



THE DATAI
pledge

Impact Report
2020 – 2021

An aerial photograph of a tropical coastline. On the left, a dense, lush green forest covers a hillside. A narrow, white sandy beach runs along the base of the forest, scattered with numerous dark, jagged rocks. The ocean is a vibrant turquoise color, with gentle waves breaking near the shore. The overall scene is serene and natural.

We are pleased to present the inaugural edition of The Datai Pledge Impact Report. This document details the achievements of The Datai Pledge since its soft launch in 2019, as well as our commitment to its continued development.

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Foreword



ARNAUD GIRODON

General Manager, The Datai Langkawi

Executive Administrator, Board of Trustees, The Datai Pledge

The global pandemic raised the already critical issue of biodiversity in new ways. As we watched animals exploring empty streets and waterways from our locked down homes, reports surfaced linking biodiversity destruction with the emergence of zoonotic diseases such as Covid-19 and SARS. The concept of ‘planetary health’, an emerging discipline which studies the connections between the well-being of humans, other living things and entire ecosystems, was dramatically brought to a wider consciousness.

Back in 2018 when The Datai Pledge was conceived, we embraced the precepts of interconnectedness and interdependence between community and ecosystems. Our philosophy was based on creating a mutually beneficial relationship between our business operations, nature and community, incorporating principles of sustainability and conservation in the immediate term, whilst putting in place longer-term ambitions around regeneration.

A year on since its launch, The Datai Pledge has grown into a Private Trust with solid foundations. Our four Pillars: Pure For The Future; Fish For The Future; Wildlife For The Future; and Youth For The Future, respectively focus on our business operations and ethics; the marine life; the fauna and flora; and the children of the community. Each Pillar has a fully developed programme of initiatives.

Other milestones included the creation of new centres dedicated to sustainable operations, nature education (The Nature Centre), and green lifestyle practices (The Lab). We also forged partnerships with local non-governmental organisations (NGOs) and a social enterprise who share our values to give our programme its necessary specialism and reach.

In the last year, various edicts of the Malaysian government's Movement Control Order (MCO) resulted in the temporary closure of the resort or a severe curtailing of its operations.

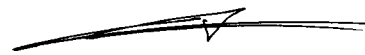
When the economic impact of the pandemic made itself felt, we assisted the community with food and financial aid. We also worked tirelessly to safeguard the well-being and livelihood of our own staff. We found that the very act of putting together measures to support each other and nature lifted everyone's spirits and strengthened our resolve in overcoming the challenges.

The whole concept of travel has undergone a seismic shift. We have always believed that travel has the potential to be transformative; not only for the traveller but additionally for the host community. The Datai Pledge is our contribution to nature and the community. For our guests, we aim to create experiences which are immersive and educational,

and to inspire a shift in their consciousness in upholding our collective role in responsible living on a wider global level.

People are at the heart of The Datai Pledge – our guests, staff, partners, donors, and programme beneficiaries. I am immensely proud of the dedication and rigour of The Datai Pledge team in creating such a robust programme, and thankful for the tremendous support from our guests – for their donations, as well as their participation and feedback on our activities, all of which provides inspiration to our work.

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



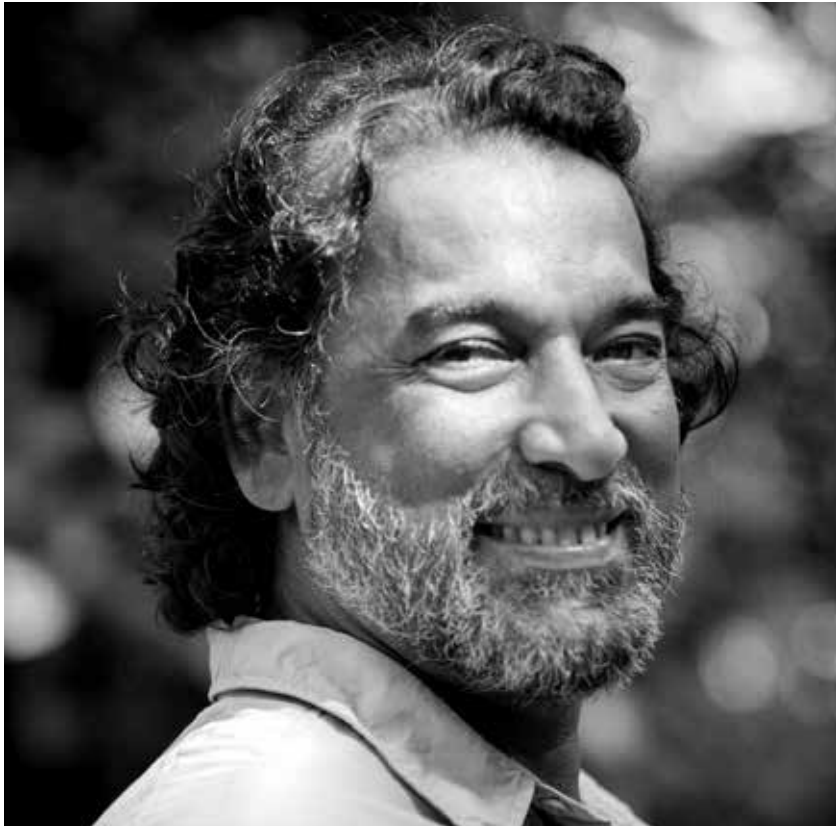
ARNAUD GIRODON



Introduction

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

Overview of Langkawi



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

The deposition of a great diversity of rock and soil substrates determined the floral distribution across the island that included lowland rainforest, heath forest, forest on limestone, mangrove and littoral forest. Each flora type in turn determined the species of fauna that thrives locally.

For size, no other island in the region can boast of this biodiversity. The significant geological aspects as well as the island's rich biodiversity contributed to Langkawi achieving geopark status

in 2007 by Global Geoparks Network (a body that sits under UNESCO) – at the time, the first geopark in Southeast Asia.

While islands are marvellous places for evolutionary processes to occur, they are also vulnerable to species extinction.

Although regarded as a green tourist's heaven, Langkawi's precious assets are under threat – nearly 50% of its natural heritage has been lost today; the remaining 50% is fragmented into six smaller core ecological zones.

This loss is chiefly due to unsustainable anthropogenic activity. It is a critical time for the island's future. With The Datai Pledge, we are committed to addressing this through a comprehensive and regenerative approach.

IRSHAD MOBARAK

Chief Advisor, The Datai Pledge

Head Naturalist, The Datai Langkawi

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.

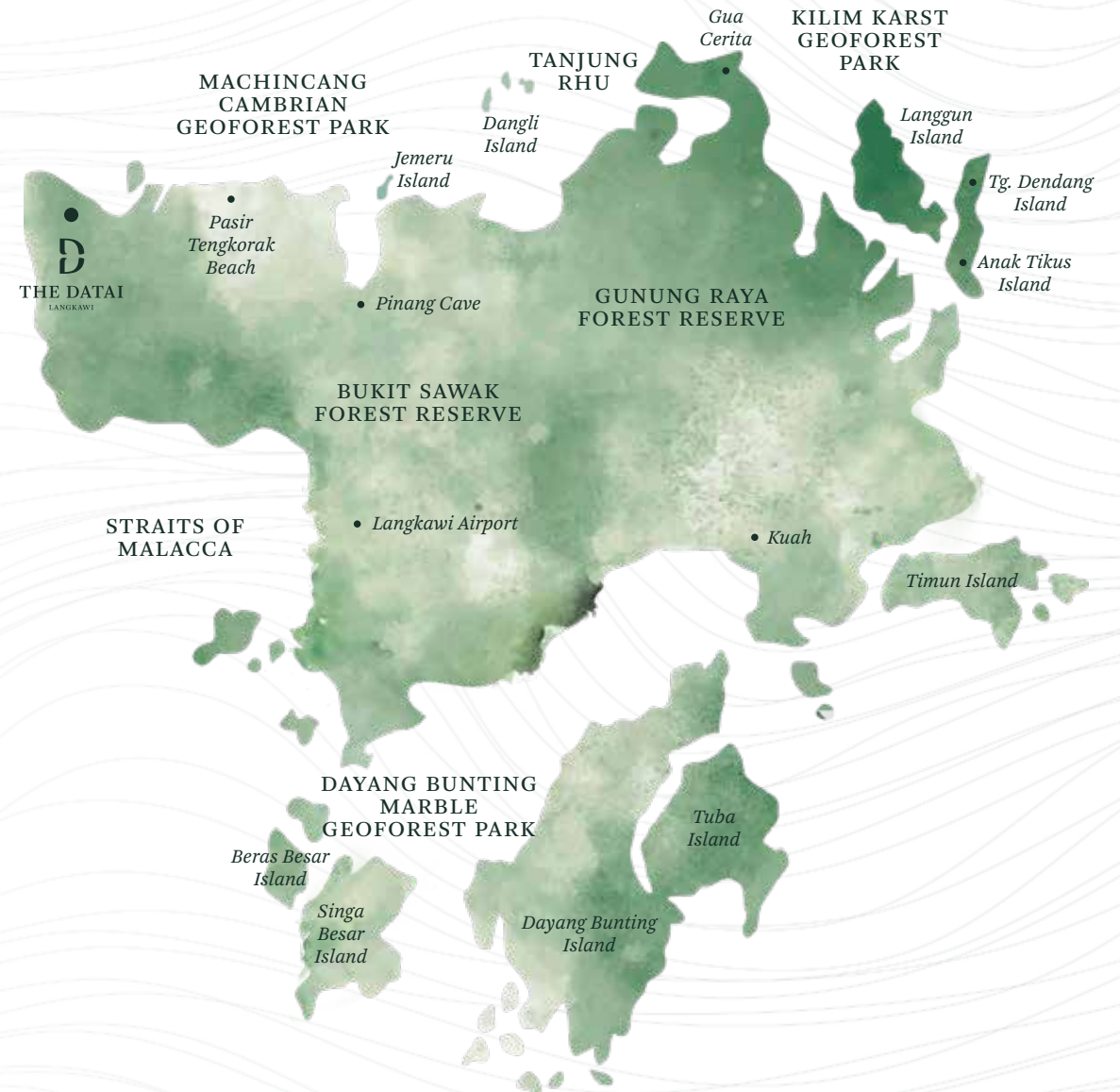
Tourism is the island's chief source of income. With new international airline routes to Langkawi set to open in the mid-long-term, tourism is expected to increase, making it even more critical to protect the biodiversity and the livelihoods of the community. The Datai Pledge was created on this premise.

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.

Since we launched the programme, we've made great progress towards achieving our objectives, despite restrictions brought about by the global pandemic which affected both our resort operations and The Datai Pledge itself. The following pages review the development of the programme along with our goals for 2021.



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 NGO and social enterprise 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 a Private Trust with the following objectives:

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.

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.

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.

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 our business operations more sustainable and to steward the regeneration of the environment and community. Our partner NGO is Sahabat Alam (SALAM) Langkawi, dedicated to environmental conservation and sustainable tourism in the island.

Fish For The Future

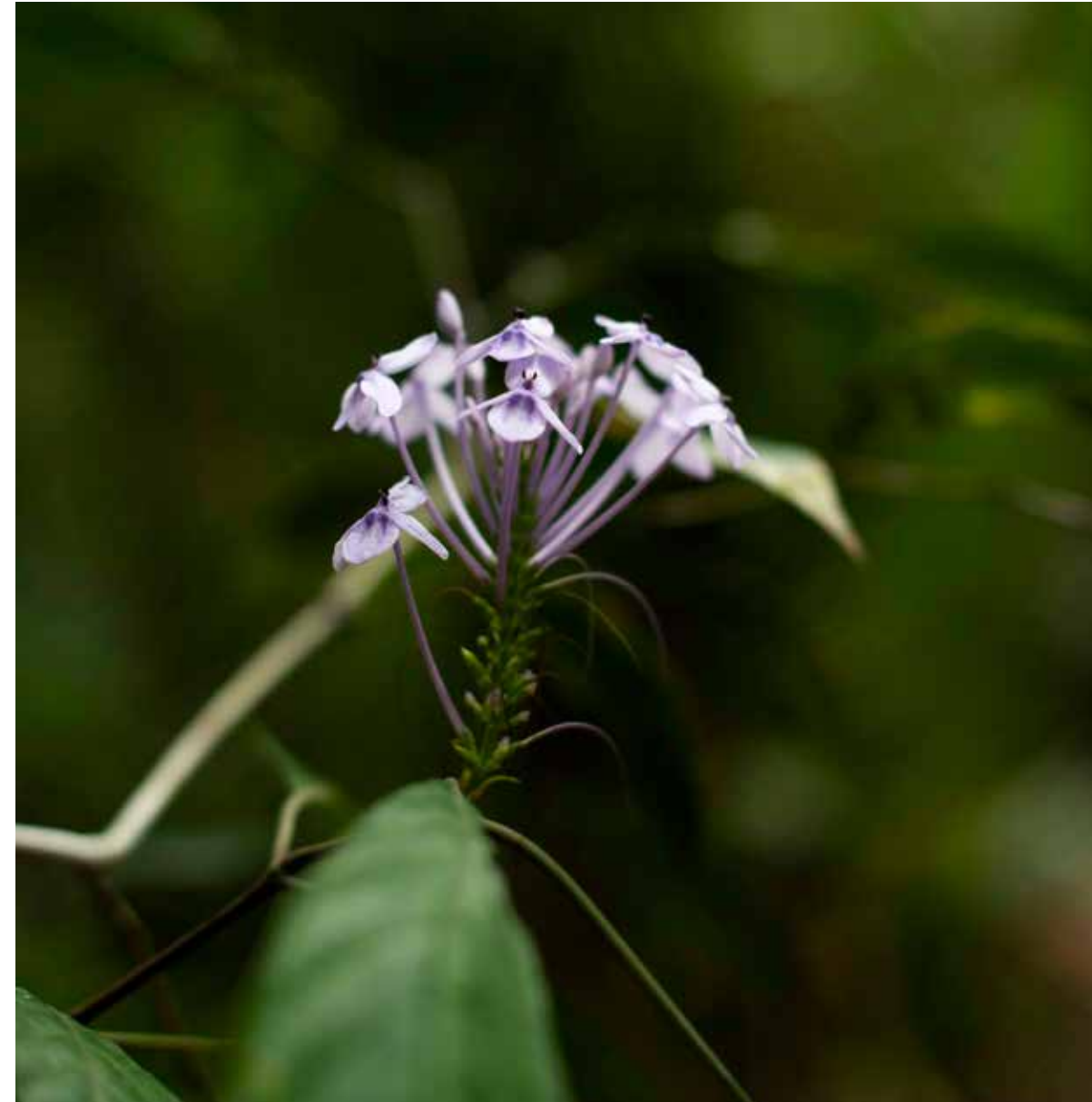
To conserve and propagate the coral reefs and marine life, and promote the practice of sustainable fishing. Our NGO partner is MareCet, the only NGO in Malaysia dedicated to marine mammal conservation and the protection of their habitats, particularly the research and preservation of dolphins and porpoises.

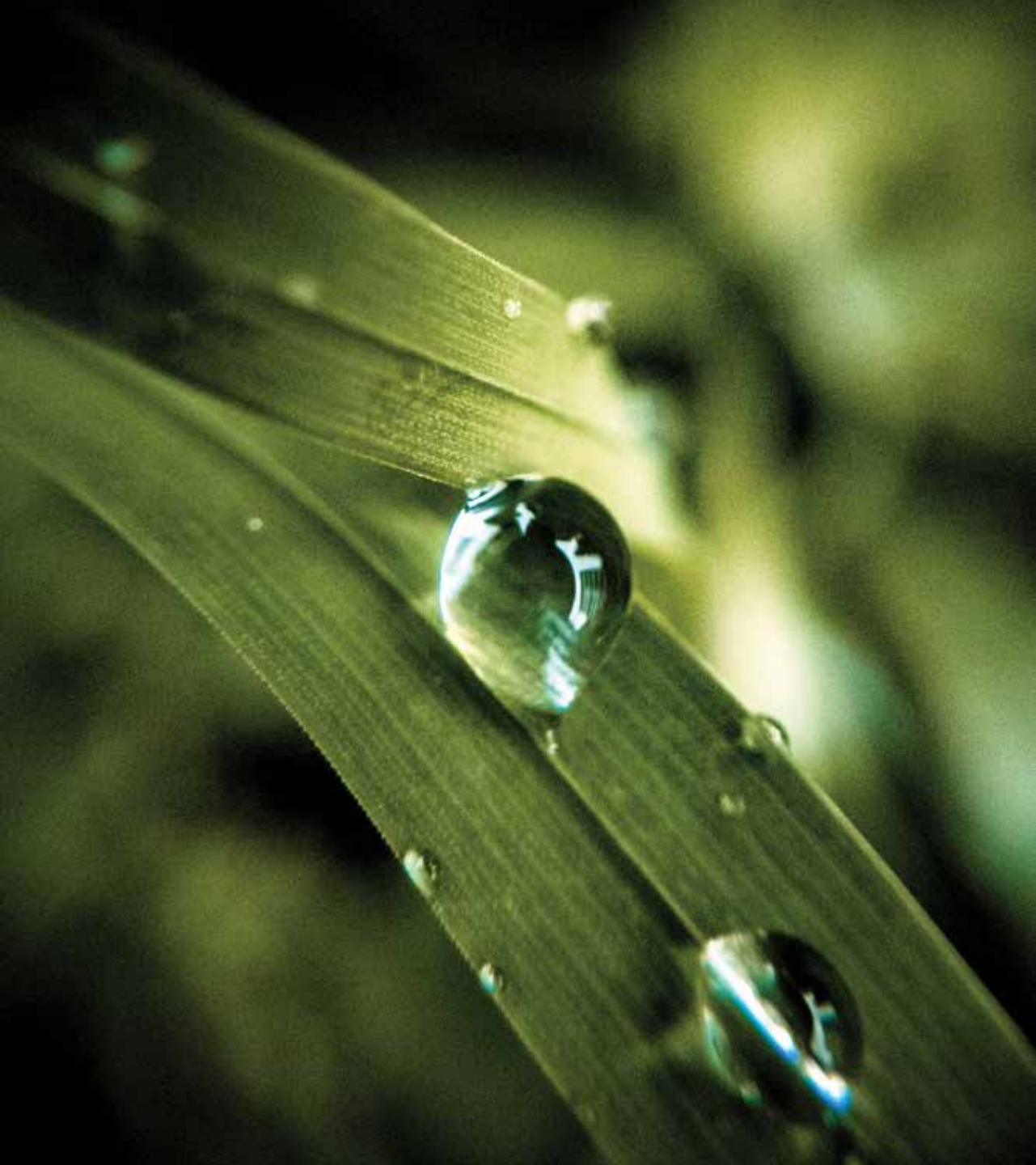
Wildlife For The Future

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, and specialising in the welfare of hornbills and the preservation of their habitats.

Youth For The Future

To nurture a respect and appreciation of nature amongst school children through education and action on environmental issues. Our partner NGO 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

In partnership with



A word from



REMI GIROMELLA

Pillar Leader, Pure For The Future

“ It’s been over two years now since The Datai Pledge began its beautiful journey of conservation and sustainability. I am very proud to be leading the Pure For The Future Pillar with the support of a dedicated and passionate team who always go the extra mile. Our initiatives have developed well with some exciting achievements, but we’ve also seen some challenging times.

On a personal note, working on sustainability initiatives within a luxury hotel has always been a dream work experience for me. This, along with helping the community whilst minimising our impact on the surrounding environment, has been incredibly rewarding. I am looking forward to achieving zero waste to the landfill in 2021 and attaining another key milestone for the programme. ”



Overview

Reducing waste, conserving precious resources and replenishing ecosystems.

Like many tourist islands, infrastructure-related issues such as the disposal of waste has had a negative environmental impact in Langkawi. Data indicates that approximately 100 metric tons of rubbish are produced daily by tourists and the residents of Langkawi, rising to 150 metric tons daily in the high season.

[Source: Malaysian Nature Society, 2019]

Our ambition is to achieve zero waste, whilst protecting nature and improving the welfare of the local community. Since launching the following centres, we have made great progress in achieving our goal of zero waste in our operations:

- The Lab, where guest workshops and upcycling initiatives are held, constructed using 7,698 bottles and 280 kg of recycled plastic.

- Recycling Centre, to crush glass and shred plastic for recycling.
- Sorting Centre, to separate wet and dry waste and to compact food waste.
- Bottling Plant, where still water is purified through reverse osmosis and is bottled in recyclable glass bottles, thus reducing plastic waste.
- The Garden comprising multiple components including: the Permaculture Garden, where food waste is transformed into valuable compost to grow herbs, spices and fruits for the resort; the Wetland Filtration System, to further purify waste water; the Bee Farm; the Composting Farm; and an outdoor classroom, amongst others.

Forging strong partnerships with the local community through reciprocal learning is a critical aspect of our programme.

We introduced new sustainability initiatives within the community and are also looking at integrating local practices such as virgin coconut oil farming. We supported local culture and heritage through offering traditional craft-making activities such as batik workshops; promoted natural well-being practices through activities such as propolis soap making; and supported sustainable commerce and provided livelihoods through employing the community in our upcycling initiatives.

We aim to nurture microbusinesses and local entrepreneurship, especially with disadvantaged and marginalised members of our extended community, which we can then support through the resort's supply

chain. We will continue to try and leave as much money as possible in the immediate economy, to help strengthen financial independence and the empowerment of local small businesses, and to help the more vulnerable members of our society be more resilient to unexpected changes in the economy or extreme weather.

Achieving a strong community relationship with a wide reach was made possible through our partner NGO Sahabat Alam (SALAM) Langkawi who are dedicated to environmental conservation in the island. Their strength is their strong network and their ability to galvanise volunteers in community action projects to preserve Langkawi's natural resources.

Tackling the wider issue of reducing our carbon footprint and energy wastage is another area of focus. We made inroads on this by significantly reducing waste to the landfill

(which contributes towards greenhouse gases) and are working with EarthCheck, an industry body, to identify more ways to effectively measure our footprint. Despite its universally acknowledged impact on climate change, carbon footprints are difficult to calculate accurately due to short data regarding the complex interactions between the contributing factors. Finding the best methods to measure our footprint and devise effective solutions to reduce it will become a growing area of focus for us in 2021.





Achievements

Five new centres designed to achieve zero waste in our operations, as well as for education and collaborations: The Lab, Upcycling Centre, Sorting Centre, Bottling Plant and The Garden.

93%

highest record of total resort waste processed, with a monthly average of 77%.

430 kg

of herbs, plants and vegetables harvested.

558,540 kg

of waste saved from the landfill.

341

concrete bricks produced from upcycled glass.

90,392

glass bottles saved from the landfill.

385

drinking glasses produced from upcycled glass.

211,831

recyclable bottles of still water produced.

10,223

candles recycled.

28.1 tonnes

of fertiliser compost produced from food waste.

235

bars of soap recycled.

All data above from March 2019 to July 2021

Reducing our carbon footprint and energy consumption.

676,000 CO₂-e

prevented from polluting our environment by not sending waste to landfill.

343,176 kWh

of energy saved from 2020 vs 2019 (enough to supply 171 kampung houses for a year).



All data above from March 2019 to December 2020

Successful community outreach programmes.

10

single mothers and other beneficiaries provided employment to upcycle slippers, fabric and candles, through SALAM.

3 tonnes

of clothes, slippers and books donated to those in need through SALAM.

170 kg

of food delivered from our monetary contribution for the SALAM Covid-19 Relief Programme.

4

partnerships with green suppliers and artisan groups to produce sustainable products.

23

workshops with local artisans on craft and sustainable practices.

All data above from January 2019 to July 2021

**Continuous learning –
guest and staff education.**

230 guests

attended sustainable
workshops as well as tours
around the resort.

201 staff

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



*All data above from January
2020 to December 2020. All our
sustainability operations data
has been reviewed and assessed
by EarthCheck*

A word from



ZAKWAN ZAMRI

The Garden Manager, The Datai Langkawi

“ It’s been really encouraging to see all the efforts of our sustainability initiatives start to show results, especially the reduction of waste to the landfill and our ‘no single-use plastics’ policy. In addition, guests have been very appreciative of our efforts and have often shared constructive suggestions to improve the programme. Together with my team, we always try to diversify the products that can be offered at the Permaculture Garden, and to increase our knowledge of agriculture and permaculture in particular. ”



Objectives for 2021

Goal 1: Achieve zero waste to landfill.

Objectives	Plan
Invest in more regenerative initiatives such as the Asher, a revolutionary machine that decomposes waste into ash using pyrolysis technology.	Use the Asher to help transform as much waste as possible into reusable matter.
Expand our waste management programmes to other locations such as the staff quarters of The Datai Langkawi and The Els Club Teluk Datai.	Launch waste management operations in these locations by August and achieve zero waste in a second stage.
Increase the volume of food production by introducing circular agricultural systems such as aquaponics farming. Aquaponics mimics nature to create plant food using nutrient-rich water from raising fish.	Initiate the aquaponics system by April to produce a variety of local herbs.

Goal 2: Strengthen community relationships.

Objectives	Plan
<p>In partnership with SALAM:</p> <ul style="list-style-type: none">- Increase upcycling and recycling programmes to generate more revenue for SALAM's beneficiaries.- Assist with the creation of a new recycling centre (SALAM Langkawi Collection Centre).	<ul style="list-style-type: none">- Beneficiaries to continue to upcycle slippers and start upcycling candles to sell back to the resort.- To commence with funding assistance.
<p>Initiate other community projects by supporting sustainable and organic farming programmes.</p>	<p>Launch virgin coconut oil production and organic chicken farming.</p>

Goal 3: Reduce our carbon footprint/energy consumption.

Objectives	Plan
<p>Work with reputable industry bodies (i.e. EarthCheck) to find new ways to effectively measure our carbon footprint and devise the best solutions to reduce it.</p>	<p>Initiate our carbon offsetting programme.</p>



Goal 4: Foster continuous learning (in-house) and education (guests).

Objectives	Plan
<p>In-house – expand our knowledge of sustainable practices through increasing our partnerships with innovative sustainable producers. We are looking at producers whose work has a strong local culture and heritage context.</p>	<p>Expand our collaboration with artisans from Langkawi Craft Complex and the community.</p>
<p>Guests - to build more education programmes to expose those visiting to the importance of sustainability.</p>	<ul style="list-style-type: none">- Increase the number of upcycling workshops and sustainability talks.- Increase the number of workshops with visiting artisans on sustainability.- Introduce natural farming education activities.- Introduce talks with SALAM on their work on sustainable tourism and environmental conservation.



Our NGO Partner



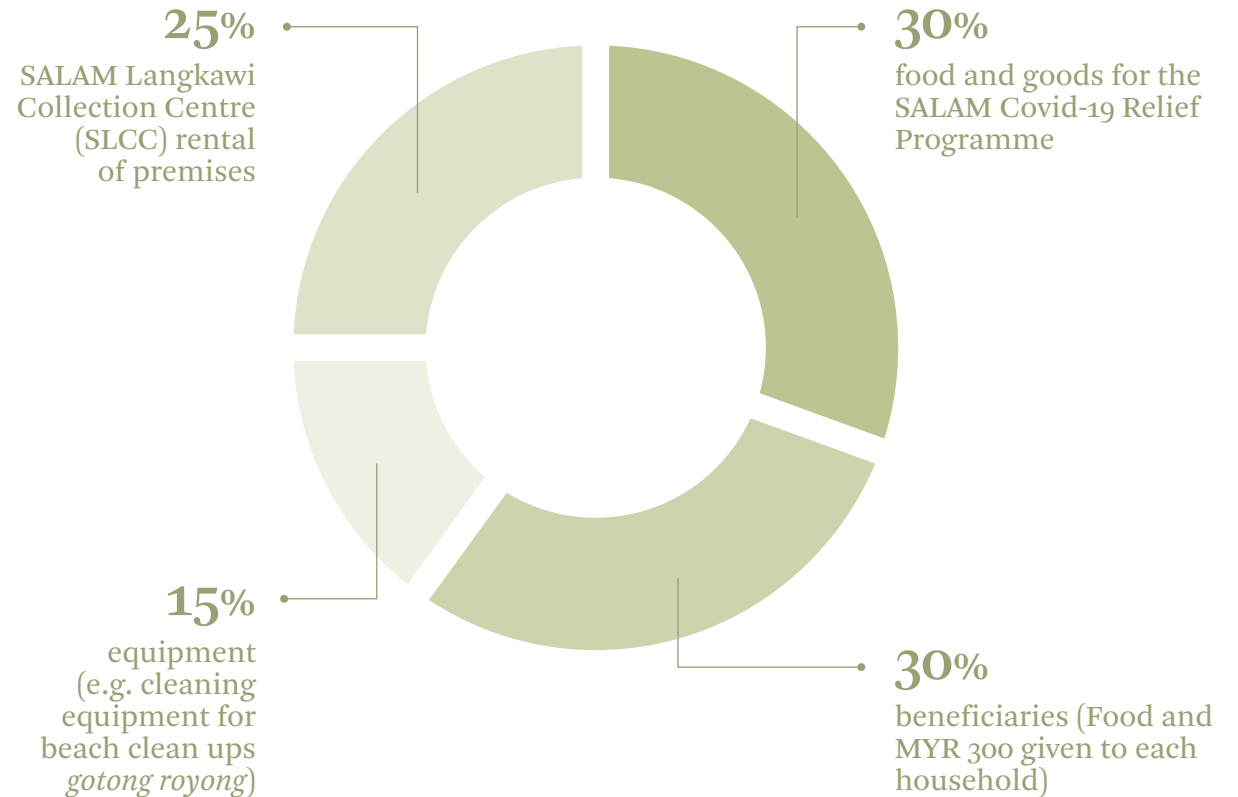
SALAM are dedicated to environmental conservation and sustainable tourism in the island to mutually benefit all stakeholders – locals, industry players and guests. Our partnership, outlined in the previous section, has enabled us to reach the community and co-create sustainable projects and enterprises.

Additionally, we also 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 include the following, in partnership with the Pillar team:

- Collecting 26 tonnes of trash/shipwreck from 3 beach and 1 underwater clean ups.
- Providing employment to over 10 single mothers and other beneficiaries through upcycling slippers, fabrics and candles.
- Donating 3 tonnes of clothes, slippers and books to those in need.
- Delivering 170 kg of food for the SALAM Covid-19 Relief Programme.
- Working with the resort to organise 23 workshops with local artisans on craft and sustainable practices.

How The Datai Pledge funds support SALAM's activities from 2019 - 2021



A word from



SAYYIDAH JAHIZAH BT HASSIM
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 to the construction of a new recycling centre, the SALAM Langkawi Collection Centre and through introducing more sustainable programmes at Kansha Life, a community-driven life space and educational centre. We also collaborate with Kloth Malaysia, a local social enterprise involved in textile recycling to avoid sending waste fabrics to the landfill. ”

Case Study

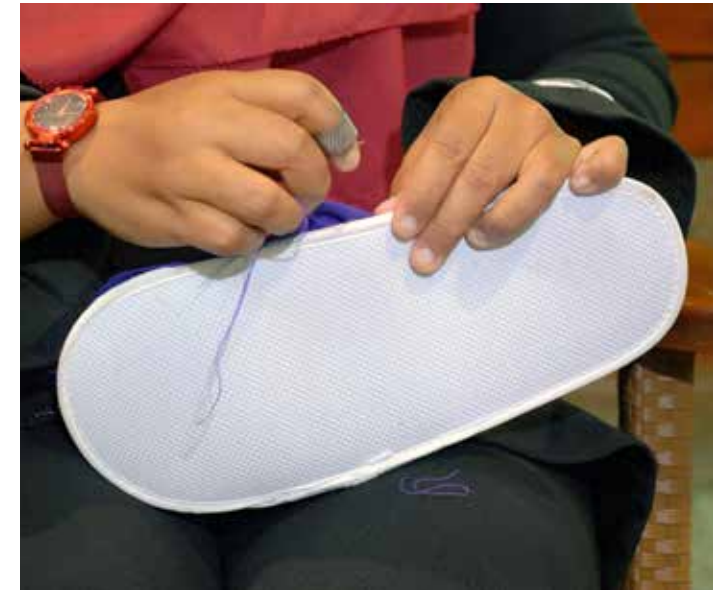
Single mothers' assistance

SALAM's 'single mothers' initiative comprises a group of three women selected for their basic skills in tailoring and hand-sewing as well as their creative potential. The aim was to provide them a livelihood through offering real-life skills and economic empowerment via training programmes and buy-back deals made possible by The Datai Pledge.

