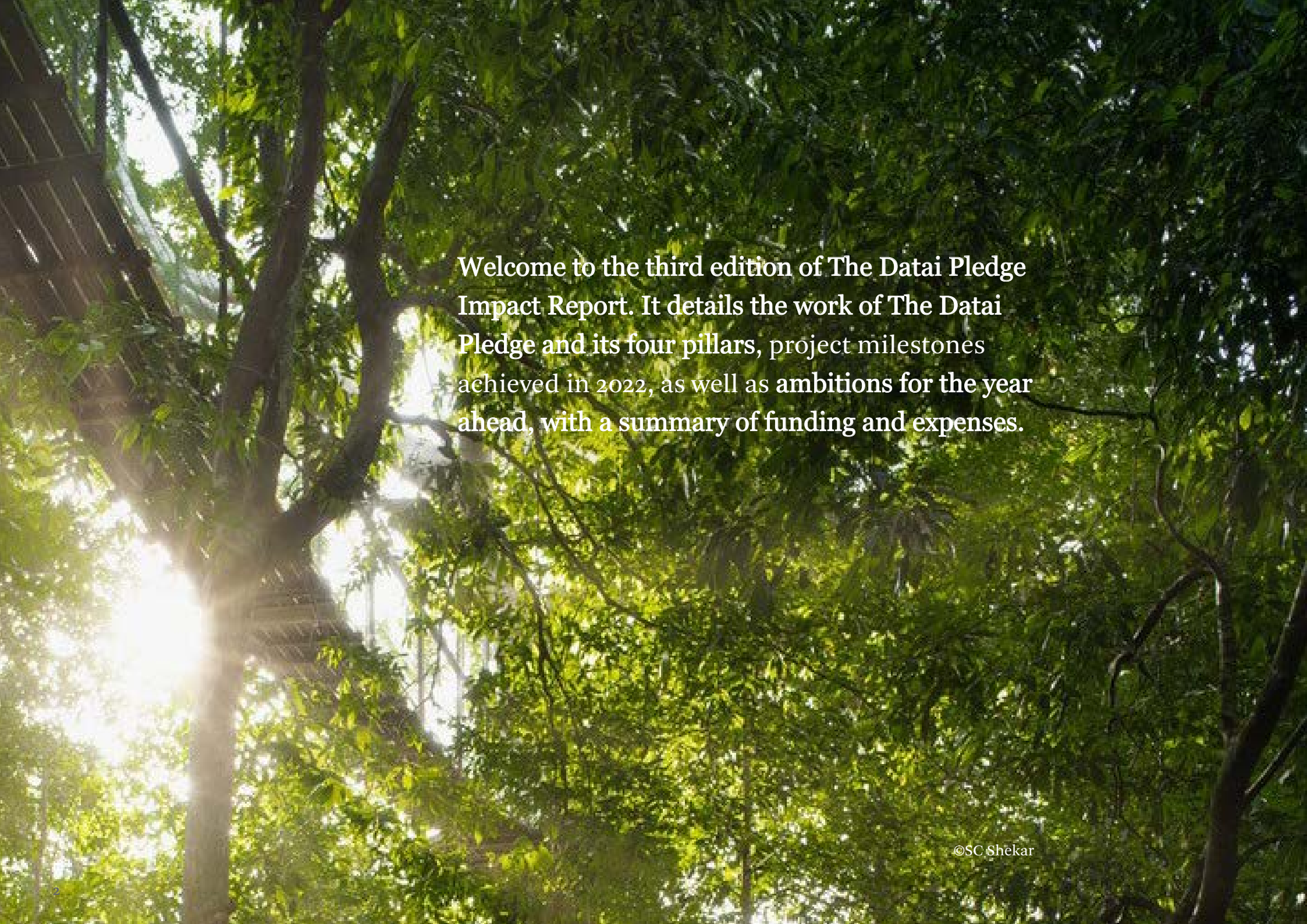




THE DATAI  
*pledge*

Impact Report  
2022





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

# Contents

<b>Foreword by the Executive Administrator</b>	4	<b>Financials</b>	87
<b>Introduction</b>		<b>Our Network</b>	
<i>Overview of Langkawi</i>	7	<i>Ambassador</i>	90
<i>Creating The Datai Pledge</i>	8	<i>Partners</i>	91
<b>Our Ambition</b>		<i>Memberships</i>	94
<i>Vision &amp; Mission</i>	10	<i>Advisors</i>	96
<i>Objectives</i>	11	<b>Our People</b>	
<b>The Datai Pledge Pillars</b>		<i>Board of Trustees</i>	100
<i>Overview</i>	13	<i>Pillar Leaders</i>	102
<i>Pure For The Future</i>	14	<i>Organisational Structure</i>	104
<i>Fish For The Future</i>	32	<b>Acknowledgements</b>	105
<i>Wildlife For The Future</i>	49	<b>Be part of The Datai Pledge</b>	107
<i>Youth For The Future</i>	66	<b>Contact</b>	109
<b>Programme Overview</b>			
<i>Milestones</i>	81		
<i>Accreditations</i>	85		
<i>Ambition for 2023</i>	86		

# Overview of Langkawi



**ARNAUD GIRODON**

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

**In Sir David Attenborough’s powerful Glasgow COP26 Climate Summit 2021 speech, he said that “The climate emergency comes down to a single number, the concentration of carbon in our atmosphere. We need to rewrite our story, to turn this tragedy into a triumph. We are, after all, the greatest problem solvers to have ever existed on Earth. We now understand the problem. We know we must recapture billions of tons of carbon from the air... nature is a key ally. Whenever we restore the wild, it will recapture carbon and help us bring back balance to our planet. Our motivation should not be fear, but hope.”**

Sir Attenborough also emphasises that those most affected by the climate emergency - today’s youth - should give us the impetus to make a difference and work together to make this desperately needed change a reality.

Attenborough’s speech resonated strongly with me. It reflects my own convictions and those of The Datai Pledge team, as well as our vision and

plan for the programme: reducing our carbon emissions, restoring our natural heritage, and educating the youth on the issues and solutions to the climate emergency - all through working together in partnership with the community.

2022 was a year in which we made great strides on our programme and continued to expand our network. We kick-started our goal

to become a carbon neutral organisation with a comprehensive programme, the first step of which was to identify the right partners and implement a Carbon Sequestration Study. We also made further in-roads in our waste management and zero-waste programmes, with a roll-out to D’Rimba (the staff quarters) and The Els Club Teluk Datai golf course.



Moreover, we are working to make Datai Bay a protected marine area, whilst continuing to regenerate the coral reefs and marine life. We've expanded our reforestation efforts and implemented important wildlife conservation projects. Integral studies to assess the health of the marine and rainforest ecosystems were conducted, along with wildlife documentation to help develop effective conservation strategies. These initiatives critically included staff and guest education, as we continue to expand our knowledge and share learnings.

A major initiative undergoing development is Corridor for Life, which would potentially be the world's first trans-island wildlife corridor reconnecting Langkawi's fragmented forest zones. This important project has numerous benefits including reforestation and regeneration of local wildlife, whilst galvanising government, corporates and

the resident community in a shared goal.

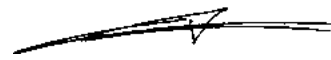
Our community programmes continue to go from strength to strength. From supporting local enterprises; to assisting underprivileged groups in making a living through sustainable endeavours; to funding community centres in kampungs (villages), which help residents embrace sustainable living and keep long-honoured local traditions alive; to supporting community-led recycling hubs. Additionally, we have strengthened our support of the Eco-Schools programme in Langkawi (which educates pupils on environmental issues and empowers them with the tools to make positive change) to include a third school.

None of this would have been possible without the unwavering support of our guests, for which we are truly grateful. I remain immensely proud of the commitment of The Datai Pledge team whose hope

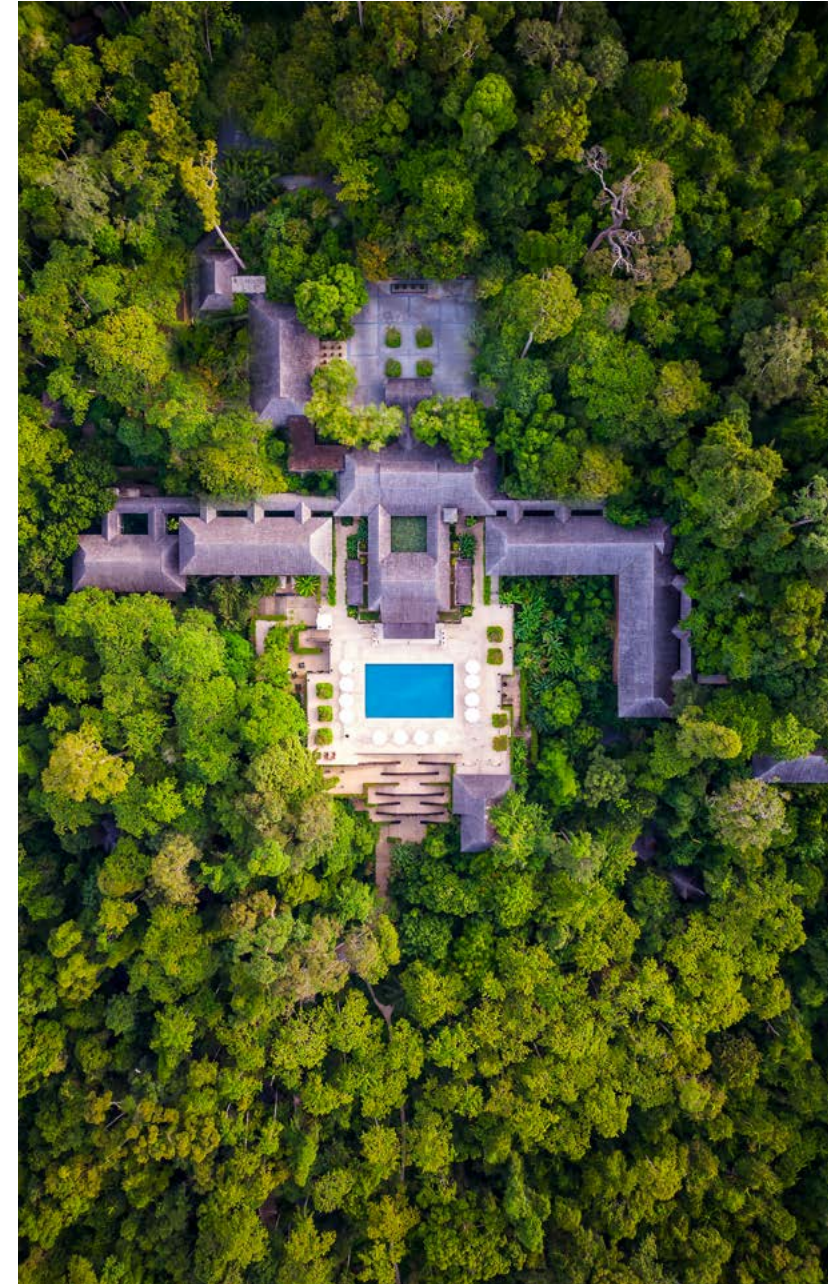
and determination have made all this progress possible, as well as the passion and dedication of our partner NGOs and community members.

Looking ahead, 2023 is a special year for us; it marks The Datai Langkawi's 30th anniversary. This important milestone has further motivated us to leave a positive legacy and increase our efforts to benefit people and the planet. We look forward to implementing our exciting planned initiatives and hope the next 30 years will see tremendous positive change for the climate emergency.

To conclude, returning once more to Sir Attenborough's words: "If working apart, we are a force powerful enough to destabilise our planet, surely, working together, we are powerful enough to save it."



ARNAUD GIRODON





# Introduction

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



# Foreword



**IRSHAD MOBARAK**  
*Chief Advisor, The Datai Pledge  
Consultant Naturalist,  
The Datai Langkawi*

**This year marks the 30th anniversary of The Datai Langkawi's opening in 1993. It is also the year I joined the resort, initially as Recreation Manager, before embracing my true calling as a Naturalist.**

During that time, I have been blessed to call this amazing island my home, but I have also witnessed the negative impact of anthropogenic activities on Langkawi's wonderful biodiversity. The main driver of biodiversity loss is the loss of habitat, which is a consequence of deforestation, due to logging, agricultural activities and development resulting from increasing population demands. Data from Global Forest Watch (GFW) indicated that Malaysia lost 2.7 million hectares of primary forests between 2002 and 2020. This accounted for the loss of 33% of the country's total tree cover during the period. The total area of Malaysia's primary forests also shrank by 17%.

Over 15 years ago, I first advocated to municipal bodies the creation of a trans-island wildlife corridor, to connect the pockets of 5 fragmented forest regions from east to west of the island. Such a corridor would enable the safe migration of wildlife across road infrastructure and core ecological zones thereby providing them access to food resources and facilitating a healthy gene pool, as well as contribute to critical reforestation efforts.

In 2021, once The Datai Pledge programme was established, we resurrected this ambitious idea. Ben Galea, a visiting PHD research student, conducted invaluable research in conjunction with our

team. Traversing over 45km and connecting 5 core ecological zones, the corridor's implementation requires a concerted effort on the part of public, private and municipal and national government bodies.

In 2022, we evaluated our research and created a detailed plan and methodology for its implementation. We also lobbied the idea to various government bodies, resulting in major meetings in 2023 with key stakeholders. The trans-island corridor wouldn't possibly just be a world's first of its kind - its impact, which mirrors nature's own practice of interconnectedness,

# 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.**

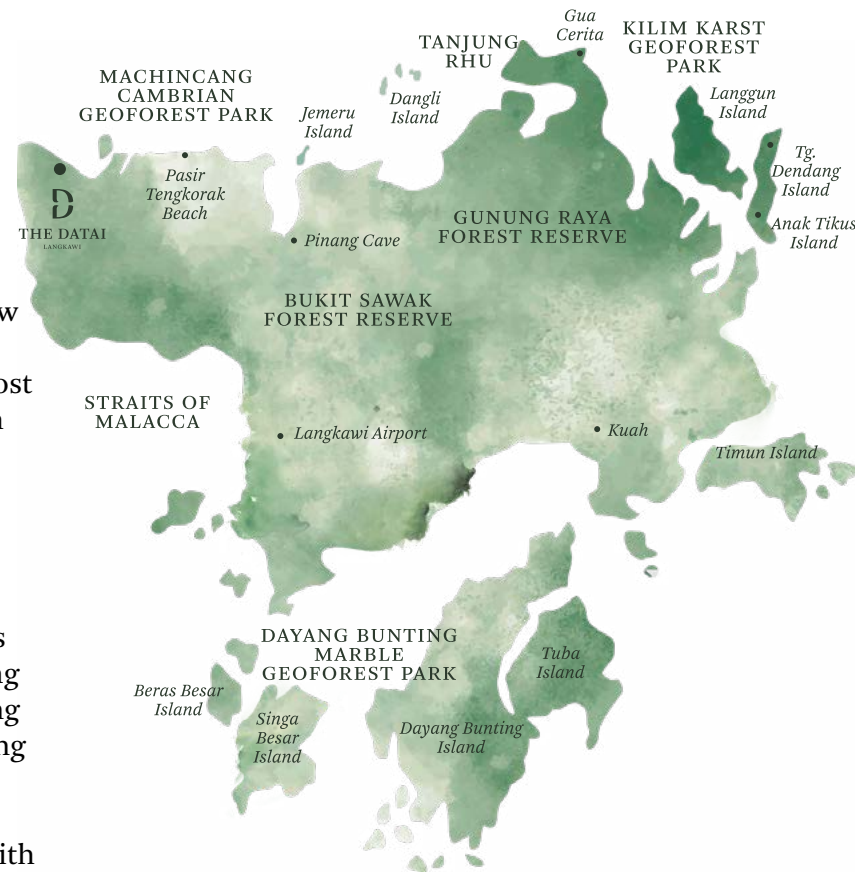
Tourism is the island's chief source of income. With more airline routes to Langkawi set to open in the mid to long-term, tourism is expected to increase, making it even more critical to protect the biodiversity and livelihoods of the community. The Datai Pledge was created on this premise.

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.

Entering our fourth year of The Datai Pledge, we have set the foundation for achieving carbon neutrality with our pillars, and have initiated multiple new initiatives which will not only, but also boost carbon sequestration to mitigate climate change as well as help propagation of local wildlife. In 2022, we've made tremendous progress and are implementing ambitious plans going forward. The following pages review the progress of the 2022 programme, along with our goals for 2023.





# *Our Ambition*

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

# Vision & Mission

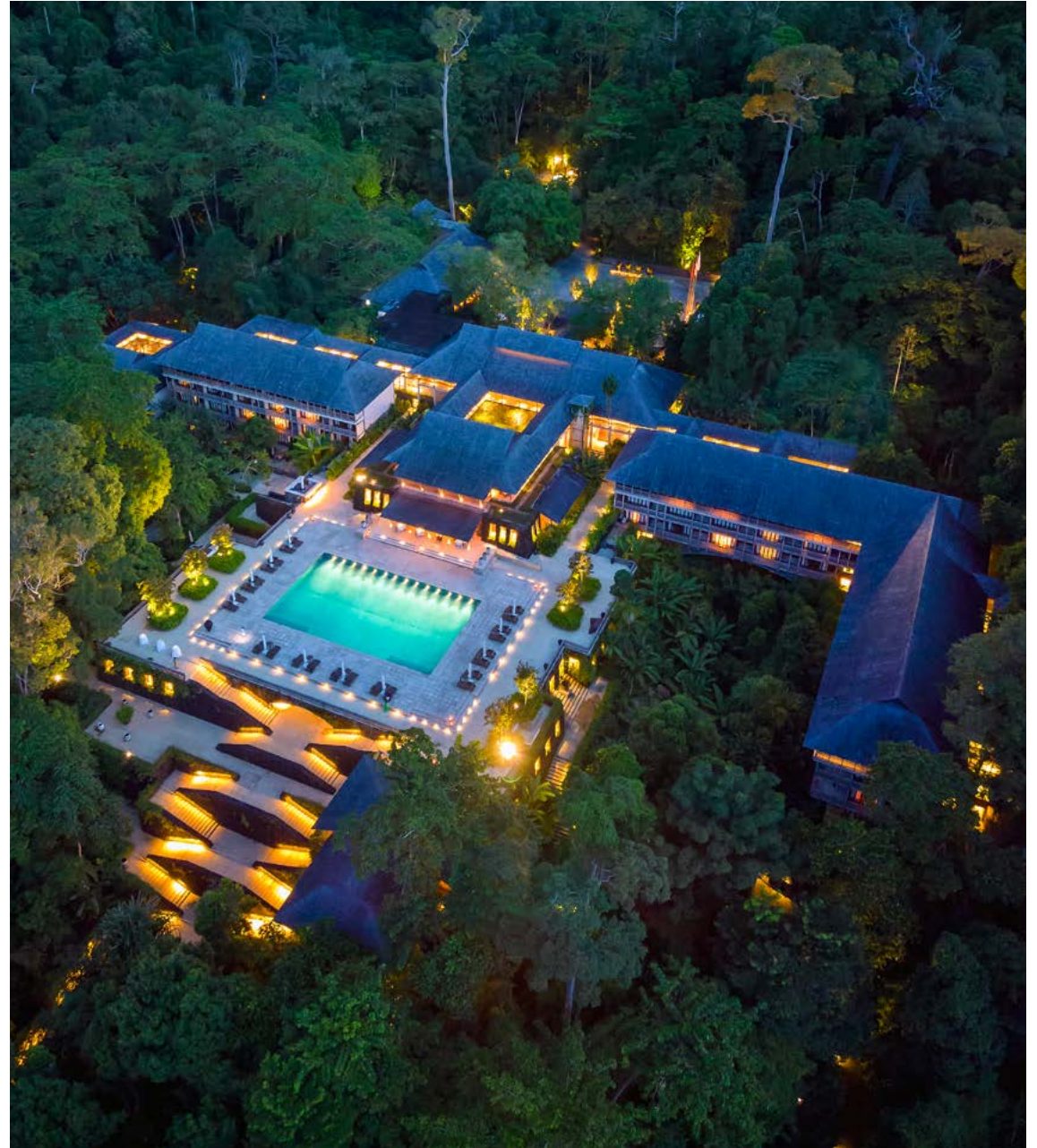
## Our vision

To integrate conservation, sustainability and the reduction of carbon emissions into our 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 by developing a robust programme with local NGOs, social enterprises and community partners.

## Our mission

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

- Protecting both natural terrestrial and marine ecosystems
- Research and conservation of wildlife through the implementation of effective programmes.
- Empowering the local community to become passionate guardians of their 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:**

**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.
- To reduce our carbon emissions and achieve Carbon Neutrality as an organisation.

**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, achieve Carbon Neutrality 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.

## **Fish For The Future**

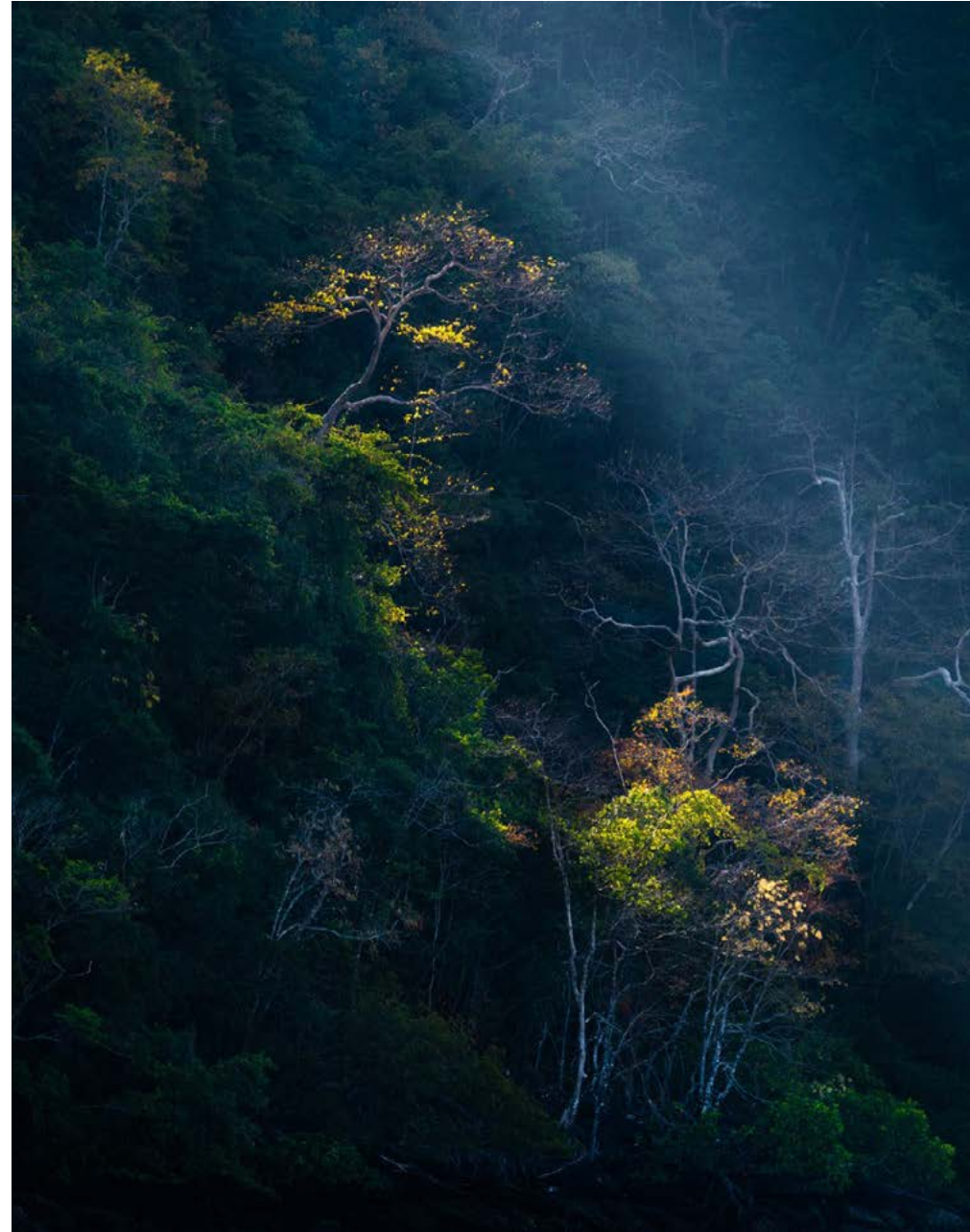
To conserve marine ecosystems and the propagation of corals and promote the practice of sustainable fishing. Our NGO partner is MareCet, the only NGO in Malaysia dedicated to marine mammal conservation and the protection of their habitats, particularly the research and preservation of dolphins and porpoises.

## **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 wildlife conservation, and specialising in the welfare of hornbills and the preservation of their habitats.

## **Youth For The Future**

To nurture respect and appreciation of nature amongst school children through education and action on environmental issues. Our NGO partner is Green Growth Asia Foundation (GGAF). They aim 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*

“ People and planet are our pillar’s concern and our focus has been reducing our carbon footprint and waste, and supporting the local community with sustainable initiatives.

Last year, we increased our efforts to create a circular economy through rethinking and repurposing waste and channelling usable resources back into the system to avoid the landfill. We also expanded our zero-waste operations to The Els Club Teluk Datai and have made great strides in reaching the wider community through supporting their sustainable enterprises and fostering community resilience against climate change. ”



## Reducing carbon emissions and waste, conserving precious resources, replenishing ecosystems and community support through sustainable initiatives.

CO<sub>2</sub> makes up the vast majority of greenhouse gas (GHG) emissions which trap heat and make the planet warmer. In 2022 global energy-related CO<sub>2</sub> emissions grew by 0.9%, or 321 million tonnes, reaching a new high of more than 36.8 billion tonnes, [Source: International Energy Agency]. In addition, CO<sub>2</sub> emissions from coal grew by 1.6% as the global energy crisis continued to spur a wave of gas-to-coal switching in Asia.

In 2021, Malaysia ambitiously committed to reduce its GHG emissions intensity by 45% by 2030 (relative to its emissions intensity per unit of GDP in 2005). The chief sources of CO<sub>2</sub> emissions in Malaysia are energy consumption (electricity), mobility (vehicles) and waste (municipal solid

waste that ends up in landfills).

To reduce our carbon footprint and waste, we work in many ways in partnership with the community. We have always believed that business should help lead positive change, and in 2022 we set out to become Carbon Neutral. In order to achieve this goal in a comprehensive way, we undertook the following: monitored our carbon emissions; measured our carbon sequestration (with the Wildlife For The Future pillar) based on the Carbon Stock Assessment with Universiti Kebangsaan Malaysia; and teamed up with Pantas Climate Solutions to optimise our Carbon Footprint Management (CFM) and enhance decarbonisation efforts.



Last year we achieved an overall 75% zero-waste to landfill efficiency, which equates to 365,642kg of waste diverted from going to the landfill. We expanded our zero-waste and carbon emissions reduction programmes to other properties such as The Els Club Teluk Datai. Initiatives included a solar panel test on three buggies and the introduction of reusable flasks to on-course golfers to avoid the use of single-use plastics. In 2023 we are planning to optimise our in-house processes and technology capabilities in order to achieve zero-waste at the resort in a continuous manner, whilst expand our programme.

Creating self-sustaining communities that conserve and sustain natural resources is at the heart of what we do, and we are committed to helping them thrive, particularly the underprivileged, and be financially independent through sustainable means. Our activities included: recycling the resort's candles

with the local community; harvesting organic honey, virgin coconut oil and sustainable wood from local producers and artisans; and conducting guest activities to promote sustainable practices, including propolis soap making, beekeeping and glass craft-making demonstrations. To raise awareness and educate the wider public about our emissions-cutting initiatives, we participated in the following events: Upcycle Pop Up and Climate Change talk at Kampung Kumpulan, Langkawi; Green City Action Plan at Aloft Langkawi; and Singapore Design Week. We also conducted workshops with staff, guests and other local community groups.

We were able to reach a wide section of the island's community through our partnership with KانشاLife, a local social enterprise who promote sustainable thinking and practices and aim to improve community livelihoods. In December, we donated to Geng Bersih Kampung, an affiliate

Kanshalife project, to enable the village to extensively upgrade a local's home to become a much-used community space to conduct eco-education workshops and training.

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 2022 and the Silver Certification was awarded again in 2023, for the third time.

In 2023 we are aiming to make further strides in our goal to reach Carbon Neutrality, further expand our carbon and waste reduction programmes, and work with more local producers, artisans and community members to promote sustainable living and education. We are also initiating benchmarking processes for and internationally recognised certification on sustainability for The Els Club Teluk Datai.







# 2022 Achievements

6 in-house centres are designed to achieve zero-waste in our operations, and The Lab has been established to conduct education programmes:

**75%**  
of total resort waste processed

**365,642 kg**  
of waste saved from going to landfill

**9 kg**  
of wooden corks shredded or repurposed

**2,923 kg**  
of waste collected from beach clean-ups

**3,283 kg**  
of used oil turned into biofuel (through FatHopes Energy)

**279 kg**  
of ceramics saved from going to landfill

**244 kg**  
of polystyrene shredded and saved from going to landfill

**241.41 kg**  
of herbs harvested

**34 kg**  
of cloth saved from going to landfill

**102,079**  
glass bottles saved from going to landfill

**758 kg**  
of fertiliser compost produced from food waste

**172,264**  
bottles of still water in reusable glass bottles produced in-house

**3,021**  
candles produced for in-house usage from used candles

**94**  
concrete bricks produced from upcycled glass

**89 kg**  
of plastic shredded and saved from going to landfill

*All data above from January to December 2022  
All sustainability operations data on this page has been reviewed and assessed by EarthCheck.*



## Reducing our carbon footprint:

### 91.65 metric tons

of CO<sub>2</sub> have been avoided from polluting our environment through our regenerative initiatives

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*\*carbon emission stated above was measured by Pantas Climate Solutions*

## Successful community outreach programmes:

### MYR 19,330

donated to Geng Bersih Kampung project to construct a community space for eco-education workshops and trainin

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### MYR 38,000

donated to The Kanshalife Project for construction of their building premises)

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### 258 kg

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

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### 8,105 kg

of styrofoam, glass, wood, candles, slippers and yarn recycled and upcycled through Kanshalife

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### 17

workshops organised with local artisans on craft and sustainable practices

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*All data above from January to December 2022. All sustainability operations data on this page has been reviewed and assessed by EarthCheck.*

**Education activities:**

**The Els Club Teluk Datai zero waste to landfill milestones:**

**550 guests**

guests attended sustainability workshops at The Lab

**240**

staff and associates of the resort trained on sustainability through ongoing workshops

**544.1 kg**

of waste collected in beach clean-ups with guests

**63%**

of total property waste processed

**10,411 kg**

of waste saved from going to the landfill

**14 metric tons**

of CO<sub>2</sub> have been avoided from the landfill through regenerative initiatives



**Awards**

Green ASEAN Hotel by the Ministry of Tourism, Arts and Culture (MOTAC) 2022-2024

‘Sustainable Spa of the Year’ by the World Spa & Wellness Awards

Earth Check Eco-Certified 2023

*All data above from January to December 2022.*

*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*

“ It is great to be able to contribute towards making The Datai Langkawi achieve its target of not sending waste to the landfill. After more than three years of working at our resort my most enjoyable experience has been seeing and interacting with people, especially guests, who appreciate the consistent sustainability efforts that we put in. Many experiments and studies have been carried out to support The Datai Pledge, and it is even more delightful when we receive constructive feedback from guests and fellow Datai team members to help us achieve our mission.

We, as a team, will continue to relentlessly pursue zero waste to the landfill. ”

# A word from



**FARZANA ROSAIDI**

*Sustainability Executive, The Datai Langkawi*

“ I am very proud to be part of the sustainability team at The Datai Langkawi, which has been through many ups and downs in our trials of operating systems that work within our unique and beautiful environment. I believe that experience is our best teacher. The key is to not give up and keep improving to achieve the finest practices and I look forward to learning more through The Datai Pledge. ”





# 2023 Objectives

## Goal 1: Reducing our carbon footprint and waste.

Objectives	Strategic Plan
<p>Achieve carbon neutrality by measuring carbon emissions against removals</p>	<ul style="list-style-type: none"> <li>- Continue our net-zero carbon approach with an assessment of carbon emissions with an accredited third-party, Pantas Climate Solutions</li> <li>- Undertake the Carbon Footprint Management (CFM) with third-party certification</li> <li>- Strengthen our energy efficiency initiatives</li> <li>- Increase carbon-offset such as tree planting, reef care etc. and zero-waste initiatives</li> </ul>
<p>Expand the installation of solar panels to reduce carbon emissions</p>	<ul style="list-style-type: none"> <li>- Introduce solar panels at the Organic Wealth Centre, The Els Club Teluk Datai and D'Rimba (staff accommodation)</li> </ul>



## Goal 2: Expanding our sustainability and regenerative practices.

Objectives	Strategic Plan
Expand our zero-waste and sustainability projects in The Els Club Teluk Datai	<ul style="list-style-type: none"><li>– Integrate and develop sustainable operations and zero-waste management</li><li>– Improve machinery to optimise upcycling and zero-waste management</li></ul>
Introduce more circular farm-to-table systems	<ul style="list-style-type: none"><li>– Introduce greenhouse hydroponics farming in order to enhance The Garden's culinary farm-to-table offering</li></ul>
Boost recycling and upcycling initiatives at the resort	<ul style="list-style-type: none"><li>– Maintain waste management operations and initiatives</li><li>– Enhance upcycling operations of glass and styrofoam by working with Kanshalife and the local community</li></ul>





### Goal 3: Strengthen community relationships.

Objectives	Strategic Plan
Support local artisans through a partnership with Kanshalife	<ul style="list-style-type: none"><li>- Continue and increase collaboration with Kanshalife</li><li>- Increase the volume of sustainable merchandise produced such as candles, slippers and organic therapeutic spray and offer it for sale</li><li>- Donate more organic waste, