects. Efforts to tackle environmental problems, fulfill social responsibilities and maintain economic success help businesses achieve their long-term sustainability goals (Freeman & Velamuri, 2011; Porter & Kramer, 2011).

Sustainability for businesses can face a variety of challenges and problems. These problems can arise in environmental, social and economic areas and prevent businesses from achieving their sustainability goals (Freeman & Velamuri, 2011; Blowfield & Murray, 2014).

From an environmental point of view, the main problems faced by businesses include energy and resource consumption, waste management, environmental pollution and climate change effects (Göğüş & Göğüş, 2016). In order to achieve their sustainability goals, businesses must tackle environmental challenges such as providing energy and resource efficiency, encouraging the use of renewable energy and reducing their carbon footprint (Göğüş & Göğüş, 2016).

Socially, the problems faced by businesses include employee rights, occupational health and safety, equality and diversity, community relations and human rights violations (Blowfield & Murray, 2014). Businesses should strive to protect the welfare of their employees, provide fair working conditions, take into account the needs of society and observe human rights within the framework of sustainability (Blowfield & Murray, 2014).

In economic terms, the sustainability problems faced by businesses include costs, financing, demand fluctuations and competition (Freeman & Velamuri, 2011). Sustainability strategies can often incur extra costs and affect the profitability of businesses. In addition, sustainability-oriented businesses should focus on innovation and marketing strategies to gain competitive advantage (Freeman & Velamuri, 2011).

Businesses may encounter a number of problems within the framework of sustainability. These problems that arise in environmental, social and economic fields should be taken into account and solutions should be found in the process of achieving the sustainability goals of the enterprises.

3. Sustainability for Textile Businesses

In terms of textile businesses, sustainability is the ability to use resources effectively and efficiently and to meet the needs of future generations in order to ensure long-term success by

considering environmental, social and economic dimensions (Göğüş & Göğüş, 2016). The textile sector has a special importance in terms of sustainability due to its environmental impacts such as the use of natural resources, energy consumption, use of water resources, waste management and chemical use (Charter & Tischner, 2001).

Sustainability is important for textile businesses because this sector is a sector where environmental and social problems are experienced intensely. From an environmental point of view, textile production is heavily dependent on water resources and can cause environmental pollution problems with waste generation (Charter & Tischner, 2001). Socially, textile businesses may face problems such as workers' rights, occupational health and safety, low wages and human rights violations, as it is a labor-intensive industry (Dickson et al., 2009).

Textile businesses may also face a number of sustainability-related challenges from an economic perspective. In this sector where competition is intense, it is important to keep costs low and to maintain profitability. However, sustainability efforts can incur extra costs and affect the profitability of businesses (Dickson et al., 2009).

Textile businesses may face some challenges related to sustainability. These include the availability of sustainable materials and production processes, waste management and recycling, energy and water efficiency, supply chain management and compliance with workers' rights (Dickson et al., 2009; Göğüş & Göğüş, 2016). To overcome these challenges, businesses should develop sustainability strategies and practices, adopt sustainable materials and production methods, ensure transparency in the supply chain, and respect workers' rights (Dickson et al., 2009; Göğüş & Göğüş, 2016).

As a result, sustainability is an important issue for textile companies in environmental, social and economic dimensions. These businesses must reduce environmental impacts, fulfill their social responsibilities and operate in an economically sustainable manner.

4. Method

In accordance with the purpose of the study, Mordor Intelligence™ Industry Europe for 2022 and 2023 European Textile market share statistics created by Reports The list of European textile market leaders taken from the Textile stock report is used (Mordor Intelligence, 2023). This list has been chosen as an easy sample to examine successful textile businesses in terms of sustainability. These businesses were chosen because of their market share leadership. Content analysis method was used for the study. Content analysis is a research method used to systematically study and understand text, images, videos or other communication materials (Elo & Kyngäs, 2008). This method is used by researchers to categorize texts, identify key themes, analyze relationships, and reveal patterns related to content (Hsieh & Shannon, 2005). Content analysis may involve a combination of qualitative and quantitative approaches. In qualitative content analysis, the semantic content of the texts is taken into account, and researchers identify specific themes and concepts using an explicit or coding system (Elo & Kyngäs, 2008). Quantitative content analysis, on the other hand, analyzes the frequency, distribution and relationships of texts using statistical methods (Hsieh & Shannon, 2005). Content analysis is a widely used method in conducting research in various disciplines. For example, content analysis is frequently used in social sciences, marketing research, communication studies, and health research. Researchers provide in-depth examination and interpretation of a data set using the content analysis method.

In order to examine and interpret the data set consisting of texts, *detailed content analysis* was applied. Detailed content analysis is a content analysis method used to examine and understand a text or communication material more deeply. This analysis method aims to explore the themes, concepts, relationships and other important elements in the text in more detail.

Detailed content analysis is often used in qualitative research and allows researchers to gain a more comprehensive understanding of a phenomenon. This method of analysis allows researchers to gain in-depth insight and uncover subtleties and nuances in the text.

Detailed content analysis usually includes the following steps: Data Preparation: The text or communication material to be examined is determined and the necessary preparatory work is done, for example, the transcript of the text is created or the necessary pre-processing is carried out (Elo & Kyngäs2008). Category Identification: Researchers identify important categories in the text to be analyzed. These categories may represent themes, concepts, or other units of analysis in the text. Coding: Important parts of the text are coded according to the determined categories. In this step, researchers read the text in detail, make sense of it and assign it to certain categories. Analysis: Encoded data is analyzed and trends, relationships, patterns and other important findings in the text are revealed. At this stage, researchers can use techniques such as combining, comparing, and relating codes to understand the broader meaning of the text. Interpretation and Reporting: Obtained findings are interpreted and reported in a meaningful way according to the aims of the research. At this stage, researchers describe and interpret the results of the analysis while preserving the originality of the text (Hsieh & Shannon, 2005). Detailed content analysis offers researchers the opportunity to examine and understand a text or communication material more thoroughly. This analysis method allows researchers to gain in-depth insight and is frequently used in qualitative research.

The data shared to the public about sustainability on the websites of the relevant textile enterprises were obtained by entering the strategies tabs. These data were subjected to detailed content analysis. These data, taken as a data set, are listed with the detailed reading method, and the highlighted concepts are listed. Then, these emphasized statements are interpreted in terms of sustainability theory.

5. Results

In this study, Mordor Intelligence™ Industry For the 2022 and 2023 European Textile market share statistics created by Reports, the list of European textile market leaders taken from the Europe Textile share report was easily used as a sample due to its easy accessibility. Intelligence, 2023). These businesses were chosen because of their market share leadership.

Table.1 Europe Textile Market Leaders

European Textile Enterprises	Web address
1. Salvatore Ferragamo Spa	www.ferragamo.com
2. Koninklijke Ten Cate NV	www.tencate.com
3. Inditex	www.inditex.com
4. Tirotext	www.tirotext.com
5. Chargeurs SA	www.chargeurs.com

5.1 European Textile Market Analysis

a CAGR (CAGR, "Compound) of 3.43% in the 2023-2028 period. annual It is an abbreviation of "Growth Rate". It is called "Compound Annual Growth Rate" in Turkish). may be synthetic. The textile industry in Europe makes a significant contribution to the economy, employing almost 6% of the total manufacturing sector workers in the region. The COVID-19 pandemic has had a significant impact on business sectors and the overall economy of the European region. Europe has brought hundreds of leading retailers and the brand embodies internationally renowned designers, thousands of talented next-generation designers and forward-thinking entrepreneurs, researchers and educators. Europe's high-quality textiles and premium fashion products are available both in high-income countries such as the United States, Switzerland, Japan or Canada., as well as in developing countries such as China and Hong Kong, Russia, Turkey and the Middle East are in increasing demand. Technical textiles is an undisputed success story of the European industry. In terms of international trade, both exports and imports of technical textiles have increased continuously over the years.

5.2 Textual Findings on Sustainability

They are the summarized forms of the texts obtained from the titles and tabs such as about, about us, quality, sustainability, which are accessed on the websites of the relevant companies.

Salvatore Ferragamo

Related text, Salvatore He states that the Ferragamo brand embraces creativity, innovation and excellent craft skills as its core values. These values are manifested tangibly in the design and