We chose to work with this particular social group as we felt we could make a real impact in the quality of their lives and their standing in society by empowering them financially and personally. Additionally, the evolution of perception born from our training

programmes reinforced the direct link between recycling and repurposing goods, and financial profit, helping to make this a more permanent practice.

By reducing waste to the landfill we also reduced our carbon footprint. Selling back the recycled products created provided welcome financial relief during these challenging times. The future prospects of this initiative are promising. With the help of innovative and smart designs from the Pure For The Future collective, SALAM envisions a greater scope for societal adoption, and environmental and economic impact not only for The Datai Pledge, but for the island as a whole.



A word from



ERMA

Beneficiary of SALAM Langkawi

“ My name is Erma and I am a single mother living in Ulu Melaka, Langkawi. I have two children. I was introduced to the SALAM initiative through a common friend that knew of my basic skills in sewing. It was strange to think that I could make money from ‘redecorating’ hotel slippers, but since I had nothing to lose I went for it. It was not easy at first and we had to do the tailoring work by hand but after a few tries, we got it. True enough, SALAM and The Datai Pledge paid me for every pair of slippers I made. I am so happy and grateful. This extra income helps me live better, making ends meet. I can buy more food and daily supplies for my children. I would never have thought this to be possible – making money from things people usually throw away... and it’s good for the environment too! I hope more people can learn about this new way of doing business, where everyone profits and Langkawi island stays clean. ”



fish 

FOR THE FUTURE

In partnership with



A word from



NICOLE LIM

Pillar Leader, Fish For The Future

“ Unscrupulous fishing techniques have left our reefs devastated whilst also having a negative impact on the livelihood of fishers. Fish For The Future aims to strike a balance between livelihood and nature. We rely on the ocean for food, medicine, transportation, recreation and so much more, and it is time for us to shoulder the responsibility and be a voice for the ocean and its inhabitants. It is heart-breaking to think that children of the future might only ever get to see the beautiful reefs and all of its wonders through picture books or screens. I believe that our programme will help safeguard the future of our oceans, beginning with Datai Bay and the surrounding areas. ”



Overview

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 marine species as well as a source of food and jobs for coastal communities. Research indicates that although Malaysian reefs have a relatively high average level of live coral cover at 40.63%, a decline has been recorded over recent years. This is largely due to human impact such as over-fishing, pollution, coastal development and climate change.

[Source: Reef Check, Status of Coral Reefs in Malaysia, 2019]

Since its launch, our programme has focused its efforts on the conservation and propagation of coral reefs and the marine life which these reefs support. We commenced the programme with the insertion of five Artificial Reefs in Datai Bay. These steel devices 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. The Coral Nursery is where vulnerable corals picked up by staff and guests are rehabilitated. Once healthy, the corals are replanted back into a natural reef or in one of our Artificial Reefs. During our regular surveys in Datai Bay, we have since observed an increase of fish such as groupers and snappers, along with flourishing corals.

We also forged a close partnership with the Department of Fisheries (DoF) who have been sponsoring coral frames and coral nubbins to place in our Artificial Reefs. The DoF have also played an instrumental role in helping us reach local fishers and work with them to adopt a whole-systems thinking on marine environments and to promote sustainable fishing.

Our NGO partner is MareCet, dedicated to marine mammal conservation.

We are funding MareCet's long-running conservation project on Indo-Pacific Humpback Dolphins and Indo-Pacific Finless Porpoises within the Langkawi archipelago. Our partnership has enabled guests to join MareCet's study trips and observe dolphins close-up.

In 2021 we will continue to support our existing initiatives and expand our programme with our partners to safeguard the well-being of marine ecosystems. We are also looking at ways of working more synergistically with other Pillars of The Datai Pledge.





Achievements

Since our launch we have achieved the following:

5

Artificial Reefs deployed in Datai Bay for the propagation of coral and other marine life.

110

guests participated in marine conservation activities, including those with MareCet.

300

coral nubbins transplanted to Datai Bay reef in partnership with the Department of Fisheries of Malaysia (DoF).

Weekly*

guest and staff education talks initiated on conservation of marine life, coral and dolphins since February 2020.

90

local head fishers participated in engagement sessions held with the DoF to promote sustainable fishing.

*All data above from January 2018 to July 2021, except **

A word from



SIVA PRAKASH

Marine Biologist, The Datai Langkawi

“ Looking at the ocean always gives me peace of mind. Whenever I scuba dive, I forget the world above me and am ready to explore and enjoy the world underwater. However, in recent years, the amount of pollution and the exploitation of marine animals makes me uneasy when thinking about the future of the ocean. With Fish For The Future, we are dedicated to reviving our underwater world through restoring the coral in the bay and making the beach as turtle friendly as it once was. We hope that the results of our work bear fruit not just for today or tomorrow, but for years to come. ”



Objectives for 2021

Goal 1: Strengthen our coral regeneration initiative.

Objectives	Plan
Increase coral regeneration activities through transplanting young coral (in partnership with the DoF).	Plant 500 coral nubbins (fragments) in an area of 5m ² in the Datai Bay reef.
Continuously monitor rehabilitated coral and marine life to improve our methods of reef restoration.	Implement up to 5 monitoring studies.

Goal 2: Introduce new programmes to benefit the marine life.

Objectives	Plan
Initiate the Turtle Conservation project - to encourage sea turtles to return to nest at Datai Bay beach by creating the right environment.	Introduce 100 coastal plants on the beach.
	Reduce artificial lighting along the beach through partnering with adjacent Saujana Private Villas.

Goal 3: Educate guests on marine life conservation.

Objectives	Plan
<p>Develop more marine conservation activities:</p> <ul style="list-style-type: none">- Coral Rehabilitation Identifying vulnerable coral fragments for rehabilitation in our Coral Nursery.- Coral Restoration Transplanting healthy coral fragments back into the reef by diving or snorkelling.	<ul style="list-style-type: none">- Launch 'Adopt a Coral'.- Implement activity trials and launch weekly Coral Rehabilitation and monthly Coral Restoration activities.
<p>Support MareCet's conservation work:</p> <ul style="list-style-type: none">- Raise awareness of and educate guests on their conservation work.- Raise awareness of Langkawi's cetaceans and share knowledge with guests about the importance of marine research and conservation, while inspiring them to become ocean stewards.	<ul style="list-style-type: none">- Continue our guest activities such as 'A Day Out with Dolphin Researchers' and 'Marine Mammal Lab' when MareCet is at the resort.- Launch 'Adopt a Dolphin'.



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

Objectives	Plan
<p>Support and partner MareCet’s work:</p> <ul style="list-style-type: none">- Continue to support MareCet’s Langkawi Dolphin Research project.	<ul style="list-style-type: none">- Raise funds through the Dolphin Adoption Programme.
<p>Strengthen our partnership with the DoF:</p> <ul style="list-style-type: none">- Expand existing projects and initiate new activities.- Certify Datai Bay as a Marine Protected Area.	<ul style="list-style-type: none">- Continue the coral regeneration project and initiate new activities.- A long-term project with a 5 to 10 year goal.



A word from



DR LOUISA PONNAMPALAM
Executive Director and Co-founder, MareCet

“ Cetaceans are some of Langkawi’s lesser known wildlife gems, yet play such an important role in keeping the health balance of the marine environment; serving as sentinels of the sea’s health. Partnering with The Datai Pledge will help us keep our conservation projects going during these tough times. The funds will enable us to keep researching the cetaceans and conduct outreach activities with schools and the local communities for our flagship research project in Langkawi. Additionally, the research trips with guests will help us monitor the dolphins, especially when we are unable to be in the field for a full survey. The Datai Pledge partnership is a wonderful opportunity for MareCet to share its knowledge and conservation passion about marine mammals with guests, and to be able to inspire children to be ocean stewards. ”

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.

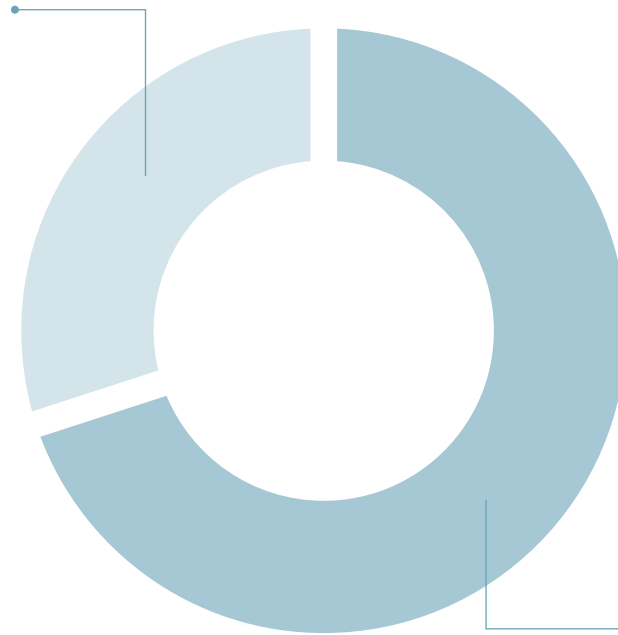
In addition to our partner activities, outlined in the previous section, we are also assisting MareCet with funding for their flagship initiative, the Langkawi Dolphin Research, on Indo-Pacific Humpback Dolphins and Indo-Pacific Finless Porpoises.

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 11 year ongoing study also involves working with local fishers and nature guides to promote environmental best practices and provide training on marine mammal stranding response. MareCet also works with Langkawi Development Authority (LADA) on marine education programmes for Langkawi schools, and with local women in the development of fundraising merchandise. The production of this merchandise provides them with a source of income and promotes local artisan craft, as well as creates a source of fundraising for MareCet.

How The Datai Pledge funds support MareCet

30% outreach for School Programmes
to run our programmes with schools in Langkawi, including taking the children out to see dolphins (if allowed) and organising beach clean ups with them



70% research
to run our dolphin surveys around Langkawi and Perlis

MareCet's recent achievements include the following:

- Celebrating the 10th anniversary of their flagship project, the Langkawi Dolphin Research.
- 9 features of MareCet and marine conservation work in the media: virtual talks, online articles, a newspaper article, radio and podcast interviews.
- 44 activities conducted including talks, webinars, workshops, infographics sharing, videos, documentary screening, panel discussions, storybook readings, drawing and colouring contests across 3 MareCet-organised virtual events.
- 3 virtual events organised by MareCet: Marine Mammal Veterinary Webinar, World Oceans Month and Sayang-Sayang Seagrass Virtual Festival Week.
- 55,771 audience reach and engagement through various virtual events.
- Successfully nominated and subsequently obtained international designation of the coastal waters of Langkawi, Perlis and adjacent areas as an Important Marine Mammal Area (IMMA) by the International Union for Conservation of Nature (IUCN). Further afield, MareCet also successfully obtained IUCN IMMA designation for the coastal waters of Matang, Perak and around the Mersing Archipelago, Johor.
- Received a grant from Morris Animal Foundation, US, for acoustic research on dolphins in Langkawi-Perlis and looking at their well-being in relation to underwater noises.



