

CORPORATE STORYTELLING FOR SUSTAINABILITY AND CLIMATE ACTION (SDG 13)

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Abstract

Climate change could be considered one of the most urgent global issues which should be united in their efforts by governments, the civil society, and businesses. The first sustainable development goal (SDG 13: Climate Action) underlines the importance of the urgency in making impromptu measures in dealing with the problem of climate change and its impacts. Even though a substantial percentage of companies are adopting sustainability models and executing climate initiatives, the success or failure of these initiatives is often stipulated with regard to channels of conveying the message to the stakeholders. In this paper, the author describes potential effectiveness of corporate storytelling in terms of the sustainability communications, action on climate as effective strategy. The reviewed study observes that climate strategies have become humanized, as has the establishment of trust, and mobilizing and heating collective responsibility, emotional coming together: and all these powers of storytelling can be demonstrated by looking at other literature. Research has shown that corporate storytelling raises corporate legitimacy, as well as climate change being more bearable and feasible to SDG 13. However, the issue of greenwashing also emphasizes the need of transparency and responsibility of the narrative practices. The findings suggest that storytelling, when performed with honesty towards it, is a good action enabler on climate and is a necessary component of corporate sustainability reports.

Keywords: Corporate storytelling; Sustainability communication; Climate action; SDG 13; Greenwashing; Corporate reputation; Stakeholder engagement; Digital storytelling

Introduction

In the contemporary globalized and intricate environment where conditions of climate change have challenged the humankind in unprecedented challenges, corporate functions transcend profit generation. In its approaches, organization development objectives of the United Nations, SDG, notably SDG 13: Climate Action, businesses are also becoming responsible towards its sustainable development endeavours by addressing environmental concerns in its tactics. Joining the real climate responsibility will however be more than policies and performance measure; but will be also made in good communication in order to get the trust, transparency and interactions inside the stakeholders. Storytelling in corporations has emerged strategically as a potent tool to bridge this gap. Unlike the traditional reporting, storytelling offers sustainability initiatives at a personal level and could be open to combining the stories that interconnect the corporation project to macro social and environmental effects (Sparre, 2024). Organizations can use strong narratives in shaping the way they describe their climate action courses and demonstrate authenticity using the story and urge all consumers, workers, investors and neighborhoods to participate. Such a narrative strategy helps make the abstract history familiar human lives, therefore, helping improve the reputation of the corporate and attract

human support of the sustainability efforts. Climate risks are becoming more serious thus corporate narration is not appealing to focus on the environmental responsibility of an organization in relation to the image; hence the culture of ownership and persistence has been built. It can assist corporations to further transcend compliance-motivated sustainability reports and establish an emotional connection, and thus, climate action is enabled to be effective and unforgettable. To determine how narratives can change perceptions and promote the change in behavior and facilitate systemic improvements towards the achievement of SDG 13, therefore, the idea of corporate storytelling as a strategy to achieve sustainability and climate action needs to be addressed.

One of the most urgent crises globally in the 21st century, the changes in climate are endangering the health, lifestyles of people and the sustainable nature of economies in the long term. The increasing global temperatures, natural extreme weather conditions, declining levels of biodiversity, and depleting resources are just some of the reasons why concerted efforts were necessary in all sectors of the society. In that regard, corporations have a twofold role to play: to reduce their impact on the environment and act as a role model in influencing positive action on climate. Specifically, the Sustainable Development Goal 13 of the United Nations (SDG 13: Climate Action) urges the urgency in combating climate change and its effects, which strongly makes it the primary subject of business sustainability agendas at the international level.



Still, since most organizations have already developed sustainability models and have incorporated policies on climate measures, the concern will be linked to the weakness in communicating such measures in a way that would be acceptable among different stakeholders. The average sustainability reporting that is often technical and quantitative in scope is not likely to work. Corporate storytelling, on the contrary, has evolved as one of the crucial strategies in which an element of real truth with tricks of telling stories have been combined in a bid to make sustainability interesting, personal and practical. The companies can seal the gap in policies suggesting and reality by making the challenging climate policy into a report that creates the attention towards securing a fashionableness, responsibility, and trust with the concerned parties. Sustainability corporate storytelling is not just a branding event but it is a strategic practice of communication that ensures that organizations are a force in global battle against climate change. By narrating innovation, perseverance, and joint contribution, companies can possibly reveal how their weather policies are in tandem with their moral obligation, universal sustainability goals, and business forecasts. Furthermore, storytelling makes the climate agenda personal - relating boardroom action to people living in communities, those in the workforce,