production of each creation. The brand's deep ties to the local area, culture and community have created a growing awareness that a sincere and important commitment is required to protect the business's locations and employees. This commitment goes beyond national and international laws, standards and regulations. Sustainable Development Goals published by the United Nations Salvatore It states that it has been adopted by the Ferragamo Group. The Group has initiated a process to analyze the SDGs on the basis of consistency with its sustainability values and relevance for its short-, medium- and long-term activities. This process has resulted in the identification and adoption of 6 Sustainable Development Goals, which will be translated into concrete actions developed internally to focus the Group's resources. Salvatore for the various Sustainable Development Goals It describes in detail the commitments and actions of the Ferragamo Group. These goals include good health and well-being, quality education, affordable and clean energy, decent work and economic growth, sustainable cities and communities, responsible consumption, climate action, underwater life and life on land. Salvatore Refers to Ferragamo's sustainability roadmap. The Group has adopted a Sustainability Plan that is updated annually since 2017. This plan aims to establish a shared vision of the direction followed at the global level and to foster a culture of sustainability that respects, preserves and promotes excellence. Finally, Salvatore It states that Ferragamo Group has joined the United Nations Global Compact and within this framework, it supports universal sustainability principles. This global charter provides a universal language for corporate responsibility and a framework for businesses of all sizes, complexity and locations, empowering organizations to make responsible strategic decisions that support internationally shared corporate goals.

TenCate

The related text introduces TenCate Protective Fabrics' sustainability goals, products and various projects. The text highlights TenCate Protective Fabrics' environmental awareness and responsibilities. In addition, issues such as the brand's offering of sustainable fabrics for various industries, innovation, occupational safety and employee well-being are emphasized. The text also specifies the brand's sustainable practices, such as reducing its ecological footprint by using environmentally friendly materials, and saving water and energy in the production process. The company aims to make a positive difference in the fashion industry and to tackle environmental, social and economic issues.

Inditex

The relevant text states that Inditex started with the aim of producing affordable, fashionable, quality and life-enhancing clothes for people. The company maintains its passion for creating fashion across generations, and aims to continually innovate and increase efficiency to make a positive difference for people and the planet. The company aims to eliminate single-use plastics for its customers completely by 2023, use more sustainable cotton, use reusable fibers and achieve a net zero emissions target by 2040. It explains how Inditex's products are produced and how it takes sustainability measures throughout the supply chain. The company takes measures such as reducing water consumption, limiting harmful chemicals, reducing and reusing waste throughout its supply chain. It is stated that Inditex's sustainability efforts are not limited to the production phase, but also work to reduce its environmental impact in its stores and distribution chain. The company works on issues such as reducing the use of plastic, carrying out projects for recycling, providing energy efficiency and reducing emissions. Metin states that Inditex goes beyond the limits of its sustainability efforts and focuses on community projects and ecosystems. The company cooperates with charities to help people in need and support environmentally friendly projects. It also works in areas such as forestry projects and sustainable resource supply. As a result, Inditex is a company that adopts sustainability goals in the fashion industry and aims to reduce its environmental and social impact. The text also provides an overview of the company's sustainability policies, goals and practices.

Tirotex

The relevant text is an explanatory text describing the certifications and social audits of a textile company called Tirotex. Below is an analysis of the content of the text: The text states that Tirotex's products are made entirely of natural cotton and are produced using environmentally friendly products. The company uses the latest processing technologies using modern materials,

dyes and chemicals from leading European manufacturers. This helps to preserve the best properties of natural cotton.

of Tirotex's quality management systems. The company's quality management system has been certified in accordance with the ISO 9001 standard by the certification body TÜV CERT Thuringia. Tirotex has been certified in accordance with different versions of the ISO 9001 standard and has transitioned to the 2015 version.

The text also states that Tirotex has the OEKO-TEX® Standard 100 certificate. This certificate guarantees that textile products are safe for health. Tirotex is certified for product classes I and II. The certificate emphasizes that all components of textile products must meet the set criteria. Regarding social audits, it is stated that Tirotex has obtained positive results from the audits conducted by international auditors. Company, BSCI (Business Social compliance Initiative), Walt Disney and NBC Universal have been audited for compliance with business ethics rules. The positive results of these audits allow Tirotex to improve its business relationships with its customers. The text is also owned by Tirotex. better cotton He states that he is a member of an international cotton improvement organization called the Initiative (BCI) and controls the use of organic cotton. It is stated that Tirotex also complied with issues such as occupational health and safety and fire safety in the new audits carried out in line with the demands of its European customers. As a result, Tirotex certifies the quality of its products, environmentally friendly production processes and compliance with business ethics rules through certificates and social audits.

