

THE DATAI pledge

THE DATAI PLEDGE RELEASES ITS FOURTH EDITION OF THE IMPACT REPORT (2023)

The Datai Langkawi's conservation fund announces key successes in moving towards zero-waste-to-the-landfill and net zero carbon, community outreach, and stewardship of the local marine and wildlife.



***Pictured (l-r):** Upcycling activity by The Kanshalife Project; Great Hornbills at The Datai Langkawi; and Eco-School Programme in Langkawi*

Langkawi, Malaysia, 22 August 2024: [The Datai Pledge](#), the conservation and sustainability fund by pioneering luxury resort [The Datai Langkawi](#), has published its fourth Impact Report detailing 2023 activities of its wide-reaching sustainability, conservation and community support initiatives. The report covers significant goals attained across the programme's four pillars - *Pure For The Future*, *Fish For The Future*, *Wildlife For The Future* and *Youth For The Future* - which aim to support marine life, terrestrial wildlife and local youth, as well as make the resort's business operations more sustainable. As a testament to the diversity and breadth of its programme, The Datai Pledge aligns with 14 of the 17 United Nations Sustainable Development Goals (UNSDGs) to improve well-being and education, reduce inequality and spur economic growth, while tackling climate change and preserving the oceans and forests. 2023 also marked the resort's 30-year anniversary in which a 4-Chapter pageant of commemorative events (under the themes of Community, Arts & Crafts, Nature and The Finale) included specific activities to raise awareness and funding for The Datai Pledge, its partner organisations and community members.

Key successes of The Datai Pledge's 2023 programme include:

- A 94% average of solid waste processed (+ 19% from 2022) and 133.44 tonnes of CO₂ avoided from going to the landfill through The Datai Langkawi's waste management initiatives.

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- Expanding its community support to empower more segments of the community through sustainable endeavours - including fishers, farmers, single mothers, youth, the underprivileged and artisans.
- Appointed The Kanshalife Project as Pillar Partner of Pure For The Future.
- Regeneration of Datai Bay's coral reef with 17 coral frame structures deployed together with numerous marine conservation dives.
- Prototype design of 3 cable bridges for wildlife crossing as part of a possible world-first, trans-island wildlife corridor.
- Increasing its support of youth education on sustainability with new initiatives, such as sponsorship of the 'Climate Ready Classroom' project to 250 pupils.

The vision for The Datai Pledge evolved from the resort's original DNA of placing 'people and nature in perfect harmony' by integrating conservation and sustainability into all aspects of the resort's operations and guest experiences; protecting and helping regenerate the rich biodiversity of Langkawi; and enabling the local community to thrive. A private trust, The Datai Pledge has developed a robust programme in collaboration with local NGOs, social enterprises and community partners. Its Impact Report is designed to inform guests, encourage stakeholders in the resort's activities and galvanise further community action and support.



Pictured (l-r): The Datai Pledge Pillar Partner The Kanshalife Project's premises; Upcycling used bedroom slippers into stool cushions; Extracting honey from a stingless beehive at The Datai Langkawi

Pure For The Future underpins The Datai Langkawi's commitment to sustainable business operations and achieving Carbon Neutrality, and aims to steward the regeneration of the environment and community. The key initiatives in 2023 included:

- Expanded the zero-waste initiatives to include the neighbouring property, The Els Club Teluk Datai golf club. Key steps towards becoming a Carbon-Neutral destination include

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determining both properties' Greenhouse Gas Emissions through Pantas Climate Solution's platform, which will guide emission reduction plans across all operations.

- The official pillar partner, The Kanshalife Project, a social enterprise dedicated to improving community welfare through sustainable enterprises, supports the resort's upcycling and recycling initiatives, as well as expands community engagement through collaboration and funding for Geng Bersih Kampung - a community space providing underprivileged children with education on nature, sustainability, and other life skills.
- Supported local farmers and producers of honey, virgin coconut oil, sustainable wood and organic chicken farming, as well as promoted local culture through showcasing traditional craft, batik, and propolis soap-making workshops during the Community chapter of the resort's 30th anniversary celebrations.



Pictured (l-r): Installing the acoustic device in Datai Bay with MareCet; The Coral Nursery; Painting a Batik Dolphin by MareCet guest activity

Fish For The Future aims to conserve and propagate the coral reefs and marine life in Datai Bay and promote the practice of sustainable fishing. In 2023, in addition to numerous coral frame structures deployed to regenerate the coral reef and boost the fish population, the pillar's key initiatives included:

- Undertook 30 conservation house dives and 3 reef surveys to help conserve Datai Bay's natural reefs and monitor the progress of the artificial reefs, in partnership with Reef Check Malaysia, and Fisheries Research Institute (FRI) alongside researchers from Universiti Kebangsaan Malaysia (UKM).
- Collaborated with its Pillar Partner, MareCet, an NGO dedicated to marine mammal conservation and the protection of their habitats, renowned for their decade-long research on Indo-Pacific Humpback Dolphins and Finless Porpoises in the coastal waters of Langkawi. In 2023, The Datai Pledge funded the acquisition of a permanent passive acoustic device to study the underwater soundscape of Datai Bay and the presence of dolphins and other marine mammals, in order to inform conservation action and policy advocacy.