consumers and descendants. Narrative-driven strategy does not only boost corporation branding but is also highly appealing to engage in, creating the feeling of purpose in combating evil in the environment (Venkiteswaran and Cohen, 2018). Due to the changes in sustainability as a competitive advantage to a necessity to survive, the role of storytelling becomes even more important. The businesses that convey their climate action in an authentic manner are able to have the same impact on consumer attitudes, draw the attention of sustainability-motivated investors, bolster employee performance, and become the frontrunners in the assignment of responsible manner of doing business. Thus, the investigation of corporate storytelling in terms of sustainability and climate action may provide beneficial information on how cultural narratives can be used to prompt systemic change, advance towards SDG 13 better, and introduce a new culture in which the concepts of climate responsibility become part of corporate and civil consciousness.

Background of the Study

Climate change is no longer an issue that is distant or far away rather it has become a reality and can be found in every endeavor of human and ecological regimes. Its effects are quite insidious, such as rising sea levels and natural calamities, food insecurity, and health risks, that are going to demand effective and combined measures. The functions of the government, civil society, and businesses in lessening the risks of climatic consequences and establishing the sustainable futures are important. This sense of urgency has led the United Nations to create the 2030 Agenda for Sustainable Development, SDG 13 (Climate Action) of which suggests taking urgent measures to enhance resilience, mitigate the level of greenhouse gas emissions and ensuring that climate measures are classified within policies and plans. This corporate is a particularly important economic player, resource consumer who plays the primary role in leading climate action (Dessart and Standaert, 2023). Their association with the international policy such as the Paris accord has come about as a result of sustainability practices, carbon emission promises and green innovations by many companies. Along with the implementation, however, the key issue is to make sure that these initiatives are accepted and backed by the stakeholders that involve consumers, employees, investors, and communities. It can leave behind some unwillingness and mistrust, allegations, like there is such a thing as greenwashing, and a lack of desire to be linked with the feeling of stakeholders who see sustainability actions, as a form of a hypocrite. This is where the idea of corporative storytelling has been preeminent as a tool of strategic conveyance. Storytelling helps companies to tell their sustainability stories through a way that helps to humanize data, crafts focus on real performance, and brings an emotional connection. Unlike the technical sustainability reports that remain closed systemically to people who lack expert knowledge, storytelling relies on the concepts of authenticity, transparency and connection. Telling stories of difficulties overcome, solutions have been implemented, and achievements realized will help businesses to show that they care about climate action, as well as motivate stakeholders to change their ways (Olwig, 2021).

Moreover, the emergence of the digital platform and social media has enhanced the scope and impact of corporate franchises. Businesses now get a chance to connect with the world in real-time instilling recognition and support of climate actions on a scale that has never been reached before. With climate change still taken at the centre of international agendas, the capacity of companies to develop convincing, plausible and motivational narratives is now one of the key elements in obtaining collective responsibility mobilization and developing SDG 13. At the scholarly level, this refers to the growing literature of the sustainability communication field especially the place of narratives on perception development and behavioral change. Sustainability reporting has received a wealth of literature, yet the less attention has been paid to the styles of narration within the story that render that communication not only interesting but also authentic and compelling. As current focus suggests, an implication of storytelling in

firms, this paper extends the theoretical field of compliance as technical, where we are talking about the role of story which can play as a platform of trust, reputation management and participation of stakeholders in the SDG 13: Climate Action. Consequently, the contextual background of the provided research presents a complication of the convergence between three alarming demands on global climate change struggle, the corporate responsibility as in line with SDG 13, and strategic interpretation of storytelling as the means of authentic contact and long-run transformation.

Importance of the Study

The article on corporate storytelling as a sustainability and climate action (SDG 13) also possesses its significant implications to the field of studies and practice. In the event that the issue of climate change is being mentioned as part of the aspects that define the times that we are living in, it is also befitting that corporations do not merely decide to go green, but that they go doing it in front of their consumers. However, not every conventional system of reporting affects the stakeholders significantly, which makes a collision between the duty to create corporate climate and the notion of individuals. In this article, the investigator dwells on how a storytelling can help sew up this gap and offer a good channel to create trust, credibility, and engagement in the discussion on sustainability (Olwig, 2021). In theory, the research paper contributes to the growing literature science on the topic of sustainability communication and corporate reputation management. The first analysis of the storytelling as a strategic mechanism assists in estimating the ways in which a story can be deployed to transform into an easily digestible format of presentation of complicated climatic data, one it can be relativized, relevant enough as well as touch sensitive. It is a severe academic contribution to discoursing some new frameworks that may be connected to corporate communication to global sustainability goals.