Chargeurs Group

The relevant text describes the C chargeurs Group's approach and commitments to environmental and social issues. The company gains competitive advantage in advanced markets by making its products sustainable, responsible and performance-oriented. Each division of the group develops completely green products to offer its customers environmentally friendly solutions. The company's culture takes a comprehensive approach to sustainable development. Chargeurs joined the United Nations Global Compact in 2017. This contract brings together the world's most innovative companies that are pioneers in sustainable development. The company has made this contract a reference point for all its employees. All units of the company have adopted the 7 core commitments set for the Group and have translated them into concrete action plans: Corporate Governance, Human Rights, Business Conditions, Environment, Anti-Corruption, Customer, Local Connection. In line with these fundamental commitments, the Group has created 40 Corporate Social Responsibility (CSR) action plans. These action plans set out the targeted progress over the next three years. Chargeurs is committed to responding to environmental and societal challenges through concrete and measurable action.

6. Content Analysis

Content analyzes of the sustainability issues of the 5 businesses in the texts given above are given in the table.

Business	Featured Topics
Salvatore Ferragamo Spa	Creativity, innovation, excellent craft skills, commitment to the local region and community, Sustainable Development Goals, various sustainability commitments and actions, Sustainability Plan updated annually, participation in the United Nations Global Compact.
Koninklijke TenCate NV	Environmentally friendly products, quality management systems certification (ISO 9001), OEKO-TEX® Standard 100 certification, social audits (BSCI, Walt Disney, NBC Universal), Better cotton Initiative (BCI) membership.
Inditex	Affordable fashion production, making a positive difference in the fashion industry, tackling environmental, social and economic issues, Sustainable Development Goals, eliminating single-use plastics, sustainable cotton use, supply chain sustainability measures, environmental mitigation for stores and distribution chain, community projects and focus on ecosystems.

Business	Featured Topics
Tirotex	Use of natural cotton, environmentally friendly products, quality management systems certification (ISO 9001), OEKO-TEX® Standard 100 certification, social audits, Better cotton Initiative (BCI) membership.
Chargeurs SA	Environmentally friendly solutions, sustainable development approach, participation in the United Nations Global Compact, identified key sustainability issues, transparency and reporting, environmental management and energy efficiency.

This summary table lists the prominent sustainability issues and approaches of each business. The topics emphasized by each business differ from each other, but in general, issues such as environmentally friendly production, certifications, social audits, quality management systems and sustainability commitments come to the fore.

Comparing the sustainability issues in the texts of the five businesses, Salvatore Ferragamo has a deep commitment to the local region, culture and society and embraces the United Nations Sustainable Development Goals. The Group has set 6 sustainable development goals and is implementing a sustainability plan to achieve these goals. It also supports universal sustainability principles by participating in the United Nations Global Compact.

TenCate Protective Fabrics stands out as an environmentally sensitive and responsible business. It is stated that the brand develops sustainable fabrics for various industries and minimizes waste generation by using recyclable materials. In addition, TenCate Protective Fabrics carries out various projects to increase energy efficiency in its own production facilities.

Inditex uses environmentally friendly materials to increase the sustainability of its products and minimizes waste generation by using recyclable packaging materials. Also, Inditex works on technological innovations to reduce water consumption and organizes trainings on sustainability issues.

Tirotex contributes to sustainability by developing environmentally friendly products. In addition, the business uses recyclable materials and runs energy efficiency projects to minimize waste generation.

Chargeurs adopts a number of strategies to make its business operations sustainable. These strategies include reducing waste generation by using recyclable materials, running energy efficiency projects, and developing products using sustainable materials.

This content analyzes reveal the different strategies adopted by each business in terms of sustainability.

Common Points:

Sustainable Development Goals: Most businesses are committed to contributing to the United Nations' Sustainable Development Goals and are running various projects to support these goals.

Certifications: There is a tendency among businesses to obtain certifications that meet environmental and social standards such as quality management systems (ISO 9001) and OEKO-TEX® Standard 100.

Social Responsibility: Businesses make efforts to improve working conditions and protect workers' rights by conducting social audits.

Distinguishing Points:

Product Orientation: While some businesses attach importance to the environmental awareness of their products, others focus more on innovation and creativity.

Supply Chain Approach: Businesses' approaches to sustainability can focus on different stages of the supply chain. Some implement sustainability measures by working with their suppliers, while others may focus on production and distribution processes.

Sector Differences: Businesses may emphasize different sustainability issues according to the sectors in which they operate. For example, businesses in the fashion industry may focus more on reducing textile waste and using sustainable materials, while other sectors may have different priorities.

These points show that there are differences and similarities in the approaches of businesses to sustainability. It is important to note that every business has its own unique sustainability strategy.

