Green Digi Fash Tech Manager

Questionnaire for Businesses

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Section 1: Background Information

Field	Details
Name of Initiative	
Sector	
Main Activities	
Region Served	
Founding Year	
Company size (Small, medium, large)	
Number of Employees	
Link(s) to website(s)	• Link 1 • Link 2 • Link 3
Link(s) to social media	• Link 1 • Link 2 • Link 3
Location of HQ	
Location of other offices	

(**Interviewer Note**: Gather these details in advance where possible, to tailor follow-up questions.)

1) Company Context

- Can you describe your company's size, industry segment, and the scope of its operations(e.g., design, production, distribution)?

Purpose: Establish context about the company's scale, focus, and position in the supply chain.

2) Digital Maturity

- How would you characterize your company's level of digital maturity? Can you share examples that illustrate this? (e.g., tools in use, processes) that illustrate this level?

Purpose: Understand the sophistication of digital integration within the company.

3) Sustainability Strategy

- What are the key elements of your sustainability strategy, and how are they integrated into your overall business objectives?

Purpose: Identify the company's main sustainability goals and how prominently they feature in strategic planning.

4) Digitalization Goals

- What are the primary objectives of your digital transformation efforts? How do they align with your sustainability strategy?

Purpose: See if the company explicitly ties digital objectives (e.g., efficiency, cost savings) to sustainability outcomes (e.g., reduced waste, circularity).

Section 2: Digital Tools and Technology Adoption

5) Technology Overview

- What digital tools and technologies (e.g., AI, 3D design, data analytics) are currently employed in your company? Could you mention where they are most impactful?

Purpose: Gain a snapshot of the tech stack and areas of highest impact.

6) Implementation Process

- Can you walk us through the process of integrating these tools into your operations? What steps were involved?

Purpose: Learn about the roadmap, challenges, and best practices for rolling out digital solutions.

7) Decision Drivers

- What were the main factors that influenced your decision to adopt these specific technologies (e.g., cost, operational efficiency, sustainability benefits)?

Purpose: Understand the rationale that led to technology adoption, including sustainability as a motivator.

8) Collaboration and Partnerships

- Have you collaborated with external partners (e.g., technology providers, research institutions, NGOs) in implementing these tools? If so, what role did these collaborations shape the project's success?

Purpose: Identify networks or partnerships critical to successful digital innovation.

Section 3: Benefits and Challenges

9) Realized Benefits

- What tangible benefits has your company experienced from using digital tools (e.g., efficiency gains, sustainability improvements, reduced waste, improved traceability)?

Purpose: Elicit measurable or anecdotal evidence of value—from both business and sustainability viewpoints.

10) Unexpected Outcomes

- Were there any unexpected positive or negative outcomes resulting from your digital transformation efforts? How did they affect your operations or sustainability goals?

Purpose: Uncover any surprises that could guide future best practices or cautionary measures.

11) Challenges Encountered

- What challenges has your company faced in adopting and scaling digital tools, particularly in aligning them with sustainability objectives (e.g., cost barriers, employee adoption, data security)?

Purpose: Identify major hurdles that can inform risk mitigation strategies.

12) Mitigation Strategies

- How has your company addressed these challenges, and what strategies or solutions worked best in bridging digital and sustainability requirements?

Purpose: Capture lessons learned, including effective problem-solving approaches.

Section 4: Training and Skill Requirements

13) Employee Training Programs

- What types of training or skill development programs does your company provide to support employees in using digital tools?

Purpose: Understand the company's commitment to skill development as part of digital transformation.

14) Effectiveness of Training

- How effective have these training programs been in preparing employees for digital transformation? What metrics or feedback methods do you use to evaluate their success?

Purpose: Assess whether employees are truly equipped to leverage new digital solutions.

15) Identified Skill Gaps

- Have you identified any skill gaps in your workforce related to digital or sustainability practices? If so, how are these gaps impacting your operations?

Purpose: Pinpoint areas where more support or specialized training is needed.

16) Future Training Needs

- Looking ahead, what additional training or skills do you think will be crucial for your workforce to support digital and sustainable innovation?

Purpose: Anticipate future training requirements that align with emerging technologies and sustainability trends.

Section 5: Sustainability and Social Impact

17) Alignment with Goals

- How do your digital tools and practices directly contribute to achieving your sustainability goals? (e.g., circular economy, carbon footprint reduction, supply chain transparency)

Purpose: See how digital initiatives concretely tie into the company's sustainability agenda.

18) Quantifiable Impacts

- Can you share specific metrics or examples (e.g., energy saved, emissions reduced, labor practices improved) that demonstrate the environmental or social impacts of your digital transformation?

Purpose: Capture measurable impacts, which are vital for case study comparisons and developing the diagnostic tool.

19) Challenges in Sustainability Alignment

- What difficulties have you encountered in ensuring that your digital practices align with sustainability objectives? (rather than just improving efficiency or profitability)

Purpose: Surface any tensions or complexities in balancing profit motives with green objectives.

20) Innovative Practices

- Have you implemented any innovative practices that combine digital transformation with sustainability (e.g., closed-loop systems, new materials R&D)? Can you describe these practices and their impact?

Purpose: Highlight cutting-edge initiatives that could serve as inspiration or best practices for others.

Tips for Implementation

1. **Semi-Structured Format**: Use these questions as a starting framework. Encourage interviewees to elaborate or pivot into areas most relevant to their experience.
2. **Adapt to Context**: Not all questions will be equally relevant to every organization; prioritize or combine where logical.
3. **Probe for Examples**: Ask for real-life cases, data, or anecdotes whenever possible, as they will enrich case study findings.
4. **Maintain Ethical Standards**: Obtain consent to record, ensure confidentiality, and be transparent about how data will be used.
5. **Triangulate Data**: Supplement interview findings with document reviews (annual reports, sustainability statements) and any observational data if feasible.