In practice, the study gives a corporations valuable knowledge on how they may enhance the efficacy of their environmental action, as far as the climate is concerned. Once the business tells such stories, they will be able to make their sustainability slightly fairer, more real, and inspire the behavioral shift among the consumers, employees, and communities. It also gives organizations the opportunity to move into a competitive market step, attract sustainability minded investors as well as seize risks related claims in relation to claims of greenwashing hence establishing transparency. In order to enhance their climate stories amidst living in a digitalized world, corporate utility have embraced digital and social media to raise awareness in support of influence use in their multiple audience living in different parts of the world; consequently, corporate storytelling gives businesses an opportunity to communicate with their audiences and sound an influence on them (Rašković and Nagar, 2024). This paper most to the point illustrates the broader social applicability of corporate storytelling. Stories can remind their stakeholders that climatic action can be easy to identify with and quite promising and this can mobilize people to act in a particular way in support of sustainable living and positive movement towards SDG 13 realization, which already takes place in the world. The outcomes of the proposed study, in turn, will not only assist businesses in the effort of improving the sustainability messages, but also contribute to the cause of greatly addressing the climate change issue in the international arena by means thereof.

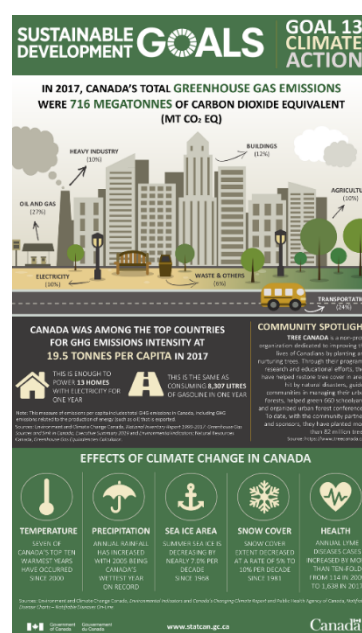
The importance of the study can be clarified with the fact that an association between three essential spheres has been carried out: corporate responsibility, strategic communication, and global climate action. The pressure of their business to continue serving in an environmentally friendly manner and issue messages in an environmental friendly manner has not been any more intense as the climate change proceeds at a faster rate. It is the expectation of major companies to do whatever possible to reduce their impact on the environment, as well as, be at the forefront in reducing risks to climate. In this respect, corporate storytelling may provide a

means of bringing change which may bridge the gap between the commitments to the corporate climate and the overall knowledge. The relevance of the given study is linked to collective climate action, and the level of the society is high. Climate change is not the problem that corporations can resolve alone but rather involves large-scale efforts of the governments, communities, and individuals (Rodrigues et al. 2024). Storytelling can accomplish this by obtaining people more familiar and relatable regarding climate efforts, inspire people to shift their behaviors towards more sustainable decisions, and by encouraging a culture of environmental management. By doing so, corporate storytelling is not only a communication tool, but a mobilizing and social change tool as well. One of the reasons Somerset, Beal, Curry, Murray and Schwilleger (2018) describe this study as relevant is that storytelling allows the researcher to approach corporate accountability and stakeholder motivation through climate action, namely activism. Its applicability would spans the board of theory, practice, and society as well as guaranteeing that the impacts are beneficial to academia, businesses, policymakers, and communities.

Literature Review

Concept of Sustainability and Climate Action (SDG 13)

Sustainability has been used as a guiding principle regarding the equilibrium of economic growth, social equity, and the environment on the evolution of the concept over decades. The Brundtland Report (1987) gives the most popular definition of sustainable development, defining sustainable development to be development that satisfies the needs of the current without undermining the capacity of future generations to satisfy their own needs. This definition denotes the interdependence of ecological, social, and economic complexes and concentrates especially on the necessity of responsible decision-making and has a positive impact on the increase in long-term well-being. In this bigger picture, climate response has achieved one of the highest priorities of sustainability. According to scientific reports and studies such as those by the Intergovernmental Panel on Climate Change (IPCC), global warming, greenhouse gas accumulation, and other extreme occurrences pose significant threats to the lives of people, life on earth, biodiversity and economy (Thapa et al. 2023). All consequences of climate inaction are not just environmental but social and economic, and the vulnerable population will be affected more and tends to increase inequalities in the world.



