

THE DATAI  
*pledge*

Impact Report  
2021 - 2022



A dense forest of tall trees with sunlight filtering through the canopy. The trees are mostly green, with some brownish-yellow leaves visible, suggesting a mix of species or perhaps a dry season. The lighting is dramatic, with strong highlights and deep shadows.

Welcome to the second edition of The Datai Pledge Impact Report. It details the work of The Datai Pledge and its four pillars, project milestones achieved in 2021, as well as ambitions for 2022, and a summary of funding and expenses.

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# Foreword



## **ARNAUD GIRODON**

*Executive Administrator, The Datai Pledge  
General Manager, The Datai Langkawi*

**In a recent essay on the history and future of global epidemics, Yuval Noah Harari, the renowned historian and philosopher, posits that the antidote to the Covid-19 pandemic lies not in isolationism and de-globalisation but instead in the sharing of information and unity. “If we take the opportunity that this crisis has presented and work closer together,” he writes, “it will be a victory not only against the coronavirus, but against other dangers that threaten humankind including climate change.”**

These notions of unity and cooperation resonated when thinking of our work on The Datai Pledge in 2021. Faced with incessant travel restrictions, lockdowns and the temporary closure of the resort, our plans for the programme were severely impacted. Necessity required that we pursue a course of adaptation and innovation, but it was largely owing to the strong spirit of collaboration that we were able to meet our core milestone targets, and moreover, establish important

partnerships locally and abroad to extend our network and lay the groundwork for more ambitious plans in 2022.

In August 2021, we soft-launched The Datai Pledge with a dedicated website, newsletter and social media channels to inform guests and other stakeholders of our activities, and galvanise further community action and support.

The four pillars of The Datai Pledge supporting the marine life, terrestrial wildlife and

local youth, as well as making our business operations more sustainable, all attained significant achievements. 2021 saw the introduction of new pillar initiatives as well as cross-pillar initiatives and projects with new partners, enabling us to increase the scale and reach of our objectives to create a greater impact.

Pure For The Future achieved zero-waste to the landfill in December 2021 for the first time ever. We also initiated a major cross-pillar project in our quest

to become a Carbon Neutral destination. The Pure For The Future and Wildlife For The Future teams partnered with Universiti Kebangsaan Malaysia (UKM) to first conduct a carbon stock study.

For Fish For The Future, we conducted an important survey on the coral reefs in Datai Bay in collaboration with UKM – the first of many steps in our journey to make Datai Bay a Marine Protected Area (MPA).

For Wildlife For The Future, together with a University of Science Malaysia doctorate researcher, we completed the planning of Corridor for Life. This project aims to create the world's first trans-island wildlife corridor, connecting fragmented forest areas with the objectives of reforestation as well as wildlife propagation.

Finally, for Youth For The Future, we launched the Kedah Eco-Schools Programme at the resort, and initiated the programme with an engagement process with the selected school heads.

Amongst the diverse partnerships forged, The Nature Centre team of The Datai Langkawi were requested to join the working committee of Langkawi Geopark by LADA (Langkawi Development Authority) for a duration of two years. We hope to make a wider impact in Langkawi with our work on the committee.

I would like to thank our guests for their unwavering support, which continues to inspire our work. I remain immensely proud of the dedication of The Datai Pledge team who have continued to persevere through challenging times, united in their support of each other and our common objectives.

Together with all our partners and community members, we continue to build The Datai Pledge to provide a long-lasting contribution to the people, wildlife and paradise that surround us.



**ARNAUD GIRODON**



# Introduction



An overview of Langkawi island and  
the foundation of The Datai Pledge.

# Overview of Langkawi



**IRSHAD MOBARAK**  
*Chief Advisor, The Datai Pledge*

**Half a billion years ago, the forces of nature conspired to create one of the most beautiful group of islands in the world.**

Very few islands in the region can boast of Langkawi's geological and biological diversity. These factors had contributed to the island being declared as Southeast Asia's first UNESCO Geopark, in June 2007. The deposition of a great variety of soil substrates over 550 million years ago determined the floral distribution across the island that included the lowland rainforest, heath forest, forest on limestone, mangrove forest and littoral forest. Each flora type in turn determined the species of fauna locally.

Although regarded as a ecotourism heaven, Langkawi's precious assets are under

threat – nearly 50% of its natural heritage has been lost today, with the remaining 50% unfortunately fragmented into six smaller core ecological zones.

This loss has been the result of decades of unsustainable anthropogenic activity. We have reached a critical junction in the island's future. Island species are more vulnerable to extinction events because islands cover a smaller geographic area and hence can only support smaller population numbers. With The Datai Pledge, we are committed to creating a positive difference and making tourism a force for good.

Nature also has its way of giving us hope in unexpected ways. At the end of 2021 and into 2022, a 'mast flowering' event occurred. This happens when a large variety of tree species produce bumper crops of flowers, fruits and seeds simultaneously and on a synchronised schedule. What was so unique this time was that not only were several species exhibiting this phenomenon, but this was the greatest mast flowering I had ever witnessed in the 35 years I have been on the island. This rare natural phenomena will help us in our conservation efforts at reforestation including the establishment of a network of wildlife corridors across this island.

# Creating The Datai Pledge

**The Langkawi archipelago off Malaysia's northwest coast is made up of 99 islands, although only three including the main island are inhabited.**

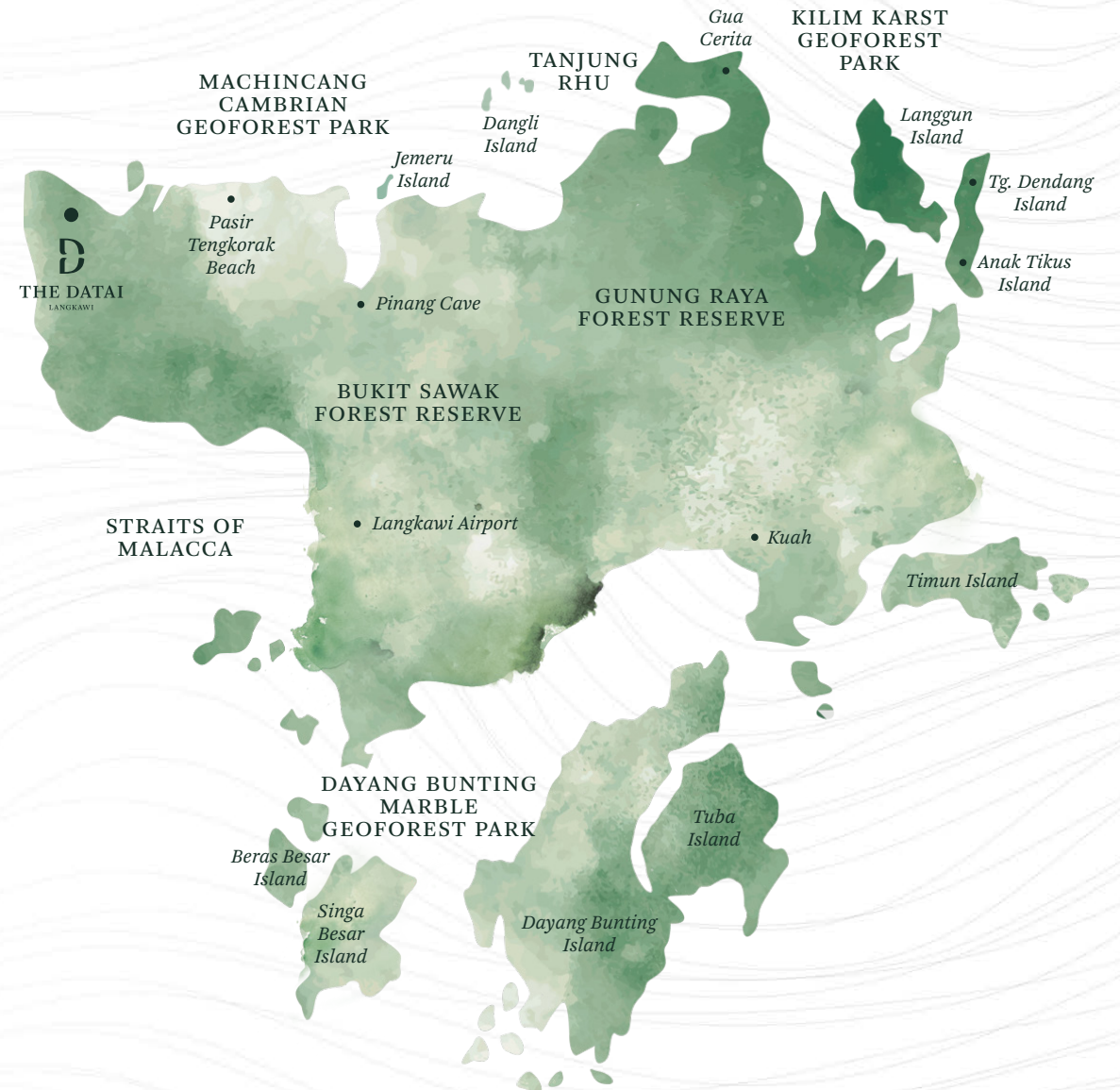
Tourism is the island's chief source of income. With more airline routes to Langkawi set to open in the mid to long-term, tourism is expected to increase, making it even more critical to protect the biodiversity and livelihoods of the community. The Datai Pledge was created on this premise.

The implementation of The Datai Pledge programme began during the resort's major renovation in 2018. Incorporating the ethos of the programme into the ambition of the renovations enabled us to incorporate sustainability and regenerative thinking in all aspects of the resort – from buildings to operations to guest experience.

Our vision for The Datai Pledge evolved from the resort's original DNA of 'people and nature in perfect harmony'.

We looked back, evaluating the sense of place and history, and explored the relationship between the environment, wildlife and people in order to determine the future. Through adopting a 'whole systems thinking' – taking into account the needs and well-being of all stakeholders – and understanding how we could continually evolve for the mutual benefit of all, we created our vision.

We commenced the programme in 2019, refining and expanding it before our soft-launch in August 2021. Although hampered by restrictions due to the global pandemic, we've made tremendous progress and are implementing ambitious plans going forward. The following pages review the progress of the 2021 programme, along with our goals for 2022.





# *Our Ambition*

The vision and mission of  
The Datai Pledge and its objectives.

# Vision & Mission

## Our vision

To integrate conservation and sustainability into the business operations, company ethos and guest experience of The Datai Langkawi and future properties, in order to protect and help regenerate the rich biodiversity and enable the local community to thrive. We aim to do this through developing a robust programme in conjunction with local NGOs, social enterprises and community partners.

## Our mission

To be an active instigator for sustainable change and regenerative travel through:

- Protecting and conserving the ecosystems of the rainforest, mangrove and sea.
- Conserving and propagating the wildlife through increasing our knowledge and implementing effective programmes.
- Empowering the local community to become passionate guardians of their own surroundings through co-creating purpose-driven education programmes, and promoting sustainable livelihoods and enterprises.
- Aiding and amplifying the work of NGOs and social enterprises who share our vision to achieve our collective goals.
- Collaborating with like-minded partners to fully utilise our combined expertise and communicate our programme.
- Instilling a culture of shared and continuous learning amongst all stakeholders.



# Objectives

**In September 2020, The Datai Pledge was established as as a Private Trust with the following objectives:**

**Environment and Wildlife:**

- To strengthen the natural beauty and unique environment of Datai Bay and Langkawi through the conservation and regeneration of fauna and flora and their habitats.

**Community:**

- To help fund relevant Malaysian and particularly Langkawi-based NGOs and social enterprises in their work to promote sustainability and conservation.
- To inspire and assist the local community in preserving the unique biodiversity of the island through the promotion of sustainable practices as a source of income and a way of life.

**Guests:**

- To actively seek guests' participation in sustainability initiatives and leverage this as part of the overall guest experience.
- To introduce innovative sustainability practices through integrating the hotel's business operations with nature conservation.

**Industry:**

- To pioneer specific sustainable and ecotourism activities in the luxury hotel industry.
- To demonstrate a commitment to sustainability, conservation and ecotourism using the ecosystems at the resort as a platform for research, training and collaboration.



# The Datai Pledge Pillars



Overview of the Pillars of The Datai Pledge, their achievements and objectives, with case studies and messages from the teams.

# Overview

**The Datai Pledge is a Private Trust dedicated to improving the well-being of the environment, wildlife and local community of Langkawi. The programme comprises four Pillars:**

## **Pure For The Future**

To act responsibly, make The Datai Langkawi's business operations more sustainable and to steward the regeneration of the environment and community. For the period of 2019-2021, our partner NGO was Sahabat Alam (SALAM) Langkawi, dedicated to environmental conservation and sustainable tourism.

## **Wildlife For The Future**

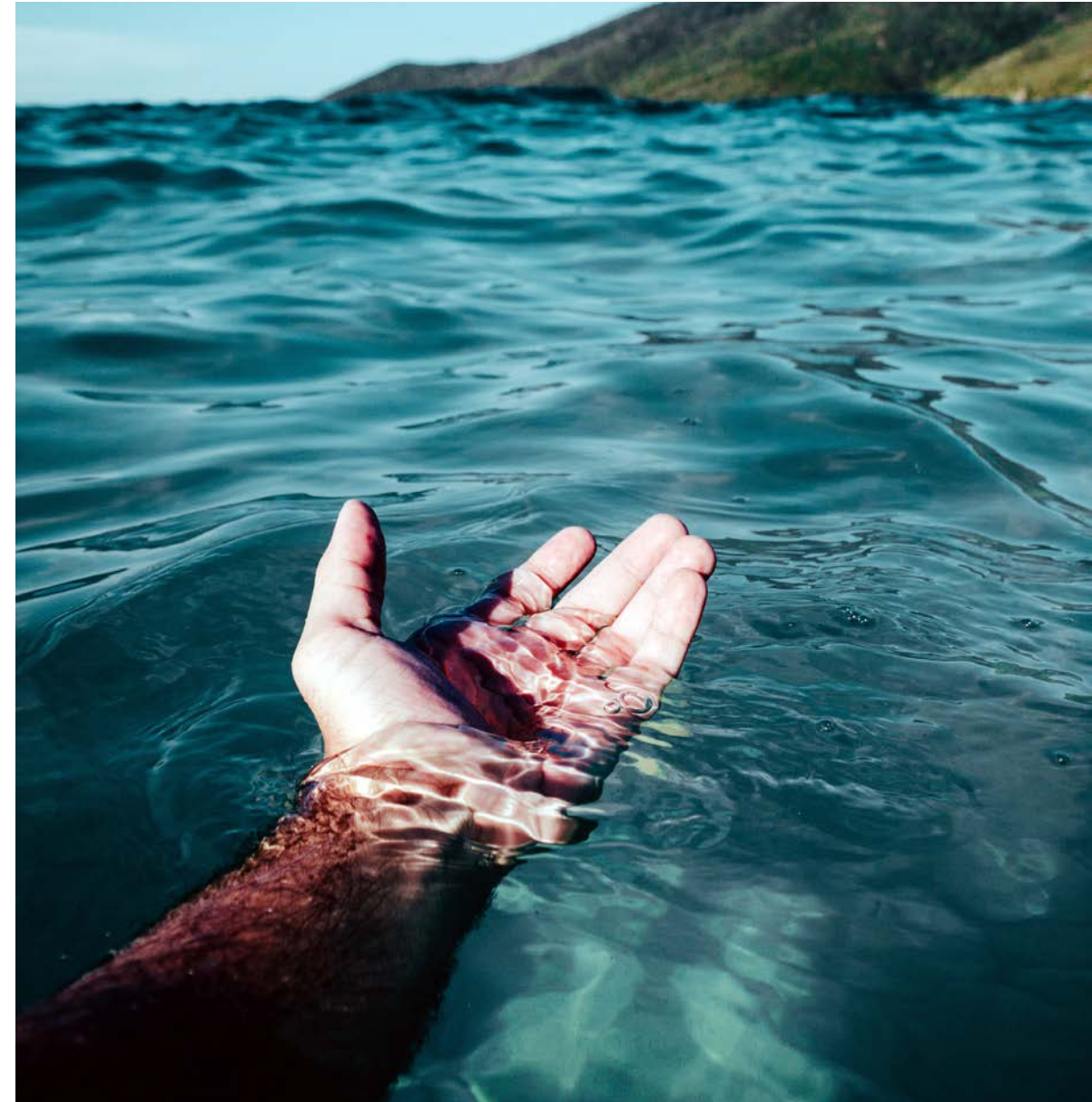
To conserve, regenerate and reconnect Langkawi's fragmented rainforests to ensure the wildlife continues to flourish. Our social enterprise partner is Gaia, dedicated to the conservation of wildlife; specialising in the welfare of hornbills and the preservation of their habitats.