Case Study

Artificial Reef in Datai Bay

In the past, fishing activities with unsuitable fishing gear were conducted directly at the natural reefs and damaged the ecosystem in the process. This greatly impacted the corals and reef inhabitants by destroying their habitats and reducing the number of breeding and nursery grounds as well as areas for shelter. As the fishing industry is tied very closely with the livelihood of the coastal community, these fishing activities could not be banned completely.

Artificial Reefs play an important role in providing an alternative fishing ground without impacting the natural reefs. Since deploying 5

Artificial Reefs in January 2019, we have observed a multitude of coral attachments on the structure, and at least 20 different fish genera and other invertebrates flourishing around it.

The Artificial Reefs were made from galvanised steel and were specially designed and fabricated for Datai Bay's soft and muddy bottom. The structures were equipped with artificial live rocks that mimic coral rubble in the reef to provide a settlement surface for organisms such as algae and other marine invertebrates. Concrete culverts were also installed on the Artificial Reefs to provide hiding places and

shelter for animals that will attract fish and increase the fish biomass within the bay.

We continue to closely monitor the Artificial Reefs for progress. Surveys for data collection will help us determine the abundance of reef species and changes over time. This research will also aid us in our long-term goal of turning Datai Bay into a marine protected area.



A word from



SABRI BIN MUSA

*Ambassador of Geopark Langkawi and
Secretary of Sungai Kubang Badak Fishermen Corporation*

“ The Datai Pledge has raised the importance of protecting marine biodiversity amongst the local community. The Artificial Reefs provide a rich habitat to a wealth of marine life and are also a source for sustainable fishing. We hope our combined efforts will continue to benefit the coastal fishermen and create a sustainable ecosystem. ”



wildlife
FOR THE FUTURE

In partnership with



A word from



SHAKIRA MOBARAK

Pillar Leader, Wildlife For The Future

“ Reconnect, Reforest and Restore were the guiding principles of Wildlife For The Future’s initiatives. The programme started as a vision of hope by the Chief Advisor of the The Datai Pledge programme, Irshad Mobarak, so many years ago. To have been part of the process and watch it grow and manifest into something tangible has been incredibly educational and rewarding – an honour. ”



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

Langkawi is celebrated for its rich biodiversity – its varied landscapes alone play host to over 500 species of butterflies and 220 species of birds amongst an abundance of other wildlife. With an estimated 80% of the planet's terrestrial species living in forests, deforestation is cited as one of the biggest extinction risks to many species. In the last 100 years, Langkawi has lost nearly 50% of its natural wildlands due largely to deforestation; the remaining 50% is fragmented into six ecological zones. Fragmentation, caused by strips of deforested land, confines wildlife to smaller pockets of forest and gives rise to in-breeding 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 initiatives include:

- The creation of Wildlife Corridors, which enable the safe passage of arboreal wildlife between fragmented wildlands.
- Reforestation, through replanting native trees grown in our recently established Native Tree Nursery.
- Continuous education on animal behaviour and their habitats, through the placement of camera traps, enabling us to develop effective conservation programmes.
- The protection of wildlife through placement of Road Signs in strategic areas, to lower the incidence of roadkill caused by speeding vehicles.
- Community outreach programmes to protect and conserve the island's rich heritage.

- Habitat restoration through building artificial habitats and enhancing existing natural habitats to boost the population of hornbills.

Our partner is Gaia, a social enterprise dedicated to wildlife conservation in Malaysia. Gaia's current focus is the conservation of hornbills, a family of birds that is increasingly under threat. In addition to poaching, deforestation is also endangering these birds, by reducing the prevalence of trees with large natural cavities in which hornbills create their nests.

To encourage more hornbills to nest in the wider Datai Bay area, we erected our first Artificial Nesting Box in 2019. With Gaia now on board, we aim to install more of these nesting boxes and create more natural habitats. As we move forward in 2021, we hope to implement more collaborations with our fellow Pillars, the community and our partners, the Forestry Department and Gaia.





Achievements

Since our launch we have achieved the following:

1

Artificial Nesting Box for hornbills installed.

2

Road Signs erected.

Over 100

seeds collected and planted in the Native Tree Nursery.

32

Rain Tree (*samanea saman*) trees planted to create a wildlife corridor.

Orchid Repository

set up to propagate rare orchids rescued from fallen trees.

All data above from November 2019 to July 2021

A word from



RAZAN HASNOL

Naturalist, The Datai Langkawi

“ Wildlife For The Future began as an ambitious plan to conserve and sustainably utilise our natural resources. We’ve seen an immediate impact – one of which is from the rich photographic documentation of the nocturnal wildlife residing around the resort via our camera trapping equipment. This documentation has enabled us to devise better conservation programmes. As the programme evolved, I envisioned it growing from a tiny seedling into a sprout and currently a young shoot. Perhaps one day, just like our magnificent native trees that tower above the rest in our rainforest, our programme will grow to be the same. ”



Objectives for 2021

Goal 1: Strengthen current initiatives to safeguard and regenerate the wildlife.

Objectives	Plan
Continuously monitor and increase Road Signs in high-risk roadkill areas in Langkawi.	Place up to 8 Road Signs in the identified high-risk areas.
Expand our work at the Native Tree Nursery.	Continue seed collection and maintenance of seedlings until they are ready for tree adoption and reforestation programmes.

Goal 2: Introduce new activities to protect the wildlife.

Objectives	Plan
Address the issue of a large number of stray dogs and cats around the wider Datai Bay area who are endangering the population of mouse-deer, pangolin, shrews and porcupines. These stray animals are also potential transmitters of diseases.	Humanely neuter around 25 dogs and 10 cats.

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

Objectives	Plan
<p>Introduce more wildlife conservation talks and activities with guests, and leverage these to raise funds.</p>	<p>Launch 'Be a Naturalist' and tree planting.</p> <p>Launch adoption programmes: 'Adopt a Tree', 'Adopt A Nesting Box'.</p>
<p>Amplify Gaia's conservation work with guests and the general public.</p>	<p>Plan a series of curated talks and activities such as hornbill watching during Gaia's monthly visits to the resort.</p>
<p>Educate local school children and the community with the following programmes:</p> <ul style="list-style-type: none">- Talks on Turtle Conservation- Beach clean ups- Tree planting exercise- Mangrove replanting- Celebrate Earth Day and World Environmental Day at schools.	<p>Work with Pure For The Future and Fish For The Future to create the programmes and reach 200 school children.</p>



Goal 4: Engage further with our partners, the Forestry Department and Gaia.

Objectives	Plan
<p>Partner the Forestry Department of Peninsular Malaysia in the 'PENGHIJAUAN MALAYSIA' reforestation programme. We will receive 1,000 saplings by February 2021 as part of this nationwide programme.</p>	<p>Work in partnership to identify the ideal location to plant these trees in Langkawi.</p> <p>Offer opportunities to guests and the community to help plant these trees.</p>
<p>Continue to support Gaia's work through funding and participate in the creation of habitats for hornbills.</p>	<ul style="list-style-type: none">- Identify and monitor active hornbill nests.- Identify potential cavities and renovate them for specific hornbills.- Create and deploy 2 - 3 Artificial Nesting Boxes for hornbills.



A word from



DR RAVINDER KAUR
Co-founder, Gaia

“ The wonderful thing about hornbills is that they have the ability to digest large fruits and regurgitate seeds undamaged. These amazing birds cover vast areas and deposit seeds everywhere. As such, hornbills are regarded as ‘nature’s gardeners’ through helping rainforest ecosystems thrive. It’s heartbreaking that so many hornbill species are killed by mankind and used as ornamentation. ”

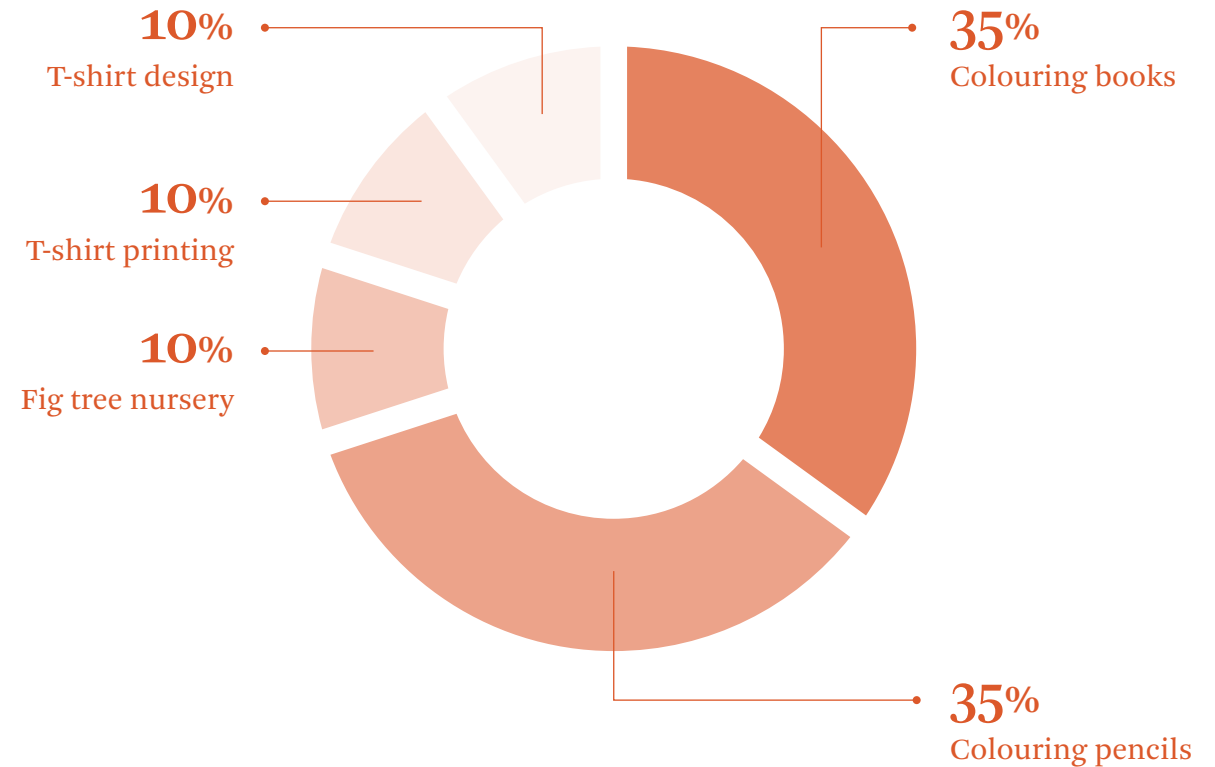
Our NGO Partner



Gaia is a social enterprise dedicated to wildlife conservation in Malaysia. Their current focus is the conservation of hornbills, many species of which are increasingly under threat.

In addition to our work with Gaia on hornbill habitat creation (outlined in the previous section), we are also assisting them with funding on specific projects. These involve the production of education and fundraising material for community outreach programmes to schools as well as the maintenance and care of a fig tree nursery in Kinabatangan, Borneo, to grow hornbill preferred food plants.

How The Datai Pledge funds support Gaia's activities



Gaia's recent achievements include the following:

- 270 plants grown in the nursery in Kinabatangan, Sabah, from regurgitated hornbill seeds collected from under their nesting trees. These plants will eventually provide food to hornbills and a variety of animals such as orangutan and gibbons, who share very similar diets with the eight species of hornbills.
- Protecting a fledging male chick of the critically endangered Helmeted Hornbill species in Kinabatangan, Sabah. This involved the local community undertaking intermittent weekly observations during the first four months of the nesting period, which increased in frequency to daily observations with support from the whole team and the local NGO HUTAN/KOCP (Kinabatangan Orangutan

Conservation Programme) until the chick left the nest in the sixth month. This was essential to stop poachers, which were encountered during observations – the female Helmeted Hornbill vanished in the fifth month of nesting. The remaining nesting family of the Helmeted Hornbills were protected until the chick fledged.

- Discovery of new nesting sites for future research and conservation work. Gaia discovered one Wreathed Hornbill (Vulnerable) nest, one Rhinoceros Hornbill (Vulnerable) nest and one Bushy-crested Hornbill (Near Threatened) nest. These species are rated in the Red List of Threatened Species by the International Union for Conservation of Nature.



Case Study

Artificial Nesting Box

Hornbills play an important role in maintaining the health and diversity of the rainforest. They are often referred to as the gardeners of the forest. A large percentage of their diet includes various species of fruits that are dispersed over a wide area. Three species of hornbills are found in Langkawi: the Oriental Pied Hornbill; the Great Hornbill which is the largest hornbill species in Langkawi, measuring at 1.2 meters from the tip of its bill to the edge of its tail; and the rarest of the three, the Wreathed Hornbill.

Langkawi has unfortunately lost a large percentage of its natural wildlands due to deforestation and we have noticed a decline in the number of hornbills over the years. An Artificial Nesting Box was created specifically for the

resident pair of Great Hornbills around The Els Club Teluk Datai area as it was noticed that these hornbills had many unsuccessful nesting seasons.

The box was made from chengal wood to ensure its durability, with dimensions of W 50cm x L 60cm x H 100cm. It was erected in November 2019, about 30 metres high on a tree close to the golf course. Since being deployed it has garnered the attention from many visiting wildlife.

A male Oriental Pied Hornbill and a Red Giant Flying Squirrel have been noticed nearby, but neither have nested there yet. The Artificial Nesting Box will be monitored continuously and we hope to see 'box babies' emerge in the near future.



A word from



SHAABAN ARSHAD

Community member, Kampung Teluk Ewa

“ Working to care for the environment benefits everyone. This is our heritage. If we do not take care of it, there will be nothing to leave for the future. So it’s important to do all we can while there is still a chance to make a difference. ”



FOR THE FUTURE

In partnership with



A word from



JOHAN ABDULLAH

Pillar Leader, Youth For The Future

“ *I believe the children are our future
Teach them well and let them lead the way
Show them all the beauty they possess inside...*

The above is an excerpt from the song lyrics of ‘The Greatest Love of All’ by the late Whitney Houston. Its meaningful message inspired me to lead this Pillar with the help of our other partners – the NGOs and social enterprises, Pillar Leaders and the leadership team at The Datai Langkawi. Having raised four children of my own, I am deeply committed to the importance of early education to establish a rapport and respect with nature. I wish to thank Sri Themudu, Programme Director, Green Growth Asia Foundation (GGAF) whose commitment and deep understanding in dealing with various stakeholders contributed to the success story of the Kedah Eco-School Programme, in which Youth For The Future is participating. Without a doubt, the programme will sow the seeds of hope for the regeneration efforts that we are ultimately aiming for. ”



Overview

A survey conducted in 2020 by UNICEF on Malaysian youth's attitudes towards climate change revealed that 9/10 of young Malaysians have experienced environmental and climate-related effects in the last three years.

Whilst most young people were aware of global environmental issues, 'the need for more information and knowledge to create actions to tackle climate change' and the 'inclusion of rural areas and lower-income families' in spearheading the change was also highlighted. These results reinforced the objectives that we had set for Youth For The Future in 2019.

When developing our programme, we recognised that Langkawi's children are uniquely placed in experiencing first-hand the positive and negative effects of tourism, as well as in having the motivation to protect their island's precious biodiversity. To create any kind of meaningful impact it was

essential for the programme to work on a fundamental level through civic and community partnerships. We identified the Eco-Schools Programme in Kedah, an upcoming project aimed at empowering pupils to become catalysts of change through action-based learning.

Eco-Schools is the world's largest sustainable education programme, present in 68 countries and 52,000 schools. It supports the goals of the United Nations (UNESCO) 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 for driving the programme with the state government and managing its implementation with schools – and 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 various forms of Movement Control Order (MCO) in 2020 issued by the Malaysian government in response to the global pandemic, schools were closed or their activities curtailed, and the planning stage of the programme was severely hampered.

In response to this limitation, we created a series of webinars as part of the Foundation for Environmental Education (FEE) Global Youth Schools programme, affiliated with Eco-Schools. Produced in collaboration with our other Pillar teams, the webinars

covered themes such as hornbill and coral conservation, and upcycling programmes.

Additionally, we sponsored two local college students as part of the Eco-Schools affiliated Young Reporter for the Environment programme. The students were inducted on our sustainability and conservation initiatives over a course of 3 days. They utilised their learnings to create a series of videos on sustainability to be shown at schools locally.

We're excited to move ahead in 2021 and complete the rest of the Eco-School's Year 1 planning. In tandem, we are also taking precautionary measures by preparing supplementary activities in the event of further school closures necessitated by more MCOs issued by the federal government.





Achievements

Since our launch we have achieved the following:

2

Langkawi schools selected for sponsoring - primary school, Sekolah Kebangsaan Ewa and secondary school, Sekolah Menengah Kebangsaan Tunku Putra.
Launched Kedah Eco-Schools programme at The Datai Langkawi on 4 May 2021.

26

members of The Datai Pledge team nominated for the Circular Economy Masterclass by Green Growth Asia Foundation (GGAF).

Young Reporters for the Environment launched

The programme involves educating students on The Datai Pledge initiatives to assist them in content creation for a video series on sustainability, conservation and ecotourism for Malaysian schools.
5 webinars were conducted on conservation and sustainability.

1,233

local and international pupils reached in the Global Youth Schools webinar series, as part of the Foundation for Environmental Education (FEE), affiliated with Eco-Schools.
- Our webinar on 'sustainability in the hospitality' industry set a new record of 890 participants.

8

members of The Datai Pledge team trained as Module Leaders to co-facilitate the modules at school, supplementing the school curriculum.

All data above from 2020 - 2021

A word from



NORLIZA SELAMAT DIN

Learning and Development Manager, The Datai Langkawi

“ For me, there is nothing more special than seeing children grow up to be the best person they can be. As adults with different upbringings, environments and experiences of our own that we cherish, we are able to share these with them to help them learn, value and explore their true potential and shape a better world. At The Datai Langkawi, it is my duty to introduce all newcomers to our values and that begins with the care, appreciation and responsibility towards nature, people and wildlife around us through The Datai Pledge. ”



Objectives for 2021

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

Objectives	Plan
<p>Complete the formation of the Eco Team. GGAF and The Datai Langkawi team have been identified, awaiting confirmation of school teachers.</p>	<p>School teachers to be identified.</p>
<p>Develop the Lesson Plan (GGAF & Pillar team). Currently two modules developed:</p> <ul style="list-style-type: none">- Food waste composting into soil, using The Garden at The Datai Langkawi.- Purifying waste water naturally, using our in-house Wetland Filtration System (designed to further purify waste water from guest rooms).	<p>Remaining 8 modules to be completed.</p>
<p>Eco Team (selected school staff, GGAF and Pillar head) to be assembled and collaborate for seminars and workshops to agree the first year modules.</p>	<ul style="list-style-type: none">- Seminar 1: Eco-Schools Crash Course (School Management)- 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.	School to be selected.

Goal 3: Implement a complementary programme in the event of continued school closures.

Objectives	Plan
Continue the Young Reporters for the Environment programme.	Implement more visits from local college students.
Raise awareness of GGAF and their role in the Eco-Schools Programme amongst guests.	Initiate monthly guest education activities with GGAF.
Create more webinars for local and international youth as part of the FEE programme, in collaboration with other Pillar members.	Plan and implement 3 new webinars.



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



SRI THEMUDU

Programme Director, Green Growth Asia Foundation (GGAF)

“ Our Eco-Schools Programme does not ask teenagers to save the earth. It invites them to participate in a captivating and rewarding learning process in which the activities contribute to their personality development and are also beneficial for the planet and humankind. Rather than teaching about sustainability issues in an abstract way in the classroom, the GGAF-DATAI PLEDGE collaboration creates a framework for schools and pupils to do concrete work for sustainable development in a real-life context. ”

Our NGO Partner

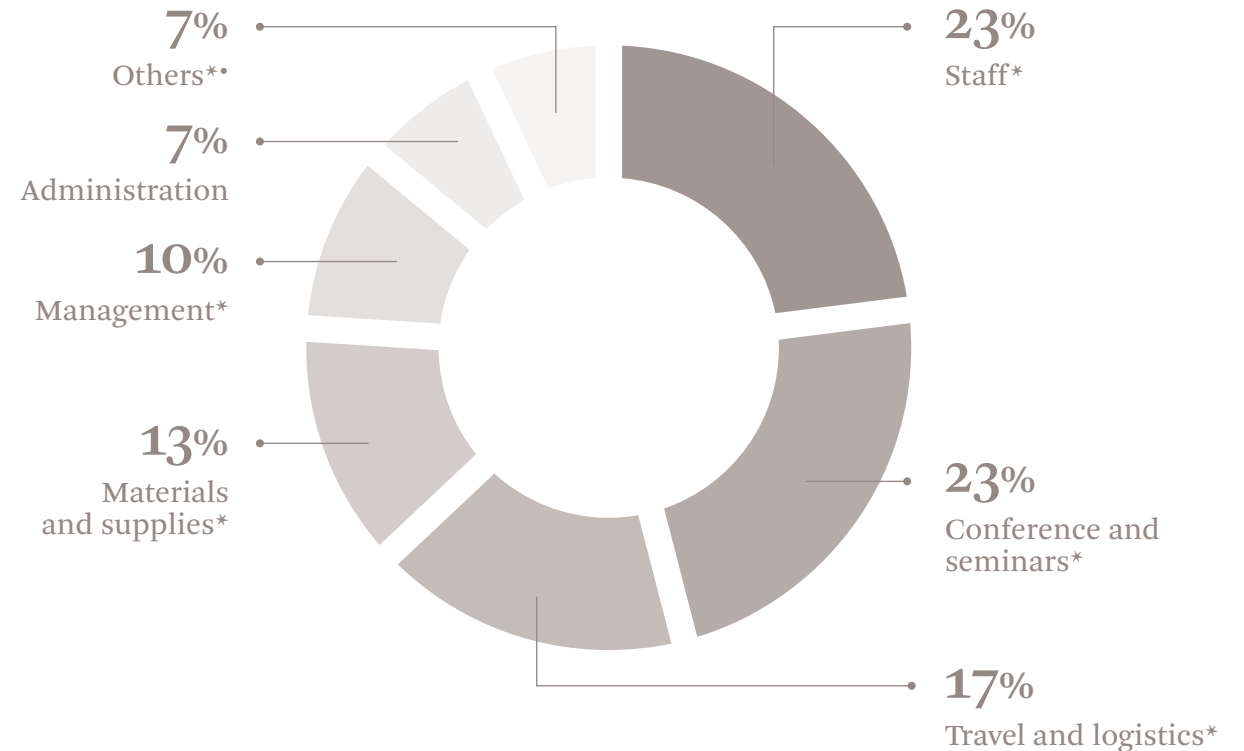


GGAF's aim is to respond to sustainability challenges in Asia through 'green growth' programmes – initiatives that drive economic prosperity through social inclusivity and environmental responsibility, and through advancing education programmes.

GGAF have 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 existing school 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



* Component core (Core Programme Cost excluding administration fees)
• Computers and equipment, printing and publications, software and licensing

GGAF's recent accomplishments include the following:

- Received Sime Darby Environmental education grant for Eco-Schools Programme.
- Developed Green City Action Plan for Melaka with Asian Development Bank.
- Awarded grant for sea turtle friendly lighting project in Melaka by SGP (programme funded by Global Environment Facility, implemented by United Nations Development Programme).

GGAF are also affiliated with the following institutions:

- Institute for Housing and Urban Development Studies, Erasmus University Rotterdam, Netherlands
- Universiti Putra Malaysia
- World Wildlife Fund, Malaysia (WWF-Malaysia)
- UNINET, the strategic plan of Indonesia-Malaysia-Thailand growth triangle of universities (IMT-GT)
- UN Environment Programme (UNEP)
- The Foundation for Environmental Education, Denmark
- Thought for Food
- Regional Centre of Expertise Melaka, Education for Sustainable Development - The United Nations University Institute for the Advanced Study of Sustainability. GGAF is the host for the programme in Melaka



Case Study

Young Reporters for the Environment (YRE)

Young Reporters for the Environment (YRE) is an award-winning programme coordinated by Foundation for Environmental Education (FEE) - the world's largest environmental education organisation, with members in 77 countries.

The programme empowers young people to take an educated stand on environmental issues they feel strongly about, and aims to give them a platform to articulate these issues through the media of writing, photography or video. Youth aged between 11 - 25 years can join the programme in their own country through their school, youth group or as individuals

by contacting the relevant National Operator. In Malaysia, Green Growth Asia Foundation (GGAF) is recognised as one of these National Operators.

Under The Datai Pledge Youth For The Future Pillar in collaboration with GGAF, we initiated this programme in July 2020.

Two college students visited The Datai Langkawi to learn about the The Datai Pledge. Over the course of three visits, the students gathered information on all four Pillars, experienced the facilities, interviewed Pillar Leaders and took photos and videos for their reporting. The two participants have since created three videos

and lesson plans relating to The Datai Pledge initiatives as a teaching resource for the Kedah Eco-Schools Programme.

Their passion, commitment and work have been commendable. Due to the success of this initiative we plan to continue the YRE programme.



A word from



NUR SYAFINAZ BINTI MOHD KAMAL
Student

“ Thanks to my visit, I was able to learn more about sustainable tourism. Experiencing The Datai Pledge initiatives made me realise that where there is a will there are always ways to preserve and safeguard our environment as an act of responsibility. ”

Programme Overview

An aerial photograph of a tropical landscape. A river winds through a valley, surrounded by dense, lush green forest. In the background, there are several layers of mountains, some with prominent peaks, under a sky with scattered clouds. The overall scene is serene and natural.

Overview of The Datai Pledge, its key milestones, accreditations and overall goals for 2021.

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 is launched with Coral Rescue and Coral Rehabilitation 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



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 established as a Private Trust.

Accreditations

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

ASEAN Green Hotel Standard Certification 2020

The standard developed by the 10 ASEAN country members to hotel operators based on their green hotel operations.

EarthCheck Silver Certification 2019

The Datai Langkawi is the first organisation in the world to be awarded the EarthCheck ECO Certification for terrestrial (land-based) tourism projects. EarthCheck 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.

Green Hotel Certification 2019

Awarded by the Ministry of Tourism, Arts and Culture Malaysia in recognition of sustainability efforts in the hospitality industry.



Goals for 2021

Realise zero waste

to the landfill target.

Achieve carbon neutral status

through tree sequestration and reforestation.

Collaborate

with S.C. Shekar to raise funds and awareness for marginalised indigenous communities through Project Orang Asli.

Increase synergy

between the diverse Pillars and their respective projects (Pure For The Future, Fish For The Future, Wildlife For The Future, Youth For The Future).



Financials

Statement of Accounts for 2020.

INCOME STATEMENT	2020
Revenue	309,013
Other Income	–
Operation Expenses	(563,892)
Gross Profit	(254,879)
Nett Finance Income	–
Nett Surplus/(Deficit) for the Year	(254,879)
Total Comprehensive Income/(Loss) for the Year	(254,879)
Previous year funding received utilised in current year	–
Adjusted Surplus/(Deficit) for the Year	(254,879)
BALANCE SHEET	2020
Plant and Equipment	–
Biological Assets	–
Inventory	22,571
Current Assets	–
Trade and Other Receivables	–
Cash and Cash Equivalents	–
TOTAL ASSETS	22,571
RESERVES & LIABILITIES	2020
Accumulated Surplus	(254,879)
Income Received in Advance	–
Receiver of Revenue - VAT	–
Trade and Other Payables	277,451
TOTAL RESERVES AND LIABILITIES	22,571

Although The Datai Pledge did not meet the required threshold in 2020 to provide a contribution to the NGO and social enterprise partners due to the global pandemic, a goodwill contribution of **RM47,858** was still made. In the subsequent years, we hope for it to be a self-sustaining endeavour.

All the statement of accounts and figures were audited by an independent company, Gee and Co.

An aerial photograph of a lush, green landscape. A river winds through a dense forest, leading towards a bay or inlet. In the background, there are several mountain ranges 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, 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 and Mark at the start of the permaculture journey, and been on industry panel discussions with Irshad, she is eager for more share in their 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.

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 2020, one of their flagship projects, the Roots & Shoots Malaysia Award, which has been continuously supported by Yayasan Hasanah (a foundation of Khazanah Nasional Berhad), enabled 53 youths from all over Malaysia to volunteer with 18 Malaysian NGOs and social enterprises, with more than 5,000 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.

rootsandshootsaward.my

Partners

S.C.
SHEKAR



S.C. 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*.

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.

boutecoloves.com

Memberships

THE CONSCIOUS
TRAVEL
FOUNDATION,
UK



THE CONSCIOUS
TRAVEL FOUNDATION

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

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 Resorts hotel collection to work together to achieve significant economies of scale and to make a deeper impact.

Each Regenerative Resort 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

Advisors

IRSHAD MOBARAK

*Chief Advisor,
The Datai Pledge,
Head Naturalist,
The Datai Langkawi*



The Datai Pledge is led by Irshad Mobarak, The Datai Langkawi’s Head Naturalist. Irshad is one of Malaysia’s most celebrated naturalists with over 24 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 beauty, 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.

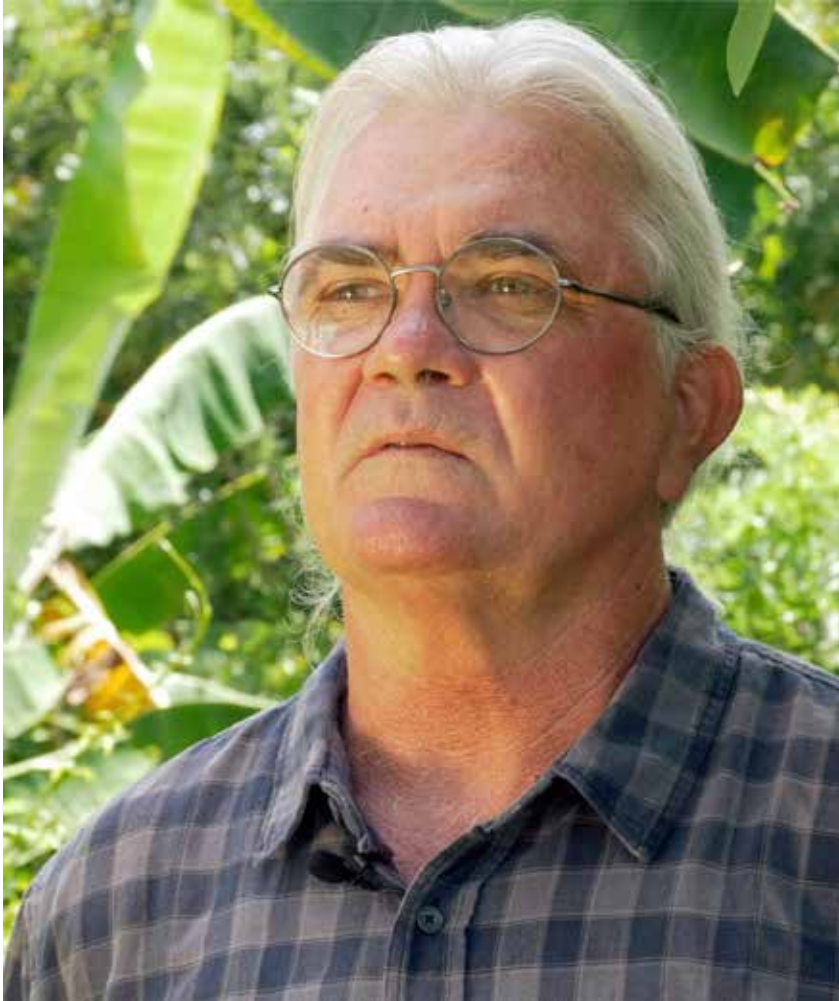
Piet began working with The Datai Langkawi in December 2017 during the resort's renovations. With the target of zero waste to the landfill, many initiatives were realised including the Permaculture Garden for growing vegetables, fruits and herbs whilst taking care of organic waste; the Sorting Centre 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

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

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 currently lives 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

Our People

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 27 March 2015 where he served till 31 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 CapitaLand Limited and 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 a eight year stint in Thailand and Vietnam for the InterContinental Group. His six 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

Trustee

Karina is Director, Group Business Services of Themed Attractions Resorts & Hotels Sdn Bhd (TAR&H). She oversees a portfolio of Group functions including Legal, Secretarial, Risk, Human Capital and Corporate Communications. Karina joined Destination Resorts and Hotels Sdn Bhd, 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 doing 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

Trustee

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

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 Quality Control and Improvement Manager. 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.



NICOLE LIM

Fish For The Future

Hailing from Perak, Malaysia, Nicole has been in the field of marine conservation since 2013. Beginning her career in turtle conservation in Borneo, engaging and educating people about the ocean and its inhabitants are her passions and her calling. As a full-time marine biologist at The Datai Langkawi, she is able to share her knowledge with people from all walks of life and from all over the world. In recent years, she has been a passionate advocate for sustainable fishing practices in Langkawi and conserving the highly diverse marine life at the beautiful Datai Bay. As Pillar Leader for Fish For The Future, Nicole has been instrumental in many of its milestone achievements and looks forward to welcoming many more marine inhabitants to such protected areas.

Pillar Leaders



SHAKIRA MOBARAK

Wildlife For The Future

Even though she was born and raised in the capital city of Kuala Lumpur, Shakira has always possessed a great passion for nature and adventure. An unsurprising fact given she has the privilege of having Irshad Mobarak, one of the country's most acclaimed naturalists, as her uncle. Inspired by his enthusiasm of loving what you do for a living, she made the brave move to relocate to the little island of Langkawi in 2014 in order to hone her naturalist skills further. After completing her studies in Tourism Management, Shakira began her career with JungleWalla, a nature tour company based in Langkawi. With a gathered experience of 7 years working with nature, including a year's stint in Pulau Tenggol where she was certified as a PADI Divemaster, Shakira currently holds the position of Senior Naturalist at The Datai Langkawi and Pillar Leader for Wildlife For The Future. Her love for birds, especially the hornbills in Langkawi, has motivated her to work on the conservation of the Great Hornbills as well as reforestation projects.

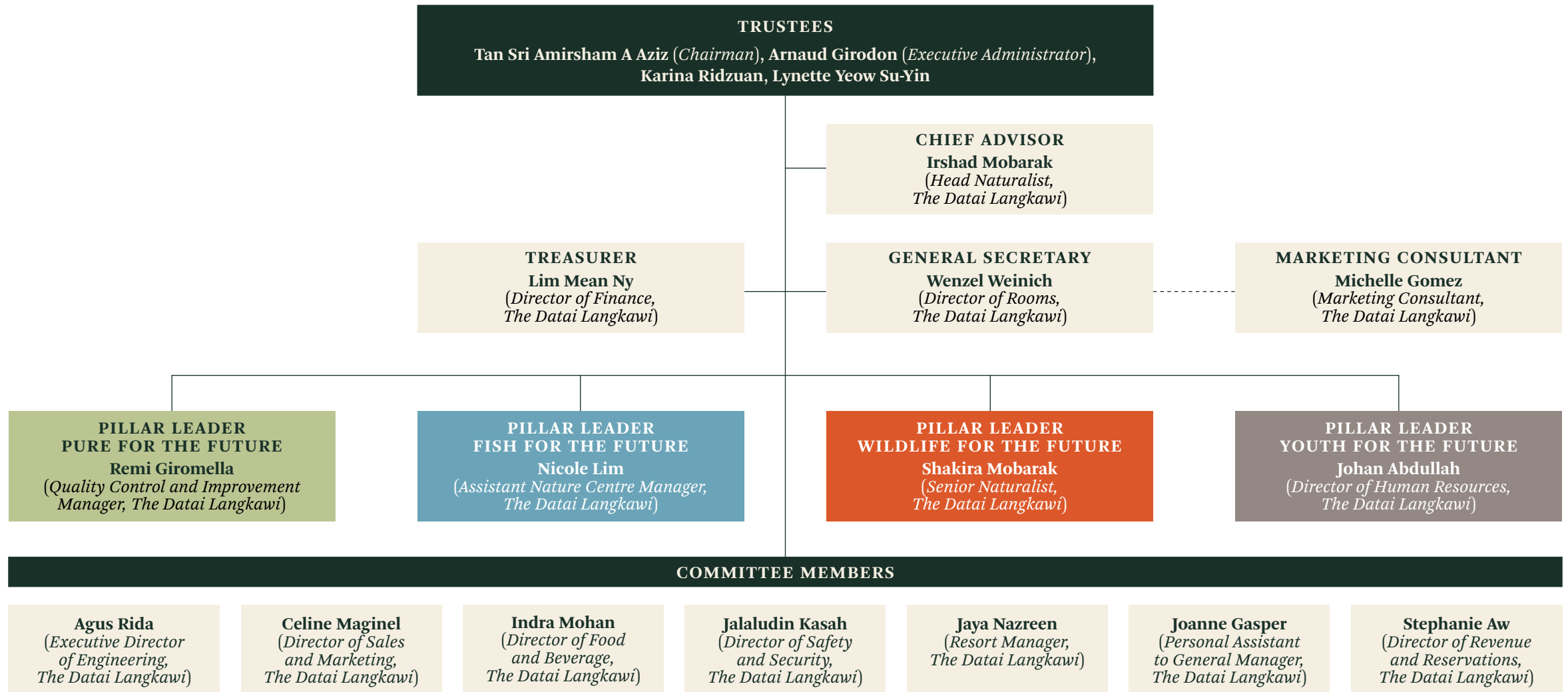


JOHAN ABDULLAH

Youth For The Future

Born in Penang, Johan joined the hospitality industry at the tender age of 18 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 as Personnel and Training Clerk. Since then, he has never looked back and has continued to grow and regenerate 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 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 big 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



- 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 trailblazing artisans.

- Adopt:
Choose between four programmes – Adopt a Dolphin, a Coral, a Tree and an Artificial Nesting Box. Participants will be given a certificate and regular updates.

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

To find out more, please visit our website www.thedataipledge.org or email info@thedataipledge.org

Acknowledgements



Our heartfelt thanks to the following people and organisations.

We are grateful to our donors and supporters for their assistance, contribution and advice:

Department of Fisheries Malaysia: Dato' Haji Munir bin Haji Mohd Nawi (former Director General), Puan Noor Hasmayana Yahaya (Head of Fisheries Resources Management), Tuan Haji Abdul Halim bin Marzuki (Director of Department of Fisheries Kedah), Azahar bin Ahmad (Head of Fisheries, District of Langkawi); Fisheries Research Institute: Daud Awang (Head of Marine Research Station Pulau Layang-Layang), Mohamad Saupi Ismail (Research Officer); fishing community from Kubang Badak, Teluk Ewa, Kilim, Pantai Pasir Hitam and Teluk Yu; Jonathan Chandrasakaran (former Marine Biologist and Nature Centre Manager, The Datai Langkawi);

Dr Wee Hin Boo (Coral Reef Ecologist), Affefah Amanee Ahamed (Langkawi District Forestry Officer), Kedah Forestry Department, Qistina Azman Shakireen, Mohd Syukur Sabarudin, Izzat Mohd and Panjang Tan.

Thanks also to S.C. Shekar, Sanjitpaal Singh and MareCet for use of their photographs.

A special thanks also goes out to the over 3,000 guests who donated to The Datai Pledge in its inaugural year during the resort's limited operation and worldwide slowdown, due to the global pandemic.

You continue to inspire us in our work.

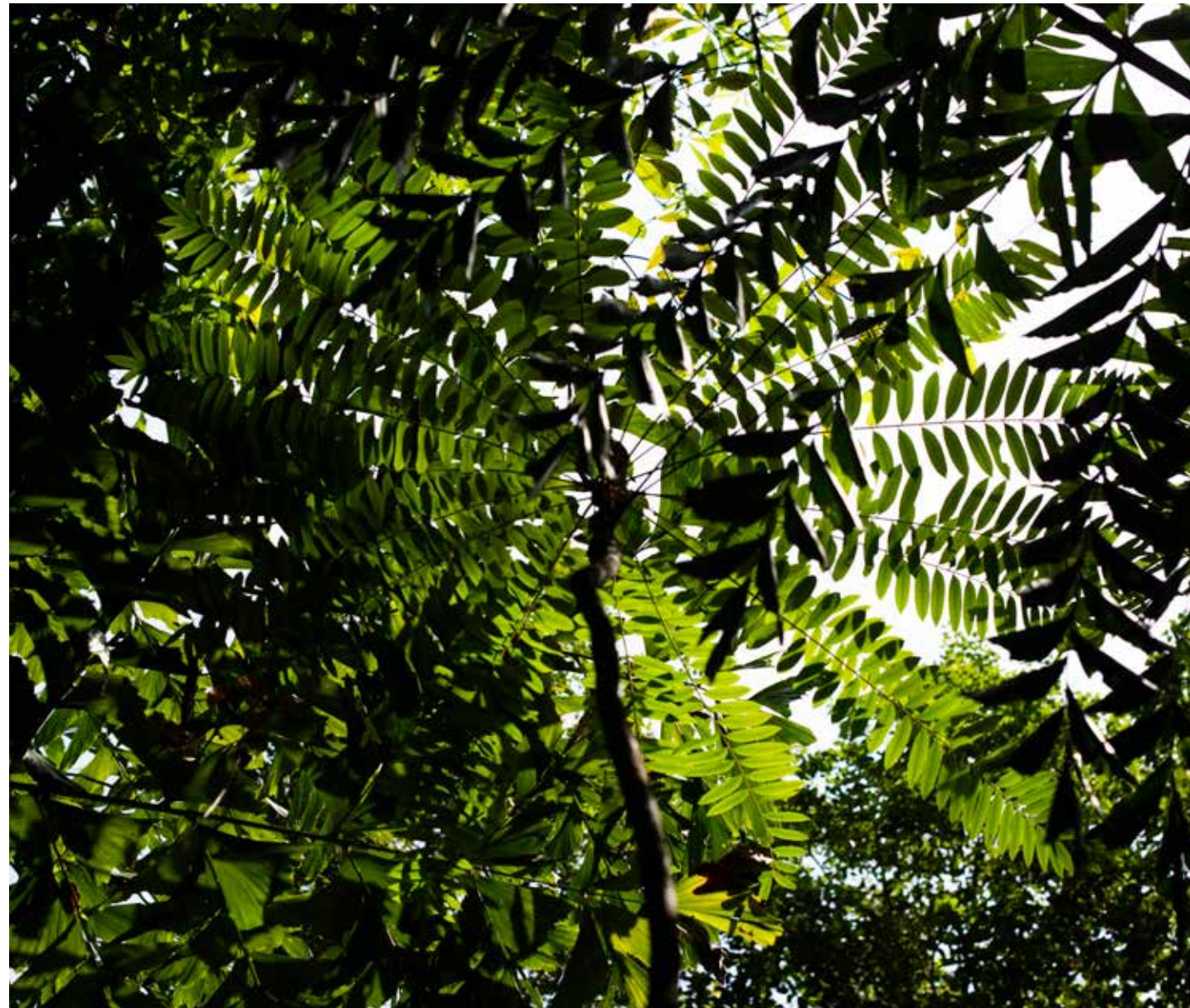


Contact

**For more information
and to make a donation,
please contact:**

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michelle.gomez@dataihotels.com

Sustainability:
Remi Giromella
remi.giromella@dataihotels.com



Thank you

Share your inspiring stories of travel's power to do good #TheDataiPledge

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