Depending on such challenges, United Nations Sustainable Development Goals (SDGs) offer an inclusive program to attain sustainable development by 2030. One of them, SDG 13: Climate Action in particular, urges serious actions to achieve in order to fight climate change and its effects. Its aims and objectives are to enhance resilience and adaptation ability, incorporate climate actions into country policy and strategies, and enhance awareness and capacity building. Goal 13 is closely connected with others, including clean energy (SDG 7), sustainable cities (SDG 11), and responsible consumption and production (SDG 12), because of its nature of interconnection in the area of sustainability. Corporations as the major participants of the economy are important towards promoting SDG 13. Most of the businesses play a key role in polluting the atmosphere by releasing greenhouse gases and demanding resources, but they are also able to develop something innovative, invest, and industrialize the sustainable options. More and more, corporations are required to decrease their impact on the environment, but also to be in the frontline in building global climate action by adopting renewable energy sources, decarbonization of their supply chains, and creating products, services, and purchase providers sustainability (Arora and Mishra, 2023). In addition, corporate participation in climatic action goes beyond empirical practices- it incorporated effective communication of such practices to stakeholders, making them to be transparent, accountable and nationwide. This is why the idea of sustainability and climate action as SDG 13 demonstrates a policy framework is more than a wake-up call to a systemic change. This in the case of corporates translates to integrating sustainability into primary action plans and employing novel methods of communication including telling stories, as a means of influencing action and their contribution to benefit world climate goals.

Corporate Communication and Sustainability

Corporate communication has been customarily considered as influence of the organizational image, its reputation control and its interactions with the stakeholders. As the environmental issues have acquired greater urgency, its function has also been increasing and includes the conveyance of sustainability plans and climate promises. Direct communication in this respect is not bound to the spreading out of information; but to open transparency, to promote trust and to be able to encourage the stakeholders to engage in the sustainable practises. During its initial phases, sustainability communication was mostly limited to corporate social responsibility (CSR) reports, press releases and disclosures that are compliance-based (Reilly and Hynan, 2014). These methods were frequently based on technical data, financial measurements, and compliance indicators of regulations. Although carrying with it certain elements of accountability, these types of reporting could often still reach out to wider audiences as the language used and data intensive forms were not relatable and accessible to non-expert audiences. Sustainability communication focusing on a two-way and participation approach has been adopted, as the stakeholder expectations have now changed more to be a compliance-related only approach, and that too in a one-way manner. Nowadays, the companies realize that sustainability is a no-longer reporting show, but a story in strategy of brand image and interaction with stakeholders. This development expresses the increased need to authenticity and openness in the actions taken by corporations, in which stakeholders are interested not only in the accomplishments, but also in the questioning of the difficulties, constraints, and aspirations.

Besides that, sustainability communication is not present on print reports or websites exclusively anymore. The usage of digital technologies and tools, social media, etc, has altered the way organizations communicate with their stakeholders. The digital channels also allow companies to communicate sustainability activities through visual narration, interaction exists and real-time updates that make it more closer by making it visible and relate to others (Andersen et al. 2013). It also has increased scrutiny and this is because the stakeholders can

soon respond(relatively) or ask critical remarks to assertions about corporations that had intensified the necessity to be plausible, and concurring in messages. Notably, it has been demonstrated that sustainability communication is a key to establishment of corporal reputation and legitimacy. Good dissemination of business interests will enable companies to create trust within their warring activities, to make sure that socially affirmative shareholders are attracted to their endeavors, and to embellish the commitment of the staff. However, ineffective application will result in mistrust or greenwashing trust and will undermine tragedy and negatively impact the corporate reputation. Corporate communication,Commentary is no longer a supportive operation; it is one of the strategy functions. One can also use it to report progress, report on aligning corporate values that it is specified in the society, promote dialogue with the various stakeholders and organize other efforts moving towards realising sustainable development goal(s) like SDG 13: Climate Action. The shift toward containerizing and participatory communication, which is a Fractured Consumer phenomenon, predetermines the appearance of such alternative as corporate storytelling as an effective form of sustainability interaction.