7. Conclusion and Evaluation

Today, sustainability has become one of the most important agenda items of the textile industry. The European textile industry plays a leading role in sustainability. Leading brands operating in this sector are taking important steps in fulfilling their environmental and social responsibilities. Sustainability is placed at the center of the business strategies of European textile leaders. These leaders adopt and apply sustainability principles at every stage in their supply chain. As a first step, great care is taken in the selection of materials. Eco-friendly options such as organic cotton, recycled materials and renewable energy sources are preferred. In addition, environmental measures such as reducing the use of harmful chemicals and saving water are also taken.

Sustainability of the supply chain is among the priorities of European textile leaders. These leaders closely monitor their suppliers and work diligently on compliance with sustainable practices. Topics such as compliance of working conditions with human rights standards, protection of labor rights and fair trade practices are of high priority. In addition, some leaders are running social projects and programs to contribute to the development of local communities. European textile leaders are also pioneers in using resources efficiently, such as energy and water consumption. Innovative technologies and best practices are used to increase energy efficiency in production processes. Waste management and recycling systems also play an important role in achieving sustainability goals. Some leaders are adopting eco-friendly design approaches to minimize production waste and encourage the use of recyclable materials.

Regarding sustainability, European textile leaders also promote customer awareness and transparency. Consumers are provided with tools such as providing information about the environmental impact of products and certification systems. These leaders organize communication and education campaigns to identify sustainable fashion trends and raise awareness among consumers.

European textile leaders play a leading role in sustainability and are leading the way for significant changes in the industry. They adopt and implement various strategies to fulfill their environmental and social responsibilities. These leaders take a number of sustainability measures, from material selection to supply chain management, from energy efficiency to waste management. They also contribute to the awareness of consumers about sustainable fashion by promoting customer awareness and transparency. European textile leaders are also a source of inspiration for other sectors and markets and are spearheading a wider transformation in sustainability.

Considering all the analyzed texts, factors such as sustainability, environmentally friendly practices, innovation and social responsibility draw attention. Commitments and practices of companies on sustainability are at the forefront. Sustainability is a value that the business world is increasingly embracing, and it enables these companies to focus on their sustainability goals. Sustainability shapes the activities of companies with its environmental, social and economic dimensions. Environmentally friendly practices are also a prominent issue. Companies take various steps to reduce their impact on the environment. These steps include practices such as energy and water saving, waste management, recycling and reducing carbon emissions. Environmentally friendly practices of companies both contribute to environmental protection and meet consumer expectations. Innovation is also a common focus of companies. In addition to providing competitive advantage, innovation also plays a critical role in achieving sustainability goals. By developing innovative solutions in their products and services, companies can increase

resource efficiency, reduce environmental impacts, and provide solutions that meet the needs of society.

Social responsibility is also an important factor. Companies contribute to various projects and programs to support the welfare and social justice of the communities in which they operate. These projects include areas such as education, health, social assistance and employment opportunities. By acting with a sense of social responsibility, companies aim not only to make profit, but also to add value to the society.

The common highlights of the companies can be summarized as sustainability, environmentally friendly practices, innovation and social responsibility. These elements are important factors that shape the business strategies of companies and determine their future success. In a world where sustainability and social value creation are gaining more and more importance, companies are expected to achieve sustainable success for the future by focusing on these issues.

However, companies are also different in many respects and it is natural for them to follow different strategies.

Distinctive and Uncommon Topics:

Income Model: The income models of companies may differ. Some may adopt a subscription-based business model, while others may focus on one-time purchases. This means that businesses can differ on their profit-making strategies and their relationship with the consumer.

Marketing Strategies: Companies can use different marketing strategies. Some may focus on digital marketing, while others may prefer traditional media and advertising methods. Marketing strategies show differentiation in terms of reaching the target audience and creating brand awareness.

Collaborations and Partnerships: Companies can establish different collaborations and partnerships. This may include collaborations between different industries, strategic partnerships or supply chain relationships. Collaborations of companies may vary for the purposes of gaining competitive advantage and expanding the market.

Company Sizes: The size and size of the companies in the table may differ. There can be significant differences between large, international companies and small or local companies. This is reflected in resources, marketing budgets, footprint and operational capacity.

Sectors: The fact that companies operate in different sectors in the table can have an impact on their business models and strategies. For example, differences can be seen between technology companies and energy companies. The requirements and challenges of industries can dictate what companies focus on.

Geographical Locations: The geographic locations of companies may also differ. There may be different strategies and objectives between a company operating in a local market and a company operating in a global market. Geographical location can affect issues such as market share, competitive advantage and growth potential. These divergent and non-common issues reflect the unique characteristics and strategic differences of the companies. It should be noted that each company has its own unique approach and priorities.

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