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Pictured (l-r): Male Great hornbill feeding chick and mate (photograph by Tom Reynolds); The Native Tree Nursery; Endangered endemic species Lesser Mousedeer caught on a camera trap

The Wildlife For The Future pillar aims to conserve, regenerate and reconnect Langkawi's fragmented rainforests and ensure the wildlife continues to flourish using a holistic approach, through the following initiatives:

- The resort's Native Tree Nursery, part of the forest regeneration process, has cultivated 6,815 tree species from 2021-2023. An extensive 4-year tree study spanning 1,800 acres around the resort property was also completed in 2023, with over 35 vulnerable and critically endangered species identified.
- Designed 'Corridor for Life', 45-km prototype bridges from the east to the west of the island; the possible world's first trans-island corridor aims to reconnect fragmented forest zones, whilst enabling the safe passage of animals, ultimately promoting reforestation and animal genetic biodiversity.
- Managed the threat of invasive species, specifically around 3,000 dogs on the island by providing donations for a dog kennel, co-managed by Ecotourism & Conservation Society of Malaysia (ECOMY) and Langkawi Municipal Council (Majlis Perbandaran Langkawi).
- Worked with its pillar partner, Gaia, a social enterprise specialising in the welfare of hornbills and preserving their habitats, by creating hornbill habitat and funding community outreach programmes to schools and the development of a fig tree nursery, the preferred food plant of hornbills.

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Pictured (l-r): Students from Kelibang Primary School; Children on nature activity at The Datai Langkawi; Children from the eco-schools programme playing in rice fields in Langkawi

Youth For The Future aims to nurture a respect and appreciation of nature amongst youth through environmental education and action. A key initiative is the sponsorship of the Eco-Schools Programme in 2 Langkawi schools, educating pupils on environmental issues and providing them with the tools to address local challenges. The 3-year programme is operated under the umbrella of WWF in 74 countries, and in Malaysia, it is run by the pillar's NGO partner, Green Growth Asia Foundation (GGAF). The projects include:

- 'Climate Ready Classroom', a 4-hour workshop introducing 250 school pupils to key concepts of Climate Change; the first-ever Eco-School Unity Camp for sustainability education and nature immersion, with 32 participating schools.
- National Young Reporters for the Environment (NYRE) programme, which provides young people with a platform to highlight environmental issues and solutions through investigative reporting, photography and video journalism.

The Datai Pledge also supports the Roots & Shoots Malaysia Award (RASMA), a youth achievement award inspired by the acclaimed primatologist, Dr Jane Goodall, founder of Roots & Shoots. The programme provided 2 young people 2-week internships at The Datai Langkawi to experience the resort's sustainability and conservation endeavours.

Arnaud Girodon, Executive Administrator, The Datai Pledge, and Chief Executive Officer, Datai Hotels and Resorts (DHR), commented: *"2023 marked the resort's 30-year anniversary and also a year of significant progress for The Datai Pledge. Underpinning the success of our initiatives is a passionate belief in working together to address Climate Change, coupled with a rigorous scientific approach by using robust data to guide our efforts. We have commissioned a number of studies to increase our understanding of the fauna and flora and to share our knowledge with our partners, NGOs and government bodies in order for us all to benefit from the conservation and sustainability endeavours. I am immensely grateful to the team and our partners for their unwavering dedication, and*

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especially our guests, who have supported our pioneering efforts in conservation and sustainability over the last 30 years.”

Looking forward to 2024, The Datai Pledge’s goals include:

- Further reduce its carbon footprint through Carbon Management Plan.
- Achieve 98% of total solid waste diversion from the landfill for The Datai Langkawi and The Els Club Teluk Datai golf club.
- Strengthen the local community engagement through The Kanshalife Project.
- Develop further connections with local artists, artisans and community-based organisations in Langkawi and Peninsular Malaysia.
- Establish new environmental programmes with local Eco-Schools through Green Growth Asia Foundation and other partners.
- Become a Reef Care partner and participate in other marine conservation initiatives to achieve a protection status for Datai Bay.
- Increase our knowledge on different animal groups around The Datai Langkawi, through collaborations with academic institutions on zoological surveys.
- Restore forest connectivity within Teluk Datai.
- Mitigate the stray dogs’ issue on the island by collaborating with local governance, non-governmental organisations and other entities.

In recognition of its efforts in the framework of The Datai Pledge, The Datai Langkawi has achieved ASEAN Green Hotel Standard Certification 2022-2024 by The Ministry of Tourism, Arts and Culture (MOTAC); EarthCheck ECO Certification (Silver) for terrestrial (land-based) tourism projects 2019, 2021, 2023 and 2024 (the first and only hotel to achieve this); the Malaysia Green Hotel by MOTAC (2023-2026), and the 2024 accreditation by Global Biorisk Advisory Council (GBAC) STAR facility.

- ENDS -

Notes to Editors:

To download The Datai Pledge 2023 Impact Report, 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](#).

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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 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.

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