



ECO-SCHOOLS PROGRAMME FOR KEDAH LAUNCHED AT THE DATAI LANGKAWI

Langkawi / Malaysia, 6 May 2021: The Datai Langkawi has hosted the official launch of Kedah's Eco-Schools Programme (KESP) at their rainforest resort this week in an auspicious event attended by a limited number of selected invitees, while adhering fully to all Health and Safety Standard Operating Procedures. The resort was not only the official location for the inaugural ceremony, but is also the sponsor of two schools based in Langkawi (Sekolah Kebangsaan Ewa and Sekolah Kebangsaan Tengku Putra) within the framework of the programme.



The Eco-Schools Programme is part of a global initiative that emphasises the pressing issues of climate change through environmental education in public schools. It was first brought to Malaysia by the World Wildlife Fund Malaysia (WWF) in 2011, with the objective of strengthening the nation's environmental education efforts. After very positive resonance in local communities, the programme has been expanded to additional states with the support of Green Growth Asia Foundation (GGAF), a partner

of The Datai Langkawi in their ambitious The Datai Pledge sustainability and conservation initiative.

As part of the activities undertaken by programme sponsors such as The Datai Langkawi, selected members of the sponsor's senior management team work with local school officials to devise dedicated eco-modules for the school curriculum, including eco-schools workshops, environmental action workshops, pedagogy workshops, international collaborations, as well as rewards and recognitions.

At the event on 4 May 2021, the Eco-Schools Programme was officially inaugurated for roll out to 12 schools in the state of Kedah – the Malaysian state that also houses the idyllic island of Langkawi, home of the resort The Datai Langkawi. After a welcome address and speeches by Sophia Lim of WWF, Dr Mahadi Mohamad of GGAF, Ismail bin Man of the Langkawi District Education Office, and a virtual address by programme co-sponsor Tunku Tan Sri Imran Tuanku Ja'afar of Yayasan Sime Darby, the programme was officially launched by Arnaud Girodon, General Manager of The Datai Langkawi. In an appreciation ceremony, each school was recognised for their efforts. To end the programme, The Datai Langkawi invited all attendees to a tour of some of its conservation and sustainability facilities, such as The Lab, The Garden, the Bottling Plant and The Nature Centre.

In his closing remarks, Arnaud Girodon, General Manager of The Datai Langkawi, comments: "I am very excited to see this very important initiative under The Datai Pledge finally set to be implemented. I would like to take this opportunity to thank and congratulate Green Growth Asia Foundation as our NGO partner, the Kedah State Education Department and WWF for being such strong supporters of GGAF, with their many remarkable efforts in protecting our natural heritage. We hope that through this programme, we will leave a long-lasting memory - not only for this generation but for generations to come."

The Datai Langkawi is engaged in its own ambitious conservation and sustainability programme, The Datai Pledge, for which GGAF has been selected as their dedicated NGO

partner for all activities aimed at supporting the next generation, in the framework of the Youth For The Future pillar of The Datai Pledge. The Eco-Schools Programme makes up an integral part of this pillar which is led by Johan Abdullah, Director of Human Resources for The Datai Langkawi.

The Datai Langkawi will continue on its path towards conservation, adding to existing measures such as the resort's in-house Permaculture Garden that provides home-grown fruits and vegetables for the hotel kitchen, The Lab where guests can join in Upcycling Workshops to make candles, soaps, and others, or join in activities organised with local partner NGOs.

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NOTES TO EDITORS

For high resolution photos and a video of the Kedah Eco-Schools Programme launch event, please [click here](#)

For high resolution photos of The Datai Langkawi, please [click here](#)

ABOUT THE DATAI PLEDGE

The Datai Pledge programme has been developed by the dedicated team of naturalists, marine biologists and sustainability team of The Datai Langkawi, in partnership with local NGOs and social enterprises selected for their shared vision and relevant expertise. The programme comprises a number of groundbreaking initiatives, setting precedents in their specific area, and also includes a participatory element for guests. In September 2020, The Datai Pledge was officially incorporated into a Private Trust, representing a milestone in its development. The Datai Pledge is dedicated to improving the well-being of the environment, wildlife and local community of Langkawi. The programme comprises four pillars: Pure For The Future, Fish For The Future, Wildlife For The Future, and Youth For The Future.

ABOUT THE DATAI LANGKAWI

One of the world's most stunning resorts, The Datai Langkawi, is situated on the northwest tip of the island of Langkawi in Malaysia. Located in an ancient rainforest rich in wildlife and overlooking the tranquil Datai Bay awarded by National Geographic one of the Top 10 Beaches worldwide, the iconic property enchants with mesmerising nature, visionary architecture, understated elegance and Malaysian hospitality. All of the 121 rooms, villas and suites at The Datai Langkawi, including the five-bedroom The Datai Estate Villa, offer breath-taking views of the surrounding nature. Dining outlets are elevated among treetops, set in the very heart of the rainforest and located directly on the coastline. Bespoke facilities include The Nature Centre, The Lab, The Garden, The Spa, The Atelier and The Boutique. Leisure facilities include three pools, The Health Club, and one of the most scenic golf courses in the world designed by golf legend Ernie Els, The Els Club Teluk Datai. The Datai Langkawi is managed by Themed Attractions Resorts & Hotels Sdn Bhd, an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations.

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