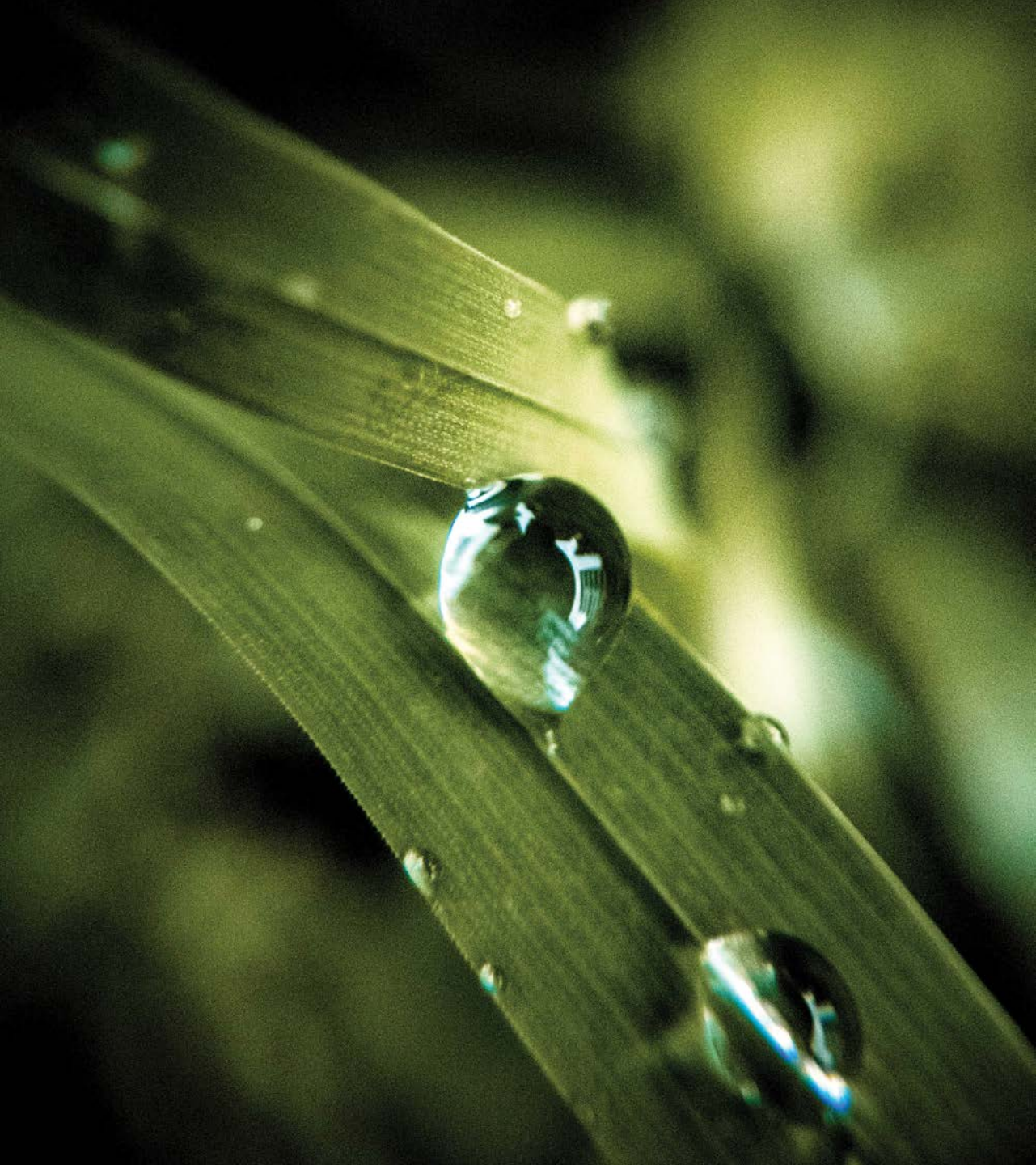
## **Fish For The Future**

To conserve and propagate the coral reefs and marine life, and promote the practice of sustainable fishing. Our NGO partner is MareCet, the only NGO in Malaysia dedicated to marine mammal conservation and the protection of their habitats, particularly the research and preservation of dolphins and porpoises.

## **Youth For The Future**

To nurture a respect and appreciation of nature amongst school children through education and action on environmental issues. Our NGO partner is Green Growth Asia Foundation (GGAF). Their aim is to champion 'green projects' that drive economic growth through education for sustainable development and social inclusivity.





*pure*

FOR THE FUTURE

# A word from



## **REMI GIROMELLA**

*Pillar Leader, Pure For The Future  
Director of Quality Control and Improvement,  
The Datai Langkawi*

“ It’s been a year of great achievements and challenges. Attaining zero-waste to the landfill for the first time in December has been one of our greatest achievements, and we are looking forward to maintaining it on a permanent basis. Implementing waste management with a circular and holistic approach has provided many new experiences, but the unpredictability caused by the pandemic has presented many difficulties, making it very hard to plan for the future.

Our collaboration with local artisans has also been fruitful – it’s truly rewarding to see so many talented individuals receiving great exposure with our guests, as well as have a very positive response to the upcycling craft projects conducted by local communities through various local NGOs. ”



## Reducing waste, conserving precious resources and replenishing ecosystems.

2020 saw a global reduction of 5.8% in CO<sub>2</sub> emissions [CO<sub>2</sub> is one of the most noxious and prevalent of the greenhouse gases, responsible for trapping heat and warming up the planet]. This was attributed to a temporary reduction in fossil fuels demand as a consequence of the global pandemic's impact on economic activity. However, global energy-related CO<sub>2</sub> emissions remained at 31.5 Gt, which contributed to CO<sub>2</sub> reaching its highest ever average annual concentration in the atmosphere – around 50% higher than when the industrial revolution began. [Sources: Global Energy Review 2021, BP Statistical Review of World Energy 2019].

In Malaysia, the chief contributors to CO<sub>2</sub> emissions are energy (electricity consumption), transportation (vehicles), and waste that ends up in landfills. [Source: Knoema, World Data Atlas 2021].

Tackling these issues on a micro-level is Pure For The Future's goal. Our objectives for 2021 were: to achieve zero-waste to the landfill; put in place measures to assess and reduce our carbon footprint; and improve the welfare of the local community, many of whom endured severe hardship as a result of the pandemic; install the Wetland Filtration System to further purify waste water; create a Bee Farm; and construct an outdoor classroom, amongst others.

In December 2021, we achieved zero-waste for the first time ever and will continue to consistently attain this level overall. This was a result of augmenting the output of our existing zero-waste facilities, combined with the purchase of The Asher, a Malaysian-made incinerator that turns plastic and solid waste into ash through thermal degradation.



One of the ways we are reducing waste is by changing the whole notion of ‘waste’ through demonstrating that it can be used to create essential items for our operations as well as works of art. For example, recycled glass from bottles is supplied to artisans such as glass blowers to create beautiful objects for sale to raise more funds for our programme. With the success of the zero-waste-to-the-landfill programme at the resort we are now looking at ways to expand sustainable operations to The Els Club Teluk Datai and the resort’s staff quarters.

A core aspect of our programme is to support and partner with the local community. We nurture sustainable businesses whose products we can then support through the resort’s supply chain. We also work with the community’s vulnerable groups, enabling them to be more resilient to unexpected changes in the economy. Our work

with the local community spans the following areas: employment in our upcycling initiatives such as glass, candle and soap production; supporting sustainable micro-businesses through the production of honey, virgin coconut oil, sustainable wood, as well as organic chicken farming and hydroponic fruit and vegetable farming; and promoting local culture and heritage through traditional craft-making activities such as batik workshops.

In 2021 we laid the groundwork to become a Carbon Neutral destination, setting up the required assessment processes beginning with partnerships with EarthCheck and Universiti Kebangsaan Malaysia (UKM). The first part of this project comprises a cross-pillar initiative in which the Carbon Stock of the surrounding rainforest is measured (the amount of carbon stored in the forest ecosystem, mainly in the living

biomass and soil). This will be a major focus for us in 2022.

In 2019, The Datai Langkawi was the first organisation in the world to be awarded the EarthCheck ECO Certification (Silver) for terrestrial tourism. A further audit was undertaken in December 2021 and certification renewed.

Given our expanded programme for 2022, we will be seeking an alternative NGO partner to collaborate with us, particularly in the area of community engagement. We are grateful for all the efforts of Sahabat Alam Langkawi, our NGO partner from 2019-2021. The announcement of our new partner will be made in the near future.





## 2021 Achievements

6 centres designed to achieve zero-waste-to-the-landfill in our operations as well as for education, with the recent addition of the Organic Wealth Centre including a station for The Asher.

**96%**

highest record of total resort waste processed (in a full month), with a monthly average of 80%.

**216 kg**

of herbs, plants and vegetables harvested at The Garden.

**146,704 kg**

of waste saved from the landfill.

**94**

concrete bricks produced from recycled glass.

**30,959**

glass bottles saved from the landfill.

**83**

drinking glasses produced from upcycled glass.

**69,115**

recyclable bottles of still water produced.

**4,009**

candles recycled.

**11.3 tonnes**

of fertiliser compost produced from food waste.

**84**

bars of soap recycled.

*All data above from January to December 2021. However, due to the worldwide pandemic, the resort was only open for 7 months of the year. All sustainability operations data on this page has been reviewed and assessed by EarthCheck.*

Reducing our carbon footprint.

**177 metric tons**

of CO<sub>2</sub> prevented from polluting the environment, by not sending waste to the landfill.



Successful community outreach programmes.

**665 kg**

of clothes, slippers and books donated to those in need, through Sahabat Alam Langkawi (SALAM).

**19**

workshops organised with local artisans on various crafts using novel sustainable methods and practices.

**4**

partnerships executed with 'green' suppliers and artisan groups to produce a variety of sustainable products.

**3**

workshops on gardening and composting held for Eco-Wira Orang Asli communities with Roots & Shoots Malaysia.

*All data above from January to December 2021. However, due to the worldwide pandemic, the resort was only open for 7 months of the year.*

*All sustainability operations data on this page has been reviewed and assessed by EarthCheck.*

## Education activities:

### 127 guests

attended sustainable workshops as well as tours around the resort.

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### 110 staff

and associates of The Datai Langkawi trained on sustainability through on-going workshops.

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### 170 kg

of waste collected in beach clean ups with guests.

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*All data above from January to December 2021. However, due to the worldwide pandemic, the resort was only open for 7 months of the year.*

*All sustainability operations data on this page has been reviewed and assessed by EarthCheck.*



# A word from



**ZAKWAN ZAMRI**

*Assistant Manager of Sustainability, The Datai Langkawi*

“ Being part of The Datai Pledge team has been a great experience. Achieving zero-waste-to-the-landfill on 11 December 2021 was the result of cooperation from staff of all departments and together, we will continue to strive to achieve this consistently this year.

For me, it is very rewarding to hear the positive feedback from our guests regarding our sustainability efforts. They are impressed with our commitment to nature and environment, and their enthusiasm for our upcycling and recycling activities makes me proud. ”



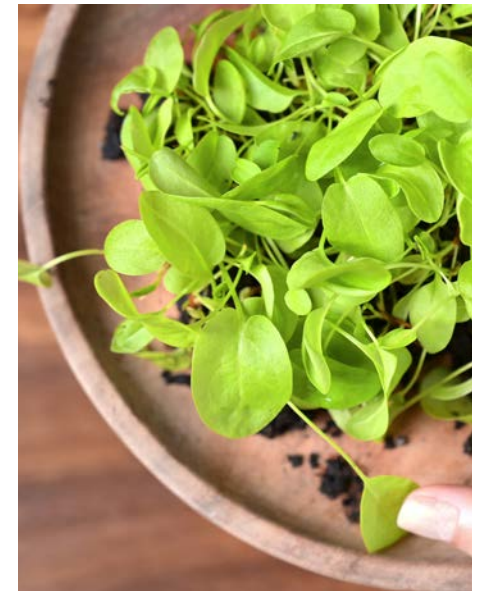
## Objectives for 2022

### Goal 1: Continue to pursue and expand zero-waste-to-landfill operations.

Objectives	Plan
Expand our waste management programme to other locations.	Integrate The Els Club Teluk Datai and D' Rimba Residence (staff quarters) into the zero-waste project.
Return more food waste to nature and increase the volume of food production by introducing more circular agricultural systems.	Initiate Monoculture Garden crop activity upon finalisation of plans. Crops are focused on one type of herb/plant to increase their volume for use by The Datai kitchens. Crops cultivated include Misai Kuching, Holy Basil, Thai Basil, lemongrass, and turmeric.
Continue to strive to achieve zero-waste-to-landfill through increasing upcycling and self-sustaining activities at The Lab and with artisans.	Increase in-house production of the following: <ul style="list-style-type: none"><li>- Soap (including organic cold-pressed honey and propolis variations)</li><li>- Organic Insect Repellent</li><li>- Honey Water</li><li>- Candles (through collaboration with Kanshalife)</li></ul>

## Goal 2: Strengthen community relationships

Objectives	Plan
Develop Langkawi's first sustainable community hub, the 'Eco Living Hub' with Kanshalife, a local social enterprise partner.	<ul style="list-style-type: none"><li>- Establish collaboration with Kanshalife and assist in raising funds.</li><li>- Galvanise local community involvement.</li></ul>
Strengthen collaborations with local artisans through partnerships with Kanshalife, Langkawi Craft Complex and others.	<ul style="list-style-type: none"><li>- Increase frequency of workshops and visits by local artisans and beneficiaries at The Datai Langkawi.</li><li>- Increase our recycling and upcycling programmes with beneficiaries as well as local artisans.</li></ul>
Initiate other sustainable community projects.	Glean learnings from working with virgin coconut oil producers and organic chicken farmers in Langkawi, to assist and support more projects.



## Goal 4: Reduce our carbon footprint/energy consumption

### Objectives

Effectively measure the carbon footprint of Teluk Datai and commence the process to become a Carbon Neutral destination.

Reduce carbon footprint and energy consumption of neighbouring Khazanah property, The Els Club Teluk Datai golf club

### Plan

- Carbon emissions Scope 1 and 2 calculated yearly by an accredited third-party organisation such as EarthCheck.
- Expand this initiative with the calculation of carbon emissions for 2022 at The Els Club Teluk Datai golf club and D'Limba Residence (The Datai Langkawi's accommodation for staff) in 2023.
- Target 'net zero carbon' for Teluk Datai in 2024.
- Carbon inventory/stock progressing with the appointment of Universiti Kebangsaan Malaysia (UKM) scientists.
- To obtain third party accreditation on Carbon Footprint Management (CFM).
- Trial the use of solar panels in golf buggies.
- Treat waste responsibly as done at the resort





## Goal 5: Education on sustainability

### Objectives

Guests: introduce more education programmes to raise awareness of the importance of sustainability.

### Plan

- Increase the number of upcycling and recycling workshops as well as talks on sustainability
- Increase the number of sustainability workshops with visiting artisans.
- Introduce natural farming educational activities.
- Introduce talks with Kanshalife on their work on sustainable tourism and environmental conservation on the island.



# Our NGO Partner (2019 - 2021)



Sahabat Alam Langkawi (SALAM) are dedicated to environmental conservation and sustainable tourism in the island to mutually benefit all stakeholders – locals, industry players and guests.

Our partnership from 2019-2021 enabled us to reach the community and co-create sustainable projects.

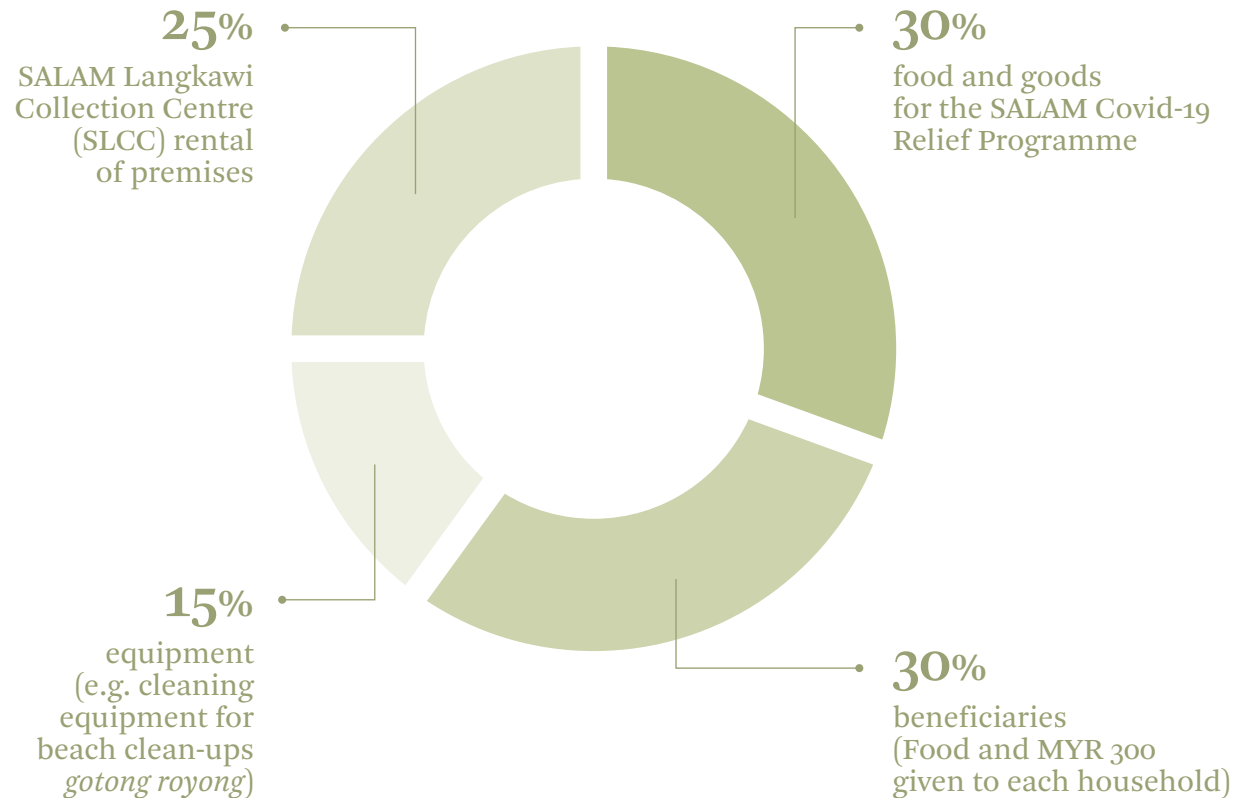
During the pandemic we contributed to SALAM's Covid-19 Relief Programme, helping those in need through food and financial aid. Many of these beneficiaries had been working in tourism and lost their jobs as a result of the closure of local and

international borders.

SALAM's recent achievements in partnership with the Pillar team include the following:

- Undertaking beach and underwater clean ups around Langkawi.
- Providing employment to beneficiaries through upcycling slippers, fabrics and candles from the resort.
- Donating 665 kg of clothes, slippers and books to those in need.
- Working with the resort to organise workshops with local artisans on craft and sustainable practices.

## How The Datai Pledge funds supported SALAM's activities



# A word from



**SAYYIDAH JAHIZAH BT HASSIM**  
*Former Co-founder, Sahabat Alam Langkawi*



“ The Datai Pledge has helped us support our beneficiaries in many ways including employment opportunities and aid during our Covid-19 Relief Programme. Our upcycling programme enabled us to become a trading partner by receiving materials and then selling back the upcycled goods created to the resort. The Datai Pledge is also contributing through helping to introduce more sustainable programmes at Kanshalife Space, a community hub and educational centre. ”

# Case Study

## In Pursuit of Zero-Waste-to-the-Landfill

Our journey to achieving zero-waste-to-the-landfill began in 2018 during the resort's major renovations. After a thorough assessment on waste across all aspects of our operations, we designed a programme to reduce, recycle or upcycle waste, effectively creating a circular economy.

As part of our zero-tolerance approach to plastic bottles, we created our in-house Bottling Plant. Here, water is purified using a reverse osmosis system and then bottled in glass bottles. We also created the Sorting Centre, the first step in the zero-waste-to-the-landfill process, to separate wet and dry waste, and to compact food waste. Plastic and glass waste are taken to The Recycling Centre where the plastic is shredded and glass crushed.

The resulting materials are used to make concrete slabs for the resort's garden and back of house areas. Used and cleaned glass bottles are donated to inhabitants of Langkawi to construct their homes creatively, as well as offset their construction cost, while crushed and whole glass is supplied to various artisans to produce beautiful products for sale at the The Boutique and The Lab at the resort, thus supporting many sustainable enterprises.

Additionally, over 9,000 glass bottles and 280kg of recycled plastic were used to construct The Lab, a centre for guest education, and recycling and upcycling activities.

A key facility of our sustainable operations is The Garden.

This comprises: the Worm Composting Farm, to break down the compacted food waste into compost; the Permaculture Garden, where the resultant compost is used to grow herbs, spices and fruits for the resort and staff; the Wetland Filtration System, to further purify wastewater from guest rooms.

These activities enabled us to reach 93% of waste to the landfill with a monthly average of 80% in 2021. In 2021 we completed the Organic Wealth Centre, moving our Hot Composting facility here, together with a woodchipper and the newly purchased machinery called The Asher – a Malaysian-made waste management machine that reduces almost all waste (except metal and glass) into ash for composting.



# A word from



**TAKA**

*Screen-print artist, Langkawi*

“Working with Sahabat Alam Langkawi and Kanshalife has taught me many things, including the possibilities of upcycling fabric into new products. I have learnt how to help my family by earning an extra income, whilst also protecting our beautiful natural environment.”



fish 

FOR THE FUTURE

*In partnership with*



# A word from



## **NAJWA RADZWAN**

*Pillar Leader, Fish For The Future*

*Marine Biologist and Assistant Nature Centre Manager,*

*The Datai Langkawi*

“ 2021 was a tough year for us due to the pandemic and movement control orders, which caused many pauses and challenges in pushing ahead with our programmes. However, with dedication, passion and perseverance, we managed to achieve our goals. The collaboration with Universiti Kebangsaan Malaysia to conduct a marine survey in our bay was definitely one of the main highlights, as it kick-started many projects in 2022, including rehabilitating our coastline to make it more turtle-friendly. We have many planned projects in 2022 and we are looking forward to executing them together with MareCet, our NGO partner. ”



## Coral regeneration, marine life propagation and promoting sustainable fishing to the community.

Coral reefs are the most diverse marine ecosystems on earth, providing a habitat for a third of all marine species as well as a source of food and jobs for coastal communities. An inventory of coral reefs in Langkawi and our own recent study indicated that the coastal reefs around Langkawi are highly disturbed by a sedimentation outflow from development and other anthropogenic activities on land. Excessive sedimentation not only endangers corals but other living organisms which sustain the fish, thereby impacting the supply for commercial fishing.

*[Source: Rogers. C.S 1990, Dr Wee. H.B. 2021]*

Our programme aims to conserve and propagate coral reefs including the marine life which these reefs support. In 2021 our core activities to achieve this comprised the following:

- The Coral Reef Study. In December 2021, we conducted a coral mapping survey with Dr Wee Hin Boo from Universiti Kebangsaan Malaysia (UKM). Entitled 'Assessing the ecological integration of Artificial Reefs (ARs) into adjacent low visibility coral reefs of the Datai Bay, Langkawi', the aim was to better understand the distribution and health of the coral reef and fish in the Datai Bay area and create a baseline reference for further studies every 6 months.
- Maintenance of the Artificial Reefs. Artificial reefs provide a safe haven for fish to feed and populate, as well as a settlement site for coral larvae and rehabilitated corals from our Coral Nursery. Of the 5 Artificial Reefs inserted into Datai Bay



in 2019, 2 of these were damaged due to anthropogenic activities. To improve the Artificial Reef's performance, Irshad Mobarak and The Nature Centre team at The Datai Langkawi designed a bespoke prototype. Additionally, another Artificial Reef designed and donated by Irshad Mobarak was also installed.

- Enhancing the Coral Nursery. Vulnerable corals picked up by staff and guests are rehabilitated in the nursery before being replanted back into a natural reef or in one of our artificial reefs. We have further enhanced the natural environment in the Coral Nursery through the cultivation of brine shrimp in the aquarium, which will be used to feed the coral. Regular surveys in Datai Bay have indicated an increase of fish such as groupers and snappers, along with flourishing corals.
- Regaining Datai Bay as a turtle-nesting beach. *[Please see Case Study for more information].*

Additionally, we are also working with The Els Club Teluk Datai golf club to understand and reduce the impact of the course maintenance systems on marine life at Datai Bay.

We have further extended our partnership with the Department of Fisheries Malaysia (DoF) through the sharing of our studies, which will help contribute to our ultimate objective of making Datai Bay a Marine Protected Area (MPA). MPAs are coastal zones with different legislation to manage, conserve and preserve marine natural resources and biodiversity.

Our NGO partner is MareCet, dedicated to marine mammal conservation. We are continuing to fund MareCet's long-running conservation project on Indo-Pacific Humpback Dolphins, Indo-Pacific Finless Porpoises, as well as newer projects within Langkawi islands. Our partnership has enabled guests to join MareCet's study trips and observe dolphins.





# 2021 Achievements

Since launch we have achieved the following:

## 5 additional Artificial Reefs

created and deployed by the Department of Fisheries Malaysia at Datai Bay.

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## 1 new Artificial Reef Prototype

designed in-house by Irshad Mobarak to improve the performance of the Artificial Reefs.

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## First Coral Reef Study

with Universiti Kebangsaan Malaysia (UKM) completed.

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## 25

guests participated in marine conservation activities.

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## First turtle landing

noted in Datai Bay, after an absence of over 10 years.

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## 4

guest and staff education talks conducted on conservation of marine life, corals and dolphins.

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*Data from January to December 2021*

# A word from



**MUKHRIS MAHADZIR**

*Marine Biologist, The Datai Langkawi*

“ For countless generations the oceans have been the source of livelihood for many civilisations around the world, and it is a travesty that they are not being looked after as they should. Fish For The Future aims to preserve the health of the oceans. Our programme takes into account the ocean’s interconnectedness with other surrounding ecosystems, and the impact that each makes on the other, specifically humans on the marine environment and wildlife. With all our efforts and initiatives, we hope that future generations will be able to reap the benefits of all that has been sown. ”



## Objectives for 2022

### Goal 1: Strengthen our coral regeneration initiative.

#### Objectives

Continuously monitor the coral reefs (including the rehabilitated coral) and marine life to improve our methods of reef restoration.

Compare the growth of corals in our Coral Nursery tank with our in-situ Coral Nursery in the natural environment and glean any learnings.

#### Plan

- Implement further coral studies throughout the year.
- Construct and test the recently designed prototype to improve the Artificial Reef's performance.

- Expand the area of our natural in-situ Coral Nursery located in Datai Bay.
- Create a study and methodology in order to improve our coral regeneration work in-situ as well as ex-situ.

## Goal 2: Introduce new programmes to benefit the marine life - Turtle & Marine Conservation Projects

### Objectives

Fully implement and optimise the Turtle Conservation project by December 2022 - to encourage sea turtles to return to nest at the beach in Datai Bay.

Work with The Els Club Teluk Datai to reduce the impact of the golf course maintenance on marine life. This is caused by eutrophication i.e. nitrates increasing the level of algae in the water, thus reducing the amount of food for the fish.

### Plan

Create the right environment and conditions at Datai Bay for sea turtles by:

- Introducing more coastal plants on Datai Bay's coastline.
- Creating and testing the efficiency of the turtle hatchery planned for installation.
- Reducing bright lights and installing more turtle-friendly lighting on the beach.

Identify and adjust the golf course maintenance operations to reduce the level of nitrogen and phosphorus released into the ocean.



### Goal 3: Educate guests on marine life conservation.

#### Objectives

Develop a diving centre to undertake coral restoration activities with guests. This will involve transplanting healthy coral fragments rehabilitated in our Coral Nursery back into the reef.

Raise guest awareness, funding and participation of MareCet's conservation work.

#### Plan

Increase the number of Dive Masters in The Nature Centre and implement the necessary preparations to create a diving centre.

- Increase frequency of MareCet's visits and continue guest activities such as 'A Day Out with Dolphin Researchers' and 'Marine Mammal Lab'
- Raise further funds through launching the 'Adopt a Dolphin' programme for selected identified dolphins in the Langkawi archipelago.