Corporate Storytelling for Sustainability

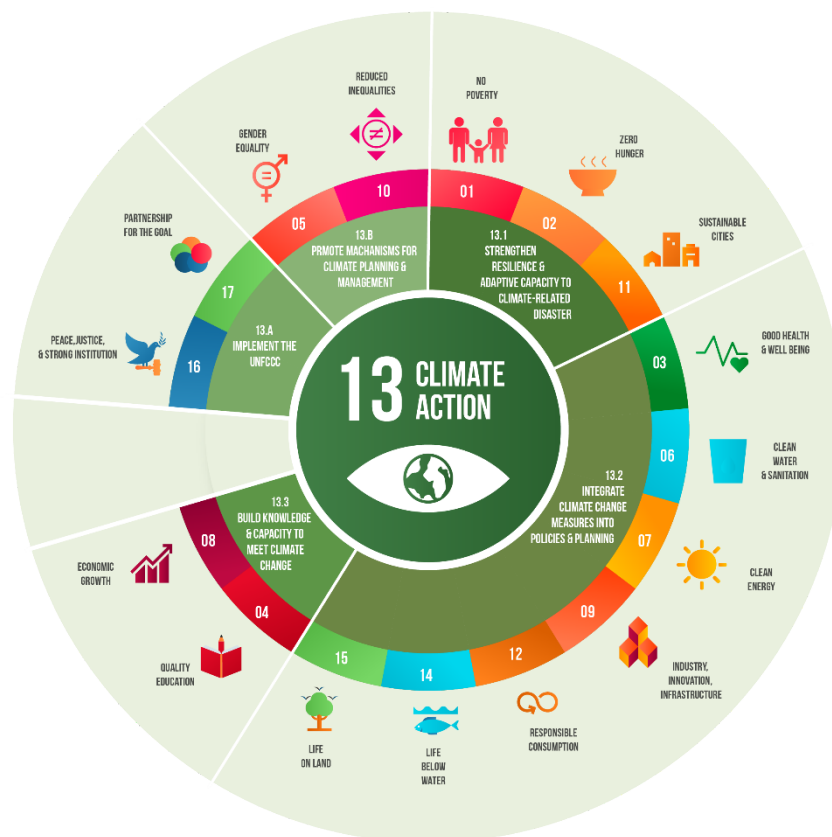
Corporate storytelling is now an efficient strategic communication tool that has the added advantages of the complexity of sustainability models being traced onto compelling narratives. Rather than creating a traditional method of reporting that in the majority of cases is interactive through technical details and based on its strict compliance framework, storytelling enables the movements towards sustainability to be humanized because it connects corporate activities with social and environmental affirmations in the broadest sense. Stories also give corporate organizations an opportunity to demonstrate how and what they are doing in the planet and why such actions are essential and how the acts will transform the lives of communities, ecosystems and generations to come. Corporate storytelling is a process where the facts, emotions, and values are combined to alter and establish verbal bonds with the stakeholders (Dessart and Standaert, 2023). This method is more focused on authenticity, transparency, and purpose in the area of sustainability. Stories of climate action, switching to renewable energy, lessening waste, partnering with the local community are easier to relate to as the challenge, innovation, and progress. Indicatively, Patagonia and Unilever are only two examples of brands that have successfully leveraged storytelling to make themselves appear as the pacesetters in environmental responsibility and gain their admiration and loyalty as conservators by consumers, employees, and publics.

One of the main strong points of the storytelling is the ability to evoke the feelings and make people act. It has been proposed that data and statistics will educate stakeholders, whereas the stories will inspire changes in behavior by addressing the values, ethics, and identity (Rodrigues et al. 2024). With help of stories about people or groups or even ecosystems being affected by corporate sustainability efforts, a company is able to participate in empathy-building, and build or enhance its moral authority. This renders sustainability a practice as well as company. More than that, the overall growth of digital and multimedia platforms basis corporate storytelling to sustainability. The social media, videos, blogs, and interactive campaigns would allow companies to tell their sustainability stories in declarative and interactive expressions. This does not only expand reach, but also enables stakeholders to get involved directly, co-create content and amplify corporate messages. Here, the narration can be described as a two-way process, which will enhance the corporate-weakness of stakeholder relations, and also build climate action on collective basis. But, there is no such a thing as a challenge free corporate storytelling. The increasing consciousness of greenwashing, which refers to the act of making overstatements or selling false claims about environmental promises, has triggered the fact that the stakeholders have grown stricter in noticing stories in

corporations. Unproven or untrue stories have a threat to ruin credibility and reputation. To work, the idea of corporate storytelling on sustainability should be based across verifiable practices, transparent disclosures, and preparedness to know constraints with inspirations (Jones and Comfort, 2018). Corporate storytelling becomes an intermediate between corporate strategies in climate action and stakeholder engagements. Through the repositioning of sustainability activities into turning them into real and relatable stories, the organizations will increase their effectiveness in promoting the SDG 13: Climate Action, increase their reputational capital and motivate the other stakeholder groups to contribute meaningfully.

