

# THE DATAI pledge

## THE DATAI PLEDGE CELEBRATES WORLD MANGROVE DAY AND WORLD NATURE CONSERVATION DAY WITH COMMUNITY INITIATIVE



**Langkawi, Malaysia, 29 July 2024:** [The Datai Pledge](#), the sustainability and conservation programme of luxury rainforest resort [The Datai Langkawi](#), has planted 1,500 seedlings within a mangrove forest on Langkawi UNESCO Global Geopark in conjunction with World Mangrove Day (26 July) and World Nature Conservation Day (28 July).

The impactful planting initiative brought together 176 volunteers from The Datai Pledge and The Datai Langkawi, together with various parts of the community, including The Els Club Teluk Datai golf club staff, members of the local Kubang Badak fishing community, the headmaster, teachers, parents and children of Sekolah Kebangsaan Ewa (Ewa National School) as well as the Langkawi District Forestry Office team. The project supports the core objectives of The Datai Pledge by actively promoting environmental regeneration, whilst uniting communities in an activity which will benefit generations to come.

The seedlings were of the *Rhizophora apiculata* (Bakau Minyak) variety and planted at two different sites in the Kubang Badak mangrove forest, part of the Kubang Badak BioGeo Trail, located within the Langkawi UNESCO Global Geopark. Kubang Badak is a small local fishing community situated close by The Datai Langkawi and its livelihood largely depends on the health of Datai Bay, thus, sustaining the mangrove is crucial to its future.

This mangrove planting activity further strengthens the relationship between The Datai Langkawi and the neighbouring Kubang Badak fishing community, helping to gain support for The Datai Pledge mission of securing protected OECM (Other effective area-based conservation measures) status for Datai Bay. Since 2019, one of the four key pillars of The Datai Pledge, *Fish For The Future*, has been actively helping restore and preserve the health of Datai Bay by deploying five Fish Aggregating Devices (FADs) with the aim of supporting local fishermen to

# THE DATAI pledge

fish sustainably, away from the fragile coral reef area. This also creates long-term benefits, allowing fish to breed whilst preserving the area's current fish stock. Through its continued efforts, The Datai Pledge has helped support an eightfold increase in fish biomass on the regenerated reefs in Datai Bay\*.

During this week's mangrove planting initiative, Ahmad Mukhris Mahadzir, Senior Marine Biologist at The Datai Langkawi and Pillar Leader for *Fish For The Future*, said: "*We believe in community efforts at the grassroots level for marine conservation and preserving our mangroves, rivers and seas for many generations to come.*"

The special day organised by The Datai Pledge team began very early with breakfast for all provided by the local stall of Kak Su near the Kubang Badak jetty. Six fishing boats then led all 176 volunteers to two different sites along the Kubang Badak mangrove to replant in these selected areas in need. By the end of the morning, 1,500 seedlings had been planted from this joint community effort.

World Mangrove Day or International Day for the Conservation of the Mangrove Ecosystem is a United Nations Educational, Scientific, and Cultural Organisation (UNESCO) holiday celebrated on 26 July yearly.

The annual World Nature Conservation Day, celebrated on 28 July, is dedicated to raising awareness about the importance of preserving and protecting our natural resources and ecosystems.

**- ENDS -**

\*As per The Datai Pledge's Third Annual Impact Report, released in July 2023.

## **Notes to Editors:**

For a video and high-resolution photos of the mangrove planting initiative, [please click here](#) .

For high-resolution photos and press kit of The Datai Pledge, [please click here](#) .

For high-resolution photos and press kit of The Datai Langkawi, [please click here](#) .

## **ABOUT THE DATAI PLEDGE**

In 2020, The Datai Pledge was established as a Private Trust. It is founded on the belief that travel has the potential to be transformative; not only for the traveller but also for the host community. The Datai Pledge was created on the premise of protecting biodiversity and supporting the local community of Langkawi, for

# THE DATAI

## *pledge*

today and the future. It comprises four pillars: Pure For The Future, Fish For The Future, Wildlife For The Future, and Youth For The Future, working to make the resort's business operations more sustainable, and support marine life, terrestrial wildlife and local youth, respectively. For guests of The Datai Langkawi, The Datai Pledge aims to create educational experiences that inspire and uphold our collective role in responsible living on a wider global level. The Datai Pledge's vision is to integrate conservation and sustainability into the business operations, company ethos and guest experience of The Datai Langkawi and future properties, to protect and help regenerate the rich biodiversity and enable the local community to thrive. The Datai Pledge is working towards this goal by developing a robust programme with local non-governmental organisations, social enterprises and community partners.

### **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 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. Elevated among treetops, set in the very heart of the rainforest, and located directly on the coastline, the dining outlets which include the award-winning The Gulai House, The Pavilion, The Dining Room, and The Beach Club, pay homage to the exotic flavours and culinary traditions of the region and beyond. Bespoke facilities include The Nature Centre, an educational facility and home to resident naturalists and marine biologists, and The Spa featuring Ramuan treatments, its own Akar retail range, and VOYA facials. Leisure facilities include three pools, a state-of-the-art fitness centre at The Health Club; an array of wellness activities including silat and yoga, retail outlet The Boutique, a reserved space to showcase local arts and talents at The Atelier, as well as one of the most scenic golf courses in the world designed by golf legend Ernie Els, The Els Club Teluk Datai. The resort has founded The Datai Pledge in 2019 - a sustainability and conservation trust that supports Langkawi's unique fauna, flora, and communities. All proceeds from The Datai Pledge aid this work and contribute to local non-profit organisation. The Datai Langkawi is managed by Datai Hotels and Resorts Sdn Bhd, a company incorporated to manage and operate hospitality properties in Malaysia and beyond.

### **For further press information and images, please contact:**

Michelle Gomez, Public Relations and Marketing, at +60 3 7688 6773 or [michelle.gomez@dataihotels.com](mailto:michelle.gomez@dataihotels.com)