**Goal 4: Further engagement with our core partners  
– MareCet and Malaysian Department of Fisheries  
(DoF).**

Objectives	Plan
<p>Support the work of pillar partner MareCet:</p> <ul style="list-style-type: none"><li>- Continue to support MareCet's Langkawi Dolphin Research project.</li><li>- Together with MareCet, raise awareness and action on marine conservation issues amongst the wider island community.</li></ul>	<p>Contribute to the project via funding.</p> <ul style="list-style-type: none"><li>- Launch additional projects to support this initiative.</li></ul>
<p>Secure Datai Bay as a Marine Protected Area (a longterm project with a 5–10 year timeline).</p>	<p>Strengthen our partnership with the DoF through shared learnings from our ongoing research and activities.</p>



# A word from



**DR LOUISA PONNAMPALAM**  
*Executive Director and Co-founder, MareCet*

“2021 was undoubtedly a tough one for MareCet, as it was for many people and organisations. Celebrating our 10th anniversary in 2022 was made possible thanks to the support of our partners. It has been an honour to be a NGO partner of The Datai Pledge, and we’re looking forward to the many exciting and impactful activities that we’ve planned for 2022. Together, we are stronger, and together, we can help make positive changes for our marine environment. Let us be fearless and relentless in protecting our marine treasures and our unseen lifeline, the sea, starting with the waters of the Langkawi archipelago that we so cherish.”



# Our NGO Partner



MareCet is dedicated to marine mammal conservation and protection of their habitats through community awareness and education, conservation action, and policy advocacy on a government level.

In addition to our partner activities, outlined in the previous section, we also assist MareCet with funding for their flagship initiative, the Langkawi Dolphin Research, on Indo-Pacific Humpback Dolphins and Finless Porpoises. The project investigates the distribution, abundance, ranging patterns, social structure, behaviours and acoustic ecology of these marine mammals, as well as their interactions with humans. This 13-year ongoing study also involves working with local fishers and the wider community to promote

sustainable fishing as well as a greater awareness of marine ecosystems.

We also fund MareCet's more recent WHALE Project, researching the ecology of Bryde's whales in the offshore waters of Langkawi, as well as the development of their marine education project: Sea, Science and Schools.

MareCet's highlights of 2022 include:

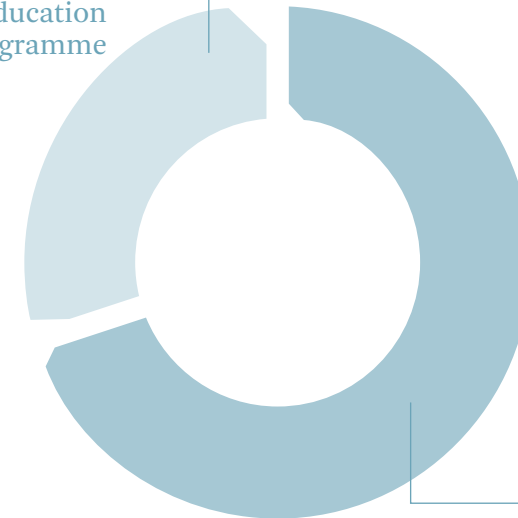
- A nationwide travelling exhibition educating the public on whales 'Whales On-The-Wheels'.
- Ongoing work on their flagship Langkawi Dolphin Research Project and the Bryde's WHALE Project.

- A boating code-of-conduct around marine wildlife for Langkawi's boat operators, in consultation with industry players, local stakeholders and management agencies.
- A children's book, authored by Dr Ponnampalam and illustrated by local artist Celine Tay.
- Ongoing IKI (International Climate Initiative) Seagrass Ecosystem Services Project in Mersing, Pulau Sibul and Pulau Tinggi, in Johor.

## How The Datai Pledge funds support MareCet

**20% of the funds spent**

on Sea, Science and Schools marine education programme



**80% of the funds spent**

on MareCet's WHALE Project, researching the ecology of Bryde's Whales in the offshore waters of Langkawi

## MareCet's achievements in 2021 include the following:

- 11 international and local webinars and lectures delivered, and hosted 6 talks by 6 international marine mammal researchers in MareCet's 'Marine Mammals Around the World from Home' Lecture Series.
- 3 features in international media platforms and 2 features in local news/media platforms.
- 10 virtual tours to schools, children's care homes, regional colleagues and other groups hosted.
- 9,616 audience reached and engaged through various virtual events.
- 6 scientific papers in international peer-reviewed scientific journals published.
- 1 blog site in English and Mandarin 'Flukes for Thought' launched, with a total of 5 blog articles to date.
- 1 community-centred nature gazebo constructed in Langkawi for children.
- 1 educational activity book for children in English and Bahasa Malaysia entitled 'Fintastic Marine Mammals and Where to Find Them?' published.
- 2 years funding awarded for research and conservation efforts by Yayasan Sime Darby.
- MareCet via Dr Louisa Ponnampalam appointed as a member of the Langkawi UNESCO Global Geopark Working Group for the 2021 to 2023 term.
- 1 animated video co-created with students of Taylor's University in Selangor, in English and Bahasa Malaysia on the subject matter of 'Marine Mammal Stranding Response'.



# Case Study

## Making Datai Bay a turtle-friendly beach

There are four species of sea turtles found in Malaysia: Hawksbill Turtle, Olive Ridley Turtle, Green Turtle, and Leatherback Turtle. However, turtle sightings in Langkawi are infrequent, and their survival is threatened by ghost nets, marine predators, boat propellers as well as plastic, which is mistaken by turtles as food. Their population numbers are also threatened by human consumption of their eggs and meat.

Datai Bay was once a site for turtles to nest (the last sighting prior to the year 2021 was in the late '90s). In the last year we have been working hard to regain the bay as a turtle-friendly beach by creating the right conditions.

Our efforts have included the following:

- Reducing the artificial lighting on the beach at night and installing turtle-friendly lighting. We have been working with Saujana Private Villas, the neighbouring property on Datai Bay to create the optimum lighting conditions throughout the bay.
- Planting trees such as Beach Naupaka (*scaevola taccada*), under which turtles prefer to dig their nests. The trees serve to protect the eggs.
- Creating an ex-situ hatchery in Datai Bay. The hatchery will be placed above ground

to prevent the eggs from being consumed by monitor lizards. Eggs will be incubated here for a period of 60 days and closely monitored.

In December 2021, a turtle landing was noted in Datai Bay. The absence of any electronic tagging on the flippers of this female Hawksbill Turtle indicated a high probability that she had been born in Datai Bay and was returning here to nest. Whilst the turtle did not survive, she did lay a cluster of eggs which encouraged our efforts to make the bay a turtle-friendly beach.



## A word from



**FADHIL IZZUDDIN**

*Co-Founder, Rimbun Dahan Turtle Hatchery*

“The sand at Datai Bay is suitable for building a hatchery. There is a high possibility that turtles will return to Datai Bay due to its location close to the wide-open seas and its private and less populous nature. The efforts that are being made by The Datai Langkawi will increase the likelihood of turtles returning to the bay to nest again.”



  
*wildlife*  
FOR THE FUTURE

*In partnership with*



# A word from



## **MUHAMMAD FIRDAUS DEV ABDULLAH**

*Pillar Leader, Wildlife For The Future*

*The Nature Centre Manager and Naturalist, The Datai Langkawi*

“ Although the year 2021 saw more pandemic-related disruptions, the dedication and perseverance shown by the resort and The Datai Pledge teams have galvanised us all. Important progress was made on our key conservation and regeneration projects. They include: the planning of a world-first, trans-island corridor – a wildlife protection and reforestation project; the expansion of our flourishing Native Tree Nursery; and the initiation of projects to conserve selected endangered species, part of which involves improving the welfare of a large number of stray dogs and cats, which would otherwise endanger many native species on the island. The Wildlife For The Future and Pure For The Future teams and Universiti Kebangsaan Malaysia (UKM) are also in the process of conducting a carbon stock assessment, as part of our overall ambition to become carbon neutral.”



## Reconnecting fragmented forests, reforestation, restoration of habitats, wildlife protection, education and community outreach.

Langkawi is celebrated for its rich biodiversity – its varied landscapes alone play host to over 500 species of butterflies and 260 species of birds, amongst an abundance of other wildlife. The vast majority of the island's terrestrial species live in the rainforest; consistent with the estimated global figure of 80% of terrestrial species living in forests. Unsurprisingly, the biggest extinction threat to these species has been identified as deforestation.

Between 2002 to 2020, Langkawi lost 320ha of humid primary forest, making up 13% of its total tree cover loss in the same time period. Total tree cover loss includes humid primary forest, dry and non-tropical primary forest, secondary forest and plantations. [Source: Global Forest Watch]. Over the years, deforestation has resulted in

the island's remaining forests becoming fragmented into 6 core zones. Consequently, the wildlife has been confined to smaller areas, which in turn has increased the incidence of inbreeding and food insecurity.

The Wildlife For The Future programme aims to protect, restore and regenerate the island's natural heritage using a holistic approach. Our focus for 2021 included:

- Development of our Native Tree Nursery. Approximately 4,000 seedlings were collected by our in-house botanist, including species of the critically endangered genera *Garcinia* and *Dipterocarp*. The seeds were then germinated in our nursery, requiring maintenance and care for roughly 2 years. Here, they

have a 60% chance of survival (cf. to 40% in the wild). We also implemented a major study of the trees and plants in Datai Bay.

- Creation of Corridor for Life. The planning of the first trans-island wildlife corridor, a wildlife protection and reforestation project, was completed by Ben Galea, a Universiti Sains Malaysia (USM) doctorate researcher in partnership with the Malaysian Primatological Society. Another aspect of this project is to reduce roadkill through the placement of road signage in strategic areas.
- Continuous education on animal behaviour and their habitats. The placement of camera traps and review of resulting footage enable us to develop effective conservation programmes. In 2021 guests participated in this initiative through the activity 'Be A Naturalist'. Sightings included a brushtail porcupine, observed for the first time in many years in Teluk Datai.
- Endangered species protection. Information gathering exercises

were undertaken to initiate our conservation projects on flora, specifically the *Cycas clivicola* cycad and *Maxburretia gracilis* palm species; and fauna, specifically the Greater Mousedeer and the Malay Great Argus species. Understanding more about these species' behaviour patterns will enable us to develop effective programmes to increase their population.

- Community outreach programmes. We partnered with Langkawi Municipal Council (MPL) on the humane management programme of stray dogs and cats. We are also working with Global Peace Foundation to assist the Orang Asli community by developing an agroforestry education project in mainland Malaysia.

Our NGO partner is Gaia, a social enterprise dedicated to wildlife conservation in Malaysia. Gaia's current focus is the conservation of hornbills,

a genera that is increasingly under threat because of deforestation and poaching. To encourage more hornbills to nest in the Teluk Datai area and increase their population, we aim to install more nesting boxes and create more natural habitats in partnership with Gaia.

Our key focus for 2022 is to strengthen relationships with our existing partners and forge new partnerships. A major project is to measure our Carbon Stock as part of our ambition to achieve Carbon Neutral status, a collaboration with the Pure For The Future team and Universiti Kebangsaan Malaysia (UKM).







# 2021 Achievements

## Since launch we have achieved the following:

**Over 4,361**

seeds collected for the Native Tree Nursery, with about 60% germination rate.

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**85**

vascular floral species identified in a tree study of Datai Bay: 3 critically endangered; 17 vulnerable to being endangered from the IUCN Red List.

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**1,000**

trees out of the 5,000 pledged trees received by the Forestry Department Peninsular Malaysia for replanting purposes.

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**MYR 6,500**

donated by The Datai Langkawi staff to help create a dog shelter.

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**320**

trees replanted in the resort's grounds.

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*All data above from January to December 2021*

# A word from



**MAY YIN FONG (AMY)**  
*Naturalist, The Datai Langkawi*

“ Nature is amazing. All we need to do is to look closer. What inspires me as a naturalist and conservationist, is the beauty of the planet and what I can do to help the species around us to flourish for future generations. I believe that humans and nature are interdependent. If we take care of nature, nature will take care of us. ”



# Objectives for 2022

## Goal 1: Strengthen current initiatives to benefit the rainforest and wildlife.

Objectives	Plan
Reduce the number of wildlife killed on the roads in Langkawi each year.	<ul style="list-style-type: none"><li>- Continuously monitor roadkill areas in Langkawi.</li><li>- Place more signages in identified high-risk areas, upon approval from local authorities.</li></ul>
Expand the activities of our Native Tree Nursery.	<ul style="list-style-type: none"><li>- Increase seed collection and maintain the 2,700 seeds germinated from the 4,000 seeds collected in 2021, for tree adoption and reforestation programmes.</li><li>- Further expand the area of the Native Tree Nursery.</li></ul>

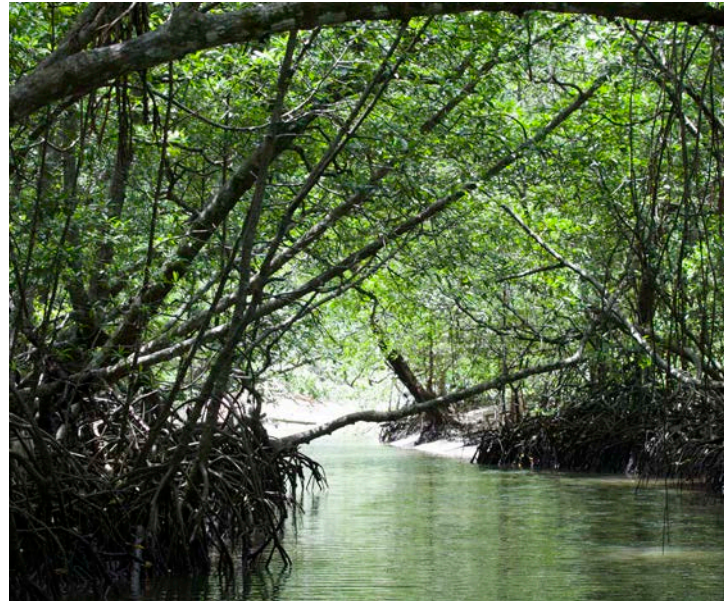
## Goal 2: Introduce new initiatives to benefit the rainforest and wildlife.