Corporate Storytelling and Climate Action (SDG 13)

The outcome of Sustainable Development Goal 13 (SDG 13) has put corporations on the frontline in dealing with climate change because of the growth of green concerns focused on combating global warming. Although it is considered that the businesses should practice some measures (reduction of carbon footprint, use of renewable energy, and such solutions to make the supply networks greener and more sustainable), the communications of such measures is no less crucial. In this regard, corporate storytelling becomes a powerful strategy of presenting a comprehensive account of climate action, which people find true, captivating, and high-impacting (Mahalakshmi et al. 2025). Corporate storytelling enables companies to address human, social, and environmental cultural importance of technical climate policies through such disclosure make them digestible narratives. An example of this is when a firm announces the reduction in carbon emission, instead of saying that there are some reduction in carbon emission, the firm would decide to present the message as a story of insight, robustness, and providing assistance to the saving of life of the multifunctional generations. This means that transparency is also introduced through such narratives together with the escalation of the degree of emotional attachment in the stakeholders will now begin to think about action on climate, not as a corporate responsibility but as a broader common responsibility.



Its research findings suggest that the ability to tell first-rate stories leads to stakeholder trust and agreeability on the climatic rating of corporations (Lischinsky, 2020). The issue of climate change is still far away and abstract that people cannot relate to it and take any action in terms of dealing with it. Mass narration marks the edge of this psychological agency chasm and makes CP be applied to the impacts of climate (as well as people). Telling tales of communities impacted by climate risks or high-performing staff to drive a green-powered innovation, corporations can feel empathy and lead to sustainability groups. In addition, corporate storytelling has become profitable especially in the digital media world. Via social media, videos, podcasts and live campaigns, firms can make their stories of taking action against climate known around the world, reaching various audiences in real time. Digital storytelling has the benefit to promote the conversation whereby the stakeholders will have an opportunity of bringing in their own viewpoints and experiences, hence making them feel like they own a solution to climate in a singular manner. This participatory practice relates well with the SDG 13 principles of partnership, collaborativity, and shared responsibility (Mahalakshmi et al. 2025). Nevertheless, storytelling can only be effective in climate action but it must be credible and authentic. With climate change as leading a world discussion, stakeholders are getting cynical about make believe or fabricated claims. Stories that may not be supported by quantifiable measures are likely to be seen as greenwashing deceiving the corporate image and distrust in stakeholders. Thus, effective storytelling about climate must be balanced between inspiration and responsibility with the advancement of the stories using clear data, confirmed results, and the possibility to recognize difficulties.

Methodology

The research design used in this study is a qualitative and exploratory study design depending on a thorough review of secondary data. The literature gathered underwent the thematic analysis to determine how the patterns, notions, and loopholes keep appearing again and again. The chief topics that were identified included the notions of sustainability and climate action, communication strategies involving corporate brands, and storytelling as a strategic instrument, as well as engaging stakeholders and the dangers of greenwashing. These themes were used to synthesize results and point out the discussion. Since justified by the utilization of secondary data, the research makes no new empirical observations to obtain some data but supplements old information and interprets it to formulate the hypothesis of how corporate storytelling can contribute to combating climate. This way of research is suitable because the target goal of the research is not an evaluation but an insight which brings the corporate storytelling to the level of a communication tactic and a sustainability change agent.

Results and Discussion

Literature review demonstrates that the sustainability and climate action especially in SDG 13 have taken the centre stage in corporate strategy and responsibility. The issue concerning climate change is not perceived as an outer problem anymore, it is now proposed as a skimming global concern that companies should deal with operationally and in terms of communication. It is not only expected that companies minimize their footprint on the climate, but take the lead in promoting innovative solutions that will help in resolving climate resiliency. Nevertheless, the results also point to the fact that old-fashioned forms of communication (i.e., CSR reports or compliance-based reporting) are frequently criticized as being unapproachable, too technical, and not working to the benefit of connecting with various stakeholders (Thapa et al. 2023). As a response, corporate storytelling can be considered as one of the most effective instruments of the reduction of the distance between corporate action and the perception of stakeholders. Telling stories makes organizations to bring a human face to sustainability by converting complicated climate information and policies into familiar and compelling stories. Companies can prove their genuineness, develop emotional bonds with their audiences, and

create stronger faith among stakeholders through narratives of resourcefulness and determination and influence. As an example, the implementing of an organizational structure as a sustainable leader could be carried out by such organization as Patagonia and Unilever who, in their narratives, have made focus not only on the accomplishments, but also on the values (Reilly and Hynan, 2014).

Table: Summary of Results and Discussion

Theme	Findings	Implications
Sustainability & Climate Action	Climate change is a core global challenge under SDG 13, requiring urgent corporate engagement.	Corporations must integrate climate action into core strategy and operations.
Communication Approaches	Traditional CSR reports are technical and fail to resonate with broader audiences.	Need for innovative, engaging, and transparent communication methods.
Role of Storytelling	Storytelling humanizes climate action, making it relatable and emotionally compelling.	Enhances trust, reputation, and stakeholder engagement.
Storytelling & SDG 13	Stories reduce psychological distance of climate change, showing real-world impacts.	Motivates behavioral change and mobilizes collective responsibility.
Digital Media & Storytelling	Digital platforms amplify reach and enable interactive storytelling.	Expands engagement but also increases public scrutiny of corporate claims.
Challenges & Risks	Greenwashing risks undermine credibility if narratives lack authenticity or evidence.	Need for balance between inspiration and accountability in corporate storytelling.

The results also reveal that narratives would be useful in the development of SDG 13 by reducing the amount of psychological distance of the climate change. Placing climate action in the situation with things on the ground such as communities that were harmed by extreme weather, staff mobilizing green efforts, etc. make action on climate change exigent and personal, thus helping every person become inspired enough to act. Online communication has added to this by allowing the companies to make their climate excellent reports widely spread, engage its stakeholders in real-time and introduce participatory communications. There are however difficulties which are also introduced in the discussion. The mounting panic about the phenomenon of greenwashing, including making exaggerating or up-to-stated sustainability related commitments, suggests that the discourses must be backed up with a feeling of singleness, verifiable facts, and measurable outcomes. The inspirational stories without accountability are likely to harm the corporate credibility. Therefore, a right level of inspiration and is something responsible, corporate storytelling ought to be a balance where corporate also know in terms of their accomplishments in the failing. The results warrant corporate storytelling is not a conviction of communication merely but rather an initiator of strategies of climatic action. Narrative and non-narrative-based stories that are intermixed with facts, values and human experience, will boost corporate credibility, produce a sense of delivering stakeholder value, as well as generate collective agency around SDG 13: Climate Action. This way, however, is preprogrammed with the achievement of integrity, transparency, or the change between narration and realistic sustainability outcomes.

Conclusion

The study finally came to the conclusion that the important strategic assistance to sustainability and climate action promotion under SDG 13 is corporate storytelling. Despite increased activity of companies in keeping sustainability programs, it is conditional upon how the same are reported to the stakeholders. Storytelling offers alternative to the disquiet on the technical reporting whereby the memorializing of commitments of corporate climate is humanized to elicit emotional responses and motivate personal movements. Through linking the sustainability practices and values, identities and real world impacts, corporations will be empowered to strengthen the legitimacy sense, the growing confidence of a stake center, and present as legitimate stake holders in the global fighting of climate change.

However, the findings also reveal the presence of serious issues, among which are risks, in the case of greenwashing. Corporate narration must be restored, as much as transparency, evidences, and accountability is considered to achieve credibility. There should be inspirational tales but they should demonstrate measurable actions and outcomes as well. Besides, the amplified influence of the online communication enlarges the possibilities of narratives and gauges corporate, and to that aim, authenticity is a substantial auxiliary. In other words, corporate storytelling is an element of both the task of businesses: to engage in any meaningful climate action, and to do so in a conscientious way. Being undertaken in a sincere manner, it is not a mere branding exercise, but a catalyst to shared responsibility, actor involvement and environmental transformation to climate resiliency. Corporate storytelling is among the strongest agents of sustainable change and, conversely, a tool of communication since the global community strives to fulfill the demands of SDG 13.

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