Objectives	Plan	Objectives	Plan
<p>Implement the Corridor for Life project, linking fragmented forest areas from the east to the west of Langkawi by 2024.</p>	<ul style="list-style-type: none"> <li>- Project permission obtained from Forestry Department of Langkawi. Awaiting approvals from Forestry Department of Kedah and Langkawi Development Authority (LADA).</li> <li>- Source for project funding.</li> </ul>	<p>Implement captive breeding programmes for endangered species on the island, such as the Greater Mousedeer and Malay Great Argus by 2024.</p>	<p>Partnered with Perhilitan (Department of Wildlife and National Parks of Peninsular Malaysia) who are now handling the programme application.</p>
<p>Address the issue of stray dogs and cats, which are potential transmitters of diseases and also endanger the population of mousedeer, pangolin, shrews, blind shrews as well as the porcupines.</p>	<ul style="list-style-type: none"> <li>- Continue supporting the recently constructed dog shelter by the Municipal Council of Langkawi and the Department of Veterinary Services.</li> <li>- Implement the spaying programme for 8-10 dogs over 5 days. This will be assessed and repeated.</li> </ul>	<p>Work with Pure For The Future to conduct the Carbon Stock inventory in Teluk Datai as part of our goal to reach Carbon Neutral status by December 2022.</p>	<ul style="list-style-type: none"> <li>- Conduct the forest carbon inventory within the designated project area.</li> <li>- Determine the total Carbon Stock in all types of forests within the project area.</li> <li>- Estimate the amount of carbon dioxide (CO<sub>2</sub>) sequestered by all forests within the project area.</li> </ul>



### Goal 3: Introduce new guest and community initiatives on wildlife education and conservation.

Objectives	Plan
Increase and introduce more wildlife conservation talks and activities with guests e.g. 'Be a Naturalist', 'Adopt a Tree' and 'Adopt A Nesting Box'.	Leverage these activities to raise further funds for the programme.
Amplify Gaia's conservation work with guests and the general public.	Plan a series of curated talks and activities such as hornbill watching during Gaia's visits to the resort.
Work with Pure For The Future and Fish For The Future to educate local school children and the wider community.	Launch the following programmes: <ul style="list-style-type: none"><li>- Talks on turtle conservation</li><li>- Mangrove replanting</li><li>- Earth Day and World Environment Day celebrations at schools.</li></ul>



## Goal 4: Further engagement with our partners, the Forestry Department Peninsular Malaysia and Gaia.

### Objectives

Maintain partnership with the Department of Forestry Peninsular Malaysia in the 'Pengahijauan Malaysia' reforestation programme. 5,000 trees to be received by 2025 as part of nationwide programme.

Continue to support Gaia's work through funding, and participation in habitat creation for hornbills.

### Plan

- Work together to identify ideal locations to plant these trees.
- Continue to enlist guest and community support to assist with tree planting.
- Identify and monitor active hornbill nests.
- Identify potential natural tree cavities that can serve as hornbill nests and renovate them as needed.
- Create and deploy more artificial hornbill nests.

## Goal 5: Assist local NGOs to support the indigenous *orang asli* communities.

### Objectives

Collaborate with Global Peace Foundation through the setting up of an agro-forestry education centre to train *orang asli* communities on sustainable farming with a seedling nursery, farm plots and a food forest.

### Plan

- Land has been secured. Assisting in obtaining funding for implementation.



# A word from



**DR RAVINDER KAUR**  
*Co-founder, Gaia*

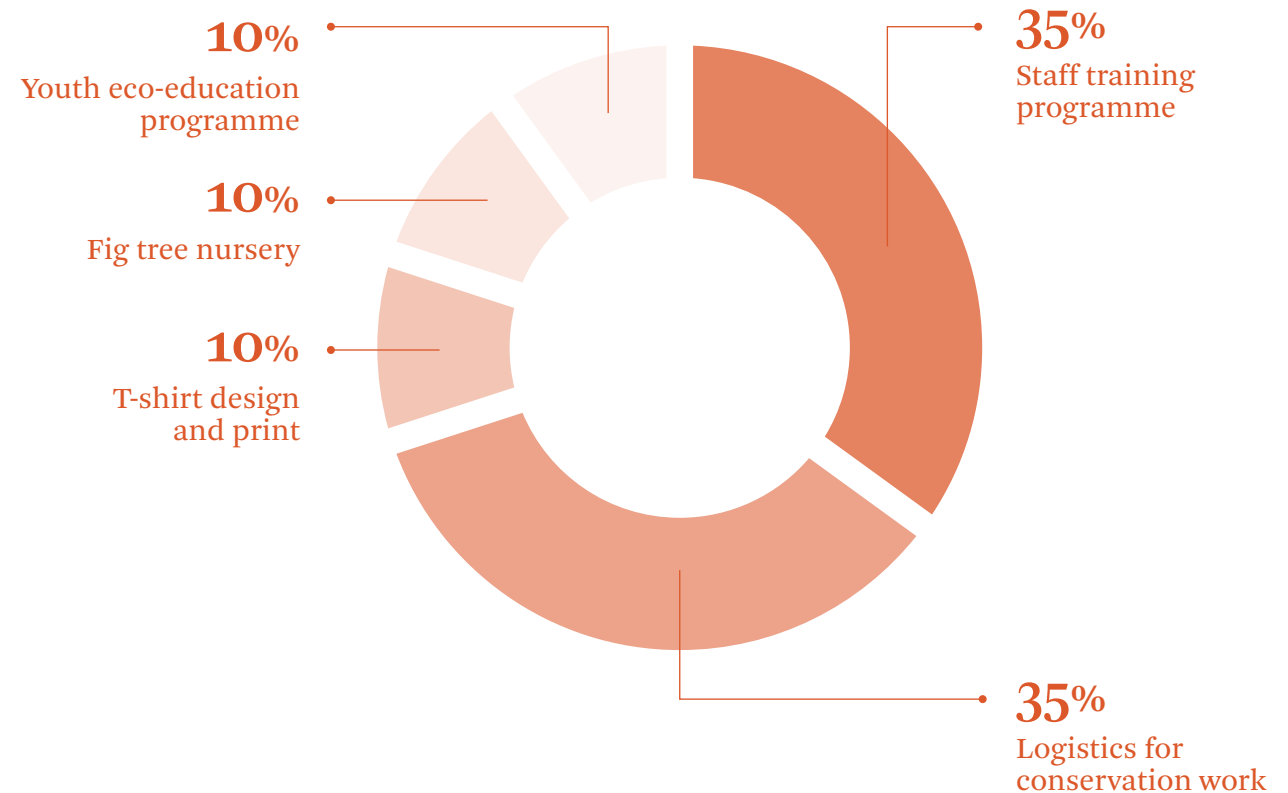
“ Conservation is a marathon, not a sprint.  
It takes a lot of time and effort in the planning  
and execution of the work to get real impactful work done. ”

# Our NGO Partner



Gaia is a social enterprise dedicated to wildlife conservation in Malaysia. Their focus is on research and conservation to help the endangered hornbills, many species of which are increasingly under threat. In addition to our work with Gaia on hornbill habitat creation, we are also assisting them with funding on specific projects. This includes the production of education and fundraising material for community outreach programmes to schools, as well as the development of a fig tree nursery to grow the preferred food plants of hornbills.

## How The Datai Pledge funds support Gaia's activities





## Gaia's achievements include the following:

- 5 new hornbill nests were discovered, including these: Rhinoceros Hornbill (on 25 May 2021), Helmeted Hornbill (on 30 November 2021), Oriental-Pied Hornbill (on 30 December 2021).
- Fig training was successfully completed at Tabin Wildlife Reserve, Sabah.
- Fig nursery was established in Sukau Village, Tawau, Sabah.
- Rare fig species were discovered in Kinabatangan: *ficus lawesii* and *ficus sumatranas*.
- 5 natural tree cavities were restored; with one subsequently visited and used by an Oriental-Pied Hornbill, and another tree cavity frequented by a pair of Black Hornbills.
- Sanjitpaal Singh (award-winning photographer and co-founder of Gaia) was invited to present at the online event 'World Primate Day Virtual Campfire' organised by Malaysian Primatological Society, to celebrate primates in Malaysia and Southeast Asia. This was attended by 170 people with over 1,400 views on Zoom and Facebook.
- Dr Ravinder Kaur (co-founder of Gaia) was the invited speaker for IUCN Hornbill Species Specialist Group, 'Achieving more through collaboration in Kenyir and Kinabatangan'.



# Case Study

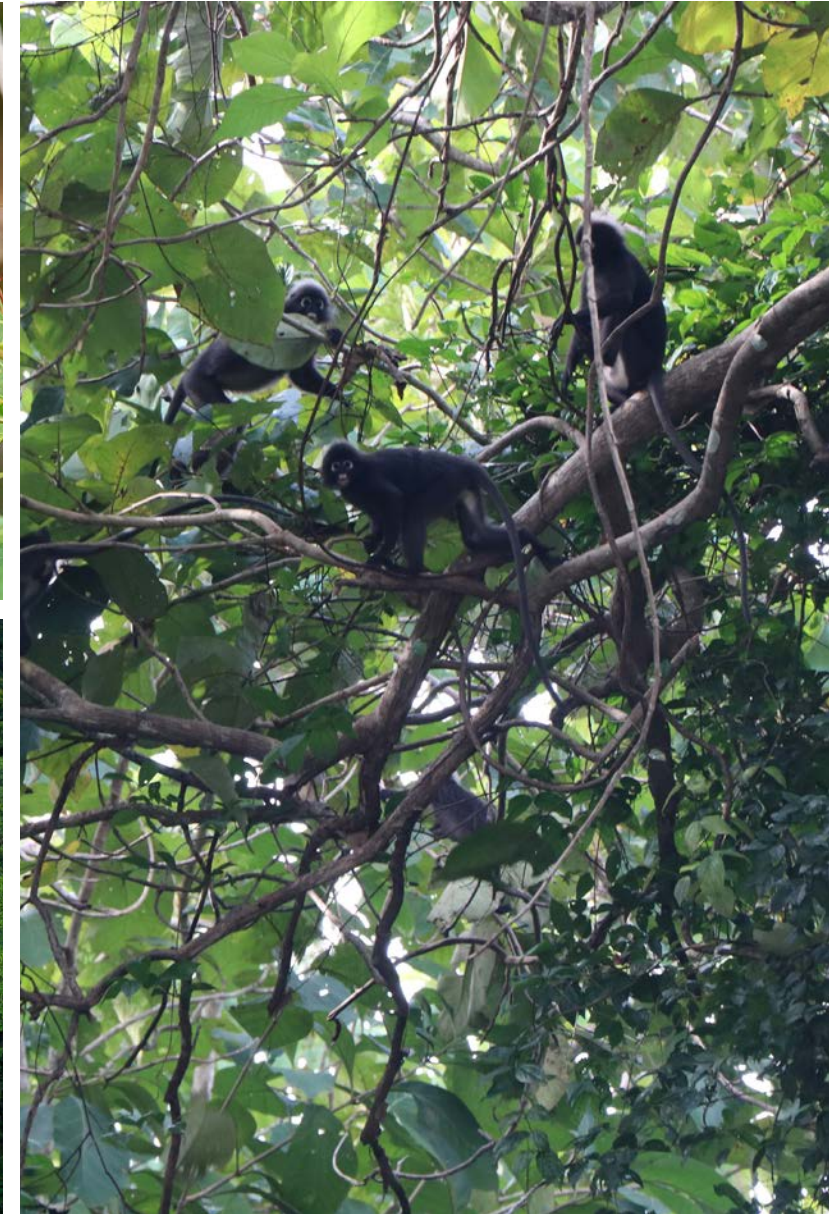
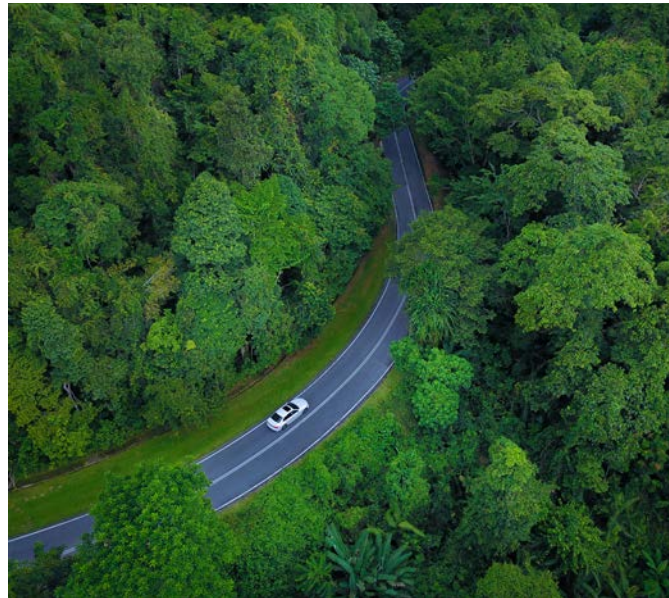
## Attempt to create the world's first trans-island corridor.

Corridor for Life is the potential creation of the world's first trans-island wildlife corridor in Langkawi. It aims to reconnect pockets of fragmented forest from the east to the west of the island to enable the safe passage of animals, either on-ground or above-ground. A study has been conducted with the help of the Malaysian Primatological Society to see how this can be achieved.

Fragmentation of land areas is the result of anthropogenic activities, such as deforestation and the creation of roads. There are many consequences of this, particularly for arboreal animals, like the Dusky Langur, Greater Slow Loris, as well as the Masked Palm Civet, who all

rely on canopies to cross areas of land. Many animals perceive the road as a psychological barrier and confine themselves within the resultant pockets of land (or worse still, attempt to dash across risking their lives), thereby increasing the risk of food insecurity and in-breeding as well as their susceptibility to being killed by hunters or being run over by motorists.

Ben Galea, a doctorate researcher at Universiti Sains Malaysia (USM), conducted a 4 month study to design a series of corridors linking 4 large forest areas. The study was undertaken with the resort's botanist, Nur Afiqah Izzati Noh, who contributed to the project.



Following a survey of 19 areas and over 160 hours of observation, 4 potential overpass areas to link forest regions were identified, based on the highest incidence of either roadkill or the forest fragmentation.

The proposal included:

- Reforestation: to create natural canopy bridges by planting the tree species *kasai pomelia pinnata*. These fast-growing trees have strong roots to manage verge erosion and a large spread of their crown to enable canopies to connect.
- Artificial Bridges: these are rope bridges installed at tree canopies on either side of the road. The bridges enable vegetation to grow over them to simulate a more natural crossing.
- Post-installation monitoring: camera traps placed at the end of the bridge will capture

footage of the species using the bridge, as well as behavioural patterns and eventual changes in patch occupancy.

- Installation of passage structures by existing culverts: this is to encourage amphibians and reptiles to use culverts for crossing at ground level.
- Road signage: placed in strategic areas to encourage motorists to drive carefully. In 2020 we placed two road signages near Teluk Datai to test the effectiveness of this solution. Since their placement, no roadkill has been recorded in this previously high-incidence area.

We are hoping to fully complete the study including the costing and coordinating efforts with the relevant authorities as well as other private companies for funding to implement this extraordinary goal by 2024.



# A word from



**SHAABAN ARSHAD**

*Community member, Kampung Teluk Ewa, Langkawi*

“ Land is being degazetted from permanent forest reserves in Langkawi at a disturbing rate. This trend has to stop. Langkawi stands out from other island holiday spots because of its uniquely biodiverse forest and so it must be protected. ”



FOR THE FUTURE

*In partnership with*



# A word from



**JOHAN ABDULLAH**

*Pillar Leader, Youth For The Future*

*Director of Human Resources, The Datai Langkawi*

“ Even though the first-year cycle of our core project, the Kedah Eco-Schools Programme, could not be implemented owing to the many pandemic restrictions, I was pleased that we could still seize the small window of opportunity to officially launch the Eco-Schools Programme for Kedah, as well as to conduct an introduction to the programme amongst participating schools, and continue with other education projects. The spirit of ‘Kita Boleh’ or ‘We Can Do It’ drove us to carry on optimistically instead of waiting for more restrictions to be lifted. Today’s technology made it happen. When passion is channelled into possibility, growth and regeneration occur naturally. ”



**In Malaysia youth make up 45.8% of the total population. A survey conducted in 2020 by UNICEF (United Nations International Children’s Emergency Fund) on Malaysian youth’s attitudes towards climate change revealed that 92% believe that ‘climate change is a crisis’.**

The study also highlighted that more knowledge was needed to create actions to tackle climate change; more inclusion ‘from rural areas and lower-income families’ was required; and additionally, that ‘community groups and civil society organisations that are leading climate action initiatives should be recognised and offered a platform and support’.

These results only served to reinforce the objectives that we set for Youth For The Future in 2019. As a platform to educate the youth on environmental issues as well as empower them to become catalysts of change through action-based learning, we identified the Eco-Schools Programme in Kedah. The nascent Kedah programme

was developed from the highly successful pilot in Melaka.

Eco-Schools is the world’s largest sustainable education programme, present in 68 countries and 52,000 schools. It supports the goals of the UNESCO (United Nations Educational, Scientific and Cultural Organization) Global Action Programme (GAP) on Education for Sustainable Development (ESD) through the priority action area of ‘transforming learning and training’. We partnered with Green Growth Asia Foundation (GGAF); the NGO responsible both for driving the programme with WWF-Malaysia and the state government, and managing its implementation with schools. We selected two

Langkawi schools to sponsor. The Eco-Schools initiative has a 3-year programme cycle that comprises Preparation, Implementation and Reporting. Due to the Movement Control Orders (MCO) issued by the Malaysian government in 2020 and 2021 in response to the pandemic, schools were closed or their activities curtailed, and the planning stage of the programme was very severely hampered.

In spite of this limitation, we decided to kick-start the Kedah/Langkawi Eco-Schools with a launch event at the resort in May 2021. This was attended by the pillar team and representatives from GGAF and WWF (World Wildlife Fund-Malaysia) who are the National Operator for the Eco-Schools programme in the country.

We also participated in an additional programme with Roots & Shoots Malaysia.

The Roots & Shoots Malaysia Award (RASMA) programme arranges student exchanges at organisations that have a sustainable and environmental focus for the students to participate in and learn from.

We hosted a student to learn about the activities of The Datai Pledge for 6 weeks. A graduation ceremony was held in KL with all the participating organisations.

Other highlights for 2021 included our Pillar Leader being selected to join a panel of evaluators for the National Young Reporters for the Environment (NYRE) essay competition. YRE is an affiliate programme to Eco-Schools and involves assisting students to create programmes about sustainability for the benefit of other students.

We're excited to move ahead in 2022 and complete the rest of the Eco-School's Year 1 planning and implementation.







# 2021 Achievements

Since launch we have achieved the following:

## 2 Langkawi Schools

selected for sponsoring (Eco-Schools Programme) – Sekolah Rendah Kebangsaan Ewa and Sekolah Menengah Kebangsaan Tunku Putra.

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## 1,233 pupils

(local and international) reached as part of the global Youth Schools webinar series.

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## 890 participants

attended our webinar ‘sustainability in the hospitality industry’ – a new record.

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## 1 RASMA graduate

completed a 6-week internship programme at the resort (Roots & Shoots Malaysia Award)

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## 8 team members

of The Datai Pledge trained as Module Leaders to co-facilitate and supplement the school curriculum.

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## 26 team members

of The Datai Pledge nominated for the Circular Economy Masterclass by NGO partner GGAF.

## National Young Reporters for the Environment (YRE)

programme participation. We assisted students to create a video series on sustainability for Malaysian schools through The Datai Pledge initiatives and judged the essay competition.

---

## 22 competition entries

on stories of sustainability for NYRE competition evaluated by panel of judges including Johan Abdullah, Pillar Leader, in October 2021 (3 categories from ages 10 to 24 years old).

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## 12 Kedah Eco-Schools

(including 2 schools sponsored by The Datai Pledge) attended the first virtual seminar to introduce the programme.

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## 100 students

(including 2 schools from Universiti Utara Malaysia (UUM)) participated in an online forum with Pillar Leader, Johan Abdullah, on ‘Sustainability in the hospitality sector: Industry trends and best practices at The Datai Langkawi’ in April 2022.

# A word from



**NORLIZA SELAMAT DIN**

*Learning and Development Manager, The Datai Langkawi*

“ The launch of the Eco-Schools Programme in May 2021 at The Datai Langkawi was a great incentive for the pillar, which is all about helping the younger generation create a more sustainable future. While born out of respect and care for the environment, the focus of the Youth For The Future pillar is very much on education in its many guises. It's essential to get the youth's participation in order to make positive and effective change. I sincerely believe that all the effort made today will bring about a greater tomorrow. ”



# Objectives for 2022

## Goal 1: Complete the planning stage of the Eco-Schools Programme for the selected Langkawi schools.

Objectives	Plan
Complete the formation of the Eco Team, comprising teachers, NGO partners and corporate sustainability leaders by 2023.	GGAF and The Datai Langkawi team have been identified. School teachers to be selected as well.
Develop the Lesson Plan based on The Datai Langkawi's best practices by 2023.	Currently, 3 modules have been developed. Remaining 7 modules to be completed.
Complete the seminar/workshop process by 2023.  First seminar held by Kedah State Education Department and Eco-School representatives: Eco-Schools Crash Course (School Management).	To organise: - Workshop 1: Eco-Schools Process, Themes and Team Formation (Eco Team) - Workshop 2: Environmental Review and Data Gathering (Eco Team) - Workshop 3: Project Scope and Root Cause Analysis (Eco Team).

## Goal 2: Expand our sponsorship of the Eco-Schools Programme.

Objectives	Plan
Identify a third school in Langkawi to benefit from the programme by December 2022.	To execute after learnings from the first 2 schools.

## Goal 3: Implement additional youth programme activities.

Objectives	Plan
Continue the virtual International Youth Seminar series.	Plan and conduct more webinars with new topics.
Raise awareness of GGAF and their role in the Eco-Schools programme amongst guests.	Initiate more regular (bi-monthly) guest education activities with GGAF.
Introduce other complementary programmes.	Continue the RASMA programme in conjunction with Roots & Shoots Malaysia.



### Goal 4: Continuous learning in partnership with GGAF.

#### Objectives

Select staff for GGAF's Circular Economy Certification Programme. This 7-day webinar targeted at SMEs covers the principles, tools and techniques to implement more sustainable business initiatives.

#### Plan

To be undertaken by selected staff of The Datai Langkawi.



# A word from



**SOPHIA LIM**

*Executive Director and Chief Executive Officer, WWF-Malaysia*

“As the National Operator of the Eco-Schools Programme, we are happy with the progress. An understanding of life cycles and sustainability should be stressed in our education system across all disciplines. The world’s population has already consumed many of the planet’s resources in unsustainable ways. Therefore, we are committed to empowering young people with the knowledge and skills to lead a more sustainable lifestyle.”

# Our NGO Partner



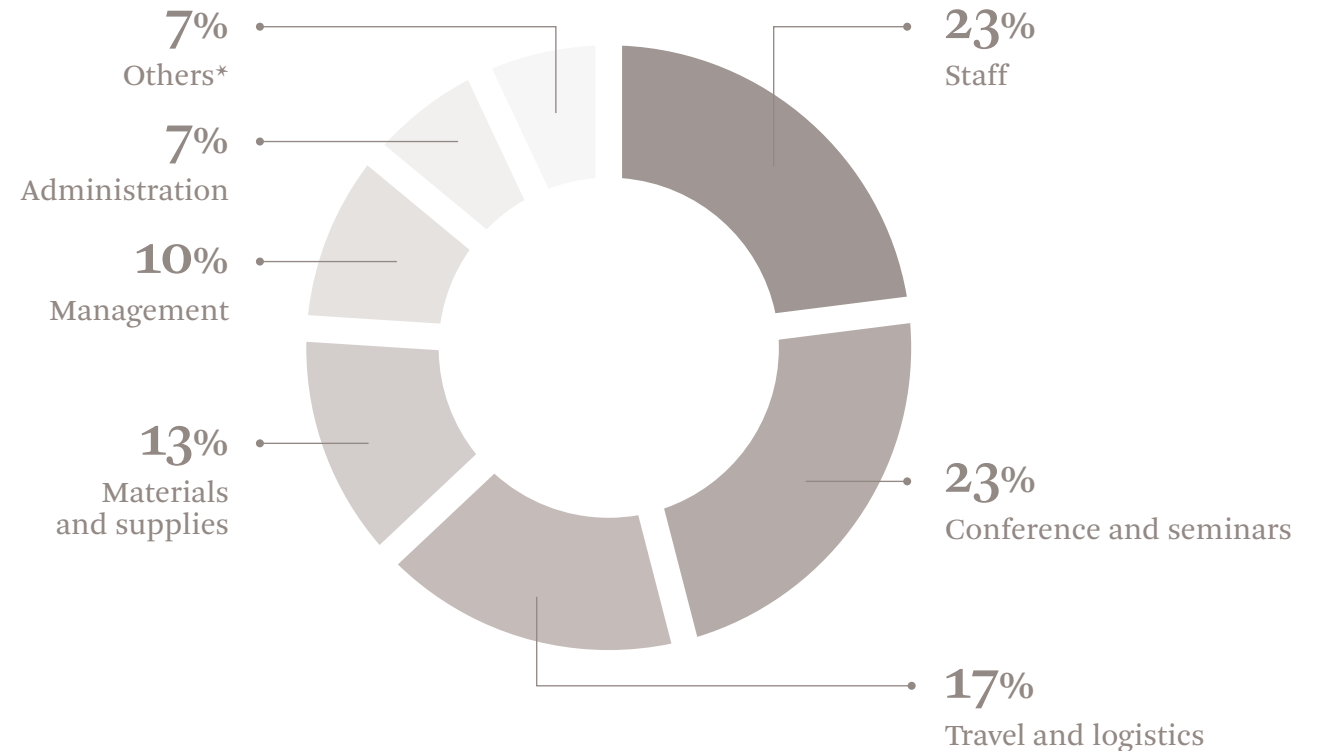
Green Growth Asia Foundation (GGAF) aims to respond to sustainability challenges in Asia through 'green growth' programmes – initiatives that drive economic prosperity through social inclusivity and environmental responsibility, and through advancing education programmes.

GGAF has been responsible for driving the launch of the global Eco-Schools Programme in Malaysia and managing its implementation with schools as a support to the school's existing curriculum, in partnership with the state government. By giving pupils the necessary knowledge and tools to identify and address environmental issues in their school, a positive ripple effect is created impacting the youth,

their families, schools and local authorities.

The highly successful launch of the programme in Melaka has led to the Kedah launch, where a total of 36 primary and secondary schools have been selected to pilot the programme. We are currently sponsoring 2 schools in Langkawi and are intending to sponsor a third this year.

## How The Datai Pledge funds support GGAF in the Eco-Schools Programme



\*Others :5% printing and publications, 1% software and licensing, 1% computers and equipment

**GGAF's achievements in 2021 and 2022 include the following:**

- Launched the Kedah Eco-Schools Programme.
- Expanded Eco-Schools Programme to the state of Perak with the state government assisting with funding of RM1.2 million to implement the programme in 20 schools.
- Established Regional Centre of Expertise (RCE) in Education for sustainable development. (RCE Melaka is a recognised United Nations University).





# Case Study

## The Roots & Shoots Malaysia Award (RASMA)

In 2021 we participated in The Roots & Shoots Malaysia Award (RASMA) by becoming a partner organisation. Founded by Jane Goodall, the celebrated primatologist, Roots & Shoots aims to empower young people and give them the tools to create positive change for people, animals and the environment.

RASMA offers young people the opportunity to volunteer in one of 30 organisations in Malaysia dedicated to sustainability, conservation and the well-being of communities. It is a service-based award designed to encourage young people to 'commit their time towards serving causes that are much bigger than themselves, and in doing so, develop character

building attitudes that create well-rounded adults'. Both Roots & Shoots and Youth For The Future share the same values, and it was felt that the RASMA programme was a valuable addition to the existing Eco-Schools Programme.

One volunteer interned for The Datai Pledge during the period of October to December 2021, for a duration of 6 weeks.

Their objective was to assist The Datai Pledge and The Nature Centre teams in order to experience and learn first-hand about our many initiatives. One attendee completed the volunteer period along with an online portfolio and received a certificate at the graduation ceremony in December of 2021.

Having assessed the programme, we will be continuing with our participation with RASMA in the coming year. Going forward, we will be adapting the volunteer period to coincide with quieter times at the resort, and will thus be able to accommodate more participants along with a more focused schedule. (The volunteer period in 2021 coincided with the reopening of interstate borders and a high occupancy at the resort).



# A word from



## **DEVAKUMARAN DEVANESAN**

*Graduate from RASMA 2021*

*(October to December 2021 at The Datai Langkawi  
for The Datai Pledge)*

“ Volunteering for The Datai Pledge as part of RASMA was a great experience. I learned about waste management practices, and it was amazing to learn how the resort invested in creating sustainable practices. I also assisted in the many upcycling workshops. I met the team from Kanshalife who live in the most sustainable way possible by growing their own food and relying on wells as a water source. I was involved in actual research projects such as setting up camera traps. It was wonderful to have hands-on experience. ”

# Programme Overview

An aerial photograph of a river valley with karst mountains and dense forest. The river flows through the center of the valley, surrounded by steep, forested hills. The sky is filled with scattered clouds.

Overview of The Datai Pledge, its key milestones, accreditations and overall goals for 2022.

# Milestones (2018-2019)

The Datai Pledge programme began to be created, with new facilities opened for sustainable operations, nature appreciation, conservation and education.

THE DATAI  
*pledge*

Awarded Green Hotel certification by the Ministry of Tourism, Arts and Culture.

EarthCheck Silver Certified.

The Datai Pledge is soft launched to guests of The Datai Langkawi.



Sahabat Alam (SALAM) confirmed as NGO partner for Pure For The Future Pillar.



The Lab hosting sustainable workshops and initiatives opens.



**28**  
SEP 2018

**16**  
JAN 2019

**31**  
JUL 2019

**10**  
OCT 2019

**20**  
NOV 2019

**26**  
NOV 2019

**15**  
DEC 2019

**20**  
DEC 2019

**28**  
DEC 2019



Five Artificial Reefs deployed at Datai Bay.



First two Road Signs for wildlife protection erected.



First Artificial Nesting Box for hornbills installed.



Green Growth Asia Foundation confirmed as NGO partner for Youth For The Future Pillar.

# Milestones (2020)

MareCet confirmed as NGO partner for Fish For The Future pillar.



Native Tree Nursery created with fallen seedlings collected around the resort.



Gaia confirmed as social enterprise partner for Wildlife For The Future Pillar.



Over 300 coral nubbins transplanted into Datai Bay as part of Coral Reef Restoration collaboration with Department of Fisheries, Malaysia.



Coral Adoption Programme launched with Coral Rescue and Coral Rehabilitation restoration activities.



**1**  
JAN 2020

**10**  
JAN 2020

**3**  
FEB 2020

**17**  
FEB 2020

**1**  
MAR 2020

**25**  
JUL 2020

**26**  
JUL 2020

**18**  
SEP 2020

**12**  
DEC 2020

**17**  
DEC 2020



The Datai Langkawi awarded ASEAN Green Hotel Standard.



2 schools sponsored through Green Growth Asia Foundation's Kedah Eco-Schools Programme.



First Wildlife Corridor established with 30 tree saplings planted.

THE DATAI  
*pledge*

The Datai Pledge established as a Private Trust.



Launch of branded merchandise.

# Milestones (2021)

Signed Memorandum of Understanding (MOU) with Roots & Shoots Malaysia



**1**  
MAR 2021

Planted 100 trees of the 1,000 saplings donated by the Forestry Department Peninsular Malaysia



**21**  
APR 2021

Began collaboration with Malaysian Primatological Society for Corridor for Life studies.



**1**  
NOV 2021

Achieved zero-waste-to-the-landfill with operation of The Asher machine that turns plastic and solid waste into ash.



**18**  
NOV 2021

**11**  
DEC 2021



Planted 60 trees in Datai Bay for International Day of Forests.



Kedah Eco-Schools Programme launch event held at The Datai Langkawi.



Formalised partnership with Global Peace Foundation to initiate the Orang Asli Agri-Education Centre project.

# Accreditations

**The Datai Langkawi has been awarded the following certifications due to The Datai Pledge initiatives:**

## **ASEAN Green Hotel Standard Certification 2020-2022 & 2022-2024**

This is the standard developed by the 10 ASEAN country members for hotel operators based on their green hotel operations. The ASEAN Green Hotel Standard fosters sustainable tourism through the adoption of environmentally-friendly practices and energy conservation: compiling, adapting and creating the tools and training to engage in ASEAN Green Hotel practices. At the heart of this Standard is the precept that hotels should aspire to protect and sustain their natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and positive community impact

## **EarthCheck Silver Certification 2019 & 2021**

The Datai Langkawi is the first organisation in the world to be awarded the EarthCheck ECO Certification (Silver) 2019 for terrestrial (land-based) tourism projects. It was re-certified with the coveted recognition again in 2021, emphasising its continued adherence to rigorous sustainability protocols and standards in all its business operations. EarthCheck's science and products were developed by the Australian government's Sustainable Tourism Co-operative Research Centre (STCRC) and built on the Agenda 21 principles for Sustainable Development endorsed at the United Nations Earth Summit in 1992.

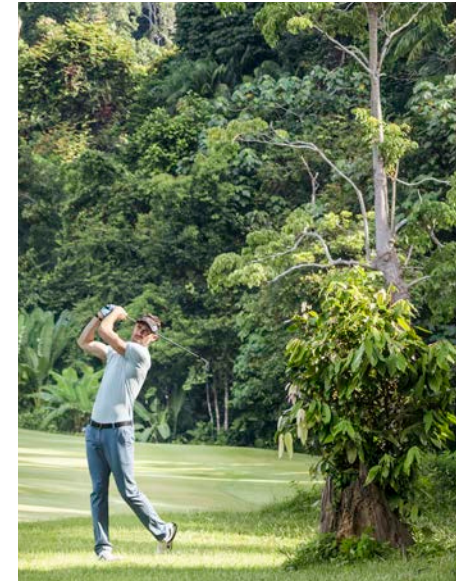
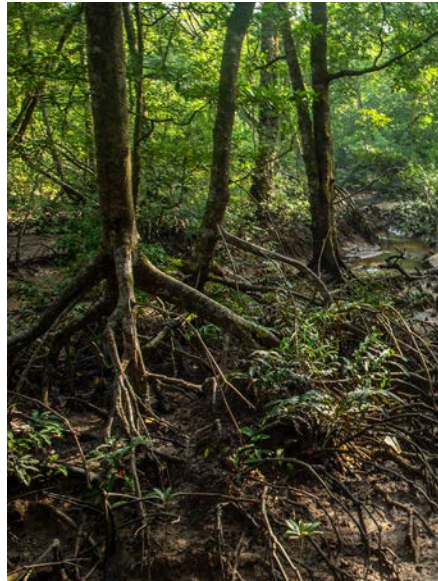
## **Malaysia Green Hotel Certification 2019**

Awarded by the Ministry of Tourism, Arts and Culture Malaysia in recognition of sustainability efforts in the hospitality industry. The criteria for the award are: use of green products, human resource development, solid waste management, energy efficiency, water efficiency and quality, air management and quality, noise pollution control, waste treatment and management, toxic and chemical substance disposal, as well as community collaborations.



# Ambition for 2022

- Continue our journey to achieve Carbon Neutral/  
Negative status including carbon stock and  
sequestration studies.
- Continue in the pursuit of zero-waste-to-the-landfill.
- Establish a plan for The Els Club Teluk Datai golf club  
to be 50% solar operated.
- Study freshwater streams and rehabilitate part  
of the fauna there.
- Create a turtle hatchery and turtle-friendly beach.
- Collaborate with corporates, NGOs and other partners  
to develop and raise funds for identified projects  
with a shared vision.





# Financials

Statement of Accounts for 2021.

<b>INCOME STATEMENT</b>	<b>2021</b>	<b>2020</b>
Revenue	276,182	309,013
Other Income	–	–
Operation Expenses	(404,101)	(563,892)
Gross Profit	(127,919)	(254,879)
Nett Finance Income	–	–
Nett Surplus/(Deficit) for the Year	(127,919)	(254,879)
<b>Total Comprehensive Income/(Loss) for the Year</b>	<b>(127,919)</b>	<b>(254,879)</b>
Previous year funding received utilised in current year	–	–
<b>Adjusted Surplus/(Deficit) for the Year</b>	<b>(127,919)</b>	<b>(254,879)</b>
<b>BALANCE SHEET</b>	<b>2021</b>	<b>2020</b>
Plant and Equipment	–	–
Biological Assets	–	–
Inventory	37,668	22,571
Current Assets	–	–
Trade and Other Receivables	–	–
Cash and Cash Equivalents	1,000	–
<b>TOTAL ASSETS</b>	<b>38,668</b>	<b>22,571</b>
<b>RESERVES &amp; LIABILITIES</b>	<b>2021</b>	<b>2020</b>
Accumulated Surplus	(382,798)	(254,879)
Income Received in Advance	–	–
Receiver of Revenue - VAT	–	–
Trade and Other Payables	421,466	277,451
<b>TOTAL RESERVES AND LIABILITIES</b>	<b>38,668</b>	<b>22,571</b>

Although The Datai Pledge did not make a profit (due to the global pandemic) and therefore failed to meet the required threshold to provide a contribution to the NGO and social enterprise partners, a total goodwill contribution of RM30,000 was nonetheless given to pillar partners Sahabat Alam Langkawi, MareCet and Gaia. In the subsequent years, we hope for The Datai Pledge to be a self-sustaining endeavour.

The statement of accounts was audited by Gee and Co.

An aerial photograph of a tropical island landscape. A winding river flows through a dense, lush forest. In the background, there are mountains and a large body of water under a cloudy sky. The overall tone is natural and serene.

# Our Network

The ambassador, partners,  
memberships and advisors  
of The Datai Pledge.

# Ambassador

**JULIET  
KINSMAN**



**For Condé Nast Traveller magazine’s first-ever Sustainability Editor, and Founder of Bouteco (a portmanteau of boutique and eco), there’s nothing more inspiring than researching and sharing stories of positive impact.**

Three decades as a journalist and a broadcaster and visiting the world’s most special places, has given Juliet Kinsman an unrivalled understanding of which of the world’s best hotels are most eco-friendly. Founding editor of Mr & Mrs Smith and an author of Louis Vuitton City Guides, to Juliet the real meaning of luxury is spending time in beautiful environments, which work hard to do environmental and social good. Her 2020 book ‘The Green Edit: Travel, Easy Tips for the Eco-Friendly Traveller’ is the ideal guide to making travel a stronger force for good.

As ambassador, Juliet is excited to raise awareness around our sustainability initiatives and showcase The Datai Pledge as a case study for how a luxury hospitality business can model positive-impact practices. Having met with Piet Van Zyl and Mark Garrett at the start of the permaculture journey, and been on industry panel discussions with Irshad Mobarak, she is eager for more shares of expertise and knowledge. Appreciating the power of tourism to educate about conservation, Juliet hopes that by helping us open source our practices and partnerships, we can inspire more businesses to host guests in a way that does good for both people and planet.

*instagram: @julietkinsman/  
julietkinsman.com*

# Partners

## ROOTS & SHOOTS MALAYSIA



**Jane Goodall's Roots & Shoots is a youth-led action programme aimed at young people and the young at heart of all ages.**

The programme was founded in 1991 by renowned primatologist and environmental hero Dr Jane Goodall to promote the values of compassion and respect for all living things, as well as intercultural understanding and solidarity amongst all people. Roots & Shoots empowers young people to create positive change for people, animals and the environment, by providing them with the tools needed to initiate and lead projects that make a difference, with over 150,000 active groups in over 130 countries.

Roots & Shoots Malaysia was established in January 2015 to mark Dr Jane Goodall's first visit to Malaysia. Since then, the programme has grown from strength to strength. In 2021 one of their flagship projects, the Roots & Shoots Malaysia Award (RASMA), which has been continuously supported by Yayasan Hasanah (a foundation of Khazanah Nasional Berhad), enabled 83 youths from all over Malaysia to volunteer with 30 partners, with more than 7,000 hours of volunteering work clocked in. Roots & Shoots Malaysia is proud to collaborate with The Datai Pledge to promote a greater awareness of our amazing biodiversity and the need to conserve it, as well as to initiate projects to make a positive impact on Malaysia's wildlife, environment and human societies.

*instagram: @rootsandshootsmy  
rootsandshootsaward.my*

# Partners

SC  
SHEKAR



**SC Shekar began his career as a photojournalist in the late 1970s, then moved on to specialise in editorial and architectural photography.**

Although trained as a lawyer, this self-taught photographer has concentrated on socio-documentary photography projects around the world over the past three decades. He has focused on indigenous Malaysian communities (*orang asli* in Malay), creating an unparalleled portfolio of pictures of their life as well as their struggles.

Shekar's work has appeared in many solo exhibitions, notably at Malaysia's National Art Gallery. He has published more than two dozen books of photography, covering themes as diverse as architecture, food culture, portraiture and indigenous people's lives and crafts. His most recent major project is 'Grit & Grace: The Grandeur of Monochrome Malaysia', a stunning collection of photos of Malaysia's topography and communities. Shekar is currently working on a project documenting Southeast Asia from the air in collaboration with Bellflight USA and Sigma Japan.

The award-winning Shekar is the official photographer of The Datai Pledge, contributing pro bono, with many of his images used in this Impact Report. In addition, he will be collaborating with The Datai Pledge to highlight the plight of Malaysia's *orang asli*.

*instagram: @scshekar*  
*scshekar.com*

# Partners

**BOUTECO,  
UK**



## **BOUTECO**

**Navigating discerning travellers to the world’s most aesthetically pleasing eco-friendly hotels is Bouteco’s mission. So that travellers have rewarding escapes and so that luxury travel supports communities and conservation.**

A purpose-led non-profit, Bouteco works as a consultancy to help hotels stand for something and stand out for it while helping amplify messages that matter. Brands representing themselves as responsible businesses need to walk their talk and talk their walk well – but without a glimmer of greenwashing. As trustworthy arbiters of truly sustainable luxury travel experiences, Bouteco shines a light on the people, processes and philosophies effecting change. A great believer that honest, emotive stories are one of the most powerful ways to prompt change – especially when it comes to the causes of the climate emergency – Bouteco made an award-winning documentary in 2019 about the importance of educating women in remote rural areas.

Bouteco Loves is Juliet Kinsman’s independent list of the most special sustainable luxury hotels in the world, which showcases The Datai Langkawi as an exemplar in this niche. A new, independent, ‘little green book’ for discerning travellers, travel agents, journalists and editors, the Bouteco Loves list exists to signpost all to the world’s finest positive-impact hotels with style and soul.

*instagram: @boutecohotels*  
*boutecoloves.com*

# Memberships

THE  
CONSCIOUS  
TRAVEL  
FOUNDATION,  
UK



**The Conscious Travel Foundation was established during the global pandemic in 2020 to champion the positive impact of the travel industry on global communities, cultures, wildlife and habitats – raising much-needed funds for grassroots charities and high-impact projects around the world.**

The Datai Langkawi was accepted as a member of The Conscious Travel Foundation which will be immediately contributing to and benefiting The Datai Pledge. Their members-only community is a space to share ideas, foster new relationships with other like-minded industry professionals and gain access to some of the most inspiring, forward-thinking minds in travel. Together with The Datai Pledge, the aim is to promote and encourage the positive impact of the travel industry on the environment, protecting and conserving the planet for generations to come.

*[theconscioustravelfoundation.com](https://theconscioustravelfoundation.com)*



# Memberships

REGENERATIVE  
TRAVEL, USA



**Founded in 2019, Regenerative Travel is a benefit corporation providing support services to a network of independently owned eco-luxury boutique hotels that are dedicated to the highest levels of social and environmental impact.**

Through sharing individual best practices and through collaboration, Regenerative Travel enables the Regenerative Travel Member Hotel Community to work together to achieve significant economies of scale and to make a deeper impact.

Each Regenerative Travel Member Hotel is selected to join the collection based on their dedication to the highest levels of environmental and social impact. The hotels embody these standards: honours their locale, provides real hospitality that is authentic and respectful, is inclusive and egalitarian, operates responsibly and ethically, respects local and global ecosystems, communicates regenerative values and practices.

Regeneration is about 'co-evolving' with the local ecosystem to create economic benefit and abundance for a larger set of stakeholders around the properties. Fulfilling this criteria, including the creation of The Datai Pledge programme, led to The Datai Langkawi being accepted as a Founder Member of Regenerative Travel in 2020.

*[regenerativetravel.com](https://regenerativetravel.com)*

# Advisors

**IRSHAD  
MOBARAK**  
*Chief Advisor,  
The Datai Pledge*



**The Datai Pledge is led by Irshad Mobarak, The Datai Langkawi’s Head Naturalist as well as one of Malaysia’s most celebrated naturalists with over 25 years of experience in the field.**

Irshad left a career in banking at Maybank for a calling in natural history. Throughout his career, Irshad has appeared in and contributed to many nature documentaries and insights for Discovery Channel, National Geographic as well as the BBC and TED Talks. Most recently, Irshad authored a nature guide as well as hosted a mini documentary series, both titled ‘Discovering Langkawi with Irshad Mobarak’. Irshad also owns a nature excursions company, JungleWalla.

Acting as guardian of Langkawi’s natural heritage, Irshad is active in his conservation, preservation and education initiatives and regularly provides lectures on sustainable tourism. His contribution to the preservation of Langkawi was honoured in 2007 with the ‘Amazing Malaysian Award’.

# Advisors

**PIET  
VAN ZYL**

*Advisor,  
The Datai Pledge,  
Sustainability  
and Closed-loop  
Specialist,  
Positive Impact  
Forever*



**Piet has been a hospitality industry sustainability practitioner since 1993, specialising in energy, water and waste optimisation.**

Well-versed in international environmental management and professional standards, Piet is an EarthCheck Certified Auditor and Design Accredited Professional. He is passionate about inspiring people to have a positive impact on their environment, and believes that there is always a better way to do things.

Piet began working with The Datai Langkawi in December 2017 during the resort's renovations. With the target of zero waste to the landfill, many initiatives were realised including the Permaculture Garden for growing vegetables, fruits and herbs whilst taking care of organic waste; the Sorting Centre to separate waste and make it valuable; a water bottling plant; and The Lab, where guests can experience different ways to upcycle waste materials.

*[positiveimpactforever.com](http://positiveimpactforever.com)*

# Advisors

## MARK GARRETT

*Advisor,  
The Datai Pledge,  
Permaculture  
Expert,  
Mark Garrett  
Permaculture*



**Mark Garrett is a permaculture lover and passionate about living harmoniously with nature.**

He has dedicated his life's work to creating low cost, sustainable ecosystems that benefit both the planet and the people who live and work in them. By observing nature and understanding how it operates, he creates low-carbon systems where energy is conserved by removing the need for fossil fuel. In this process, waste is turned into a useful resource, water is saved and re-used, vital minerals and nutrients in the soil are naturally regenerated and pests are controlled without using harmful chemicals.

These principles are the basic building blocks of permaculture and Mark has applied them to every project he has designed for more than 25 years. For The Datai Pledge, Mark designed the Permaculture Garden and provided training and guidance on permaculture principles to the resort's team.

*[markgarrettpermaculture.com](http://markgarrettpermaculture.com)*

# Advisors

## **MATTHIAS GELBER**

*Advisor,  
The Datai Pledge,  
'GreenMan'  
Eco-speaker and  
Environmental  
Consultant*



**Matthias Gelber is a professional speaker and trainer on environmental and sustainability issues.**

Hailing from Burbach-Lippe, a small German village surrounded by vast forest, he developed a strong connection with nature from a young age and has been a passionate advocate of green living ever since. In 2008, he was voted the 'Greenest Person on the Planet' and lived in Malaysia, where he founded Eco Warriors Malaysia, a community movement focused on taking positive action to combat climate change.

Matthias has been a keen supporter of The Datai Pledge by training and educating the team through inspirational talks and advice on environmental and sustainability issues, with the belief that everyone needs to live in harmony with nature to preserve and treasure it for years to come.

*[greenmanspeaks.com](http://greenmanspeaks.com)*

# Our People

An aerial photograph of a coastal resort area. In the foreground, there is a large, dense forest. A road winds through the forest towards a marina filled with many sailboats. Next to the marina are several buildings, including a large white one. The middle ground shows a large body of water with several small islands and a long pier extending into the sea. The background features a vast ocean under a sky filled with scattered clouds.

The Board of Trustees,  
the Pillar Leaders and  
the organisation structure  
of The Datai Pledge.

# Board of Trustees



**TAN SRI AMIRSHAM A. AZIZ**

*Chairman*

Tan Sri Amirsham was appointed as Chairman of Themed Attractions Resorts & Hotels Sdn Bhd on March 2015, where he served till December 2020. He began his career with Maybank Group in 1977 where he held various senior positions. He served as the President and Chief Executive Officer of Maybank for a period of 14 years from 1994 to 2008. He was appointed a Minister in the Prime Minister's Department on March 2008 in charge of the Economic Planning Unit and the Department of Statistics until April 2009. He served as the Chairman of the National Economic Advisory Council from June 2009 to May 2011. He is currently the Chairman of RAM Holdings Berhad and RAM Rating Services Berhad. He is also a member of the Board of Wearnes-StarChase Limited in Singapore and serves as a Non-Executive Director at Hap Seng Plantations Holdings Berhad.



**ARNAUD GIRODON**

*Executive Administrator*

Arnaud Girodon, General Manager of The Datai Langkawi, joined the resort in 2014, bringing with him nearly 20 years of experience. Beginning his hospitality career in the United Kingdom, he subsequently spent seven years in Dubai at the Jebel Ali Hotel & Golf Resort and Al Murooj Rotana Hotel and Suites. This was followed by an 8-year stint in Thailand and Vietnam for the InterContinental Group. His 8 years of leadership at The Datai Langkawi included the 12-month closure of the resort for its first major refurbishment in its 25-year history. A few months after the opening in 2018, The Datai Pledge, his brainchild, was soft-launched.

# Board of Trustees



**KARINA RIDZUAN**

Karina is Director, Group Business Services at Themed Attractions Resorts & Hotels Sdn Bhd (TAR&H). She oversees a portfolio of Group functions including Legal, Secretarial, Risk as well as Human Capital. Karina joined Destination Resorts and Hotels Sdn Bhd (DRH), which subsequently merged with Themed Attractions Resorts Sdn Bhd to become TAR&H, in May 2011 as Senior Vice President, Legal & Secretarial and was promoted to Director, Legal & Secretarial in June 2013. She started her career with Petronas and has spent more than 16 years working in legal and finance as well as intellectual property. Prior to joining DRH, she was the Chief Executive Officer of the Dewan Philharmonic Petronas and Malaysian Philharmonic Orchestra.



**LYNETTE YEOW SU-YIN**

Lynette Yeow was a director of Themed Attractions Resorts & Hotels Sdn Bhd, from 27 March 2015 to 31 December 2020. She has been a corporate lawyer since January 1995 and is a consultant at a law firm in Kuala Lumpur. Lynette is currently an independent non-executive director of Malaysia Building Society Berhad and of CTOS Digital Berhad and is also a board member of the Securities Commission Malaysia. Together with her husband, SC Shekar, Lynette believes that we can all play a part in protecting our planet and the communities within.



**STEPHANIE SAW**

Stephanie Saw was appointed Group Managing Director & Chief Executive Officer of Themed Attractions Resorts & Hotels Sdn Bhd on 2 April 2019. Prior to her appointment, she was a Director in the Investments Division of Khazanah Nasional Berhad. She began her career with the Renong Berhad group and held various positions in operational and strategic financial control, corporate affairs and portfolio management. She then worked in strategy and corporate finance advisory and project management before branching out as a food and beverage entrepreneur in 2004. She returned to finance and investment by joining Khazanah Nasional Berhad in 2007. As Group MD & CEO of a key hospitality group in Malaysia, Stephanie has been resolute in her focus on aligning commercial strategies and operational initiatives with sustainability. *Member since 18 March 2022.*



# Pillar Leaders



## **REMI GIROMELLA**

*Pure For The Future*

Growing up in Paris before leaving to study in Malaysia and working at The Datai Langkawi, Remi rose up the ranks to become Director of Quality Control and Improvement. At the resort, Remi is responsible for ensuring all departments adhere to and meet the quality and standards set, which includes inspecting the largest frameworks of the resort down to its smallest details. With his passion and commitment to the environment, Remi has also been appointed to lead all sustainability operations within the resort, many of which have been groundbreaking for the hospitality industry in the region. This includes reusing, reducing, recycling and upcycling waste through many new initiatives at The Garden, The Lab and Bottling Plant that are all located within The Datai Langkawi – which groomed him to become the perfect leader for Pure For The Future.



## **NAJWA RADZWAN**

*Fish For The Future*

Najwa is a dedicated marine biologist working with aquatic flora and fauna. She graduated from the University of Otago, Dunedin, New Zealand with a BSc. in Zoology (minor in Marine Science). Passionate about marine life, she was involved in two projects in New Zealand: initiating a study design to help monitor the fisheries and management in East Otago, as well as organising a new fishery management for a salmon and brown trout hatchery. After graduating, she returned to Malaysia and worked as a sea turtle conservationist, which also involved liaising with the local government and fisheries department about conservation issues as well as implementing outreach programmes. She joined The Datai Langkawi in 2022. Najwa loves sharing the beauty of the marine ecosystems of the resort and Langkawi with guests, and also enjoys undertaking research work in her spare time in order to better understand the ecosystems of Datai Bay.

# Pillar Leaders



## **MUHAMMAD FIRDAUS DEV ABDULLAH**

*Wildlife For The Future*

Dev is a seasoned naturalist with experience gained at several resorts. He cites The Datai Pledge's Chief Advisor, Irshad Mobarak, along with botanist, David Bellamy, and Dr Bernard D'Abbrera, one of the world's leading lepidopterists (butterfly specialists), as major influences which led him to understand the importance of conservation. As Pillar Leader for Wildlife For The Future, Dev is chiefly responsible for reforestation, native species propagation projects and other regeneration projects, as well as the measurement of Carbon Stock in Teluk Datai. He brings with him invaluable experience from his previous role as Environment Manager at the Sultan Ahmad Shah Environmental Trust in Pahang, where he raised conservation awareness, supervised the planting of around 300,000 trees, and led the development of a wildlife corridor connecting important wildlife and forest reserves. He is passionate about educating next-generation conservationists and the wider public to become agents of positive change for the environment.

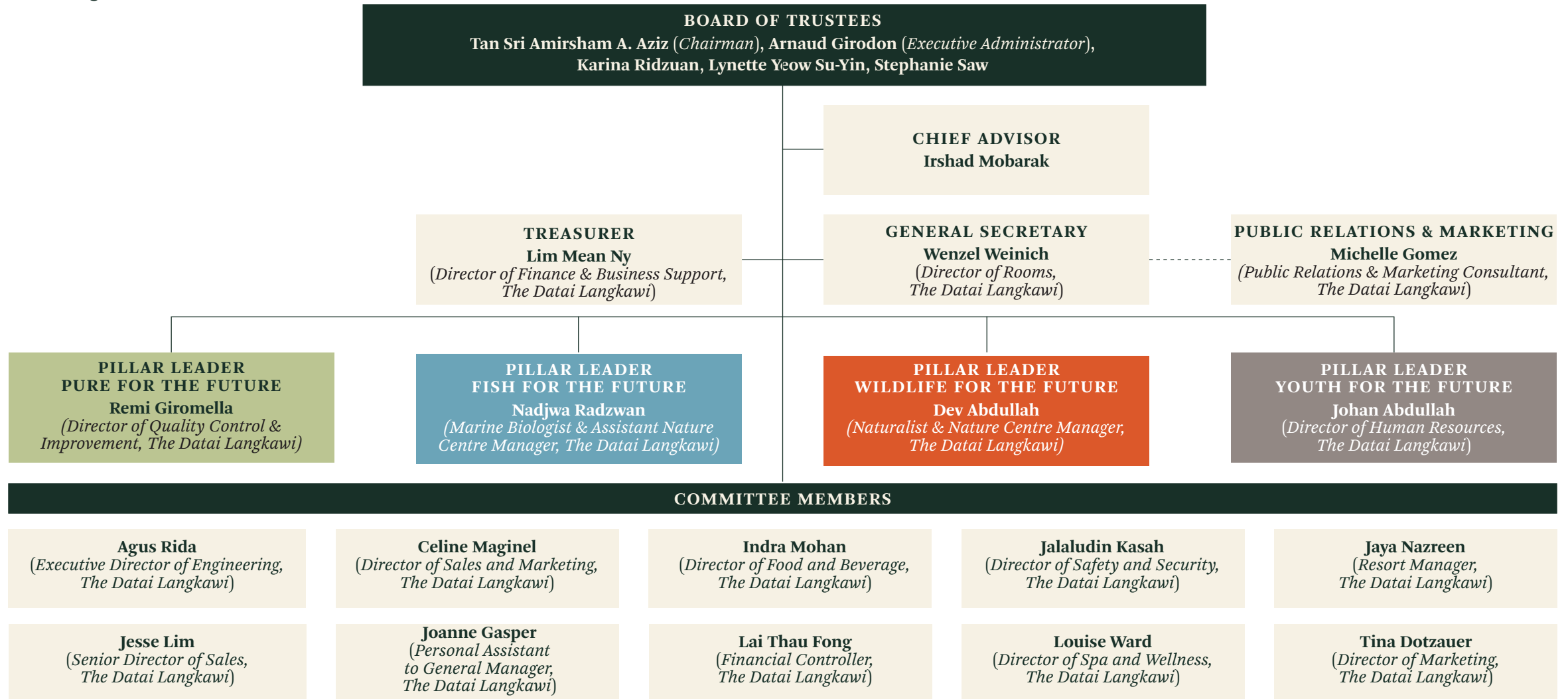


## **JOHAN ABDULLAH**

*Youth For The Future*

Born in Penang, Johan joined the hospitality industry at the tender age of 18 years old and rose up the career ladder with the help of good guidance from responsible leadership. This instilled in him the importance of investing in human capital. His first job was at the Petaling Jaya Hilton (Selangor, Malaysia) as Personnel and Training Clerk. Since then, he has never looked back and has continued to grow and progress even in the face of adversity. Armed with a Master's in Business Administration from University of Derby (UK), Johan has held various positions in Human Resources as well as been entrusted with the role of Resort Manager at an international hotel chain from 2012 to 2014, before returning back to the field he is most passionate about – human capital development. The forever young at heart Johan has been leading The Datai Langkawi's Human Resources Department since 2014 and has been serving as the Pillar Leader of Youth For The Future since its inception in 2019.

# Organisational Structure



# Be part of The Datai Pledge

How you can support  
The Datai Pledge: donate,  
participate, adopt or purchase.

**As tourism in Langkawi is set to increase in the long-term, protecting the biodiversity and increasing the positive contribution of tourism whilst also mitigating its negative impact, will become even more imperative.**

There are a number of ways in which you can be part of The Datai Pledge. Whatever you decide, your contribution will make a difference.

**- Donate:**

Your donations will help us and our selected NGO and social enterprise partners further develop initiatives in conservation, sustainability, education and regeneration. Donations can be made through the following ways:

- Cash: Please liaise with Reception at the resort who will provide you with a receipt.
- Money Transfer:

*Payable to Teluk Datai Resorts Sdn Bhd  
Bank Account Number 0020-7211-9836  
Bank Malayan Banking Berhad  
Bank SWIFT Code MBBEMYKL*



**- Purchase:**  
Select an item from our merchandise range specially developed for The Datai Pledge.

**- Adopt:**  
Upcoming initiatives (to choose between these programmes) – Adopt a Dolphin, a Coral, a Tree and an Artificial Nesting Box. Participants will be given a certificate and regular updates.

**- Participate in our many activities:**  
Join MareCet on a dolphin research trip, explore Gunung Raya in search of hornbills with Gaia, attend sustainability workshops by local talented artisans.

To find out more, please visit our website [www.thedataipledge.org](http://www.thedataipledge.org) or email [info@thedataipledge.org](mailto:info@thedataipledge.org).



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You continue to inspire us in our work.



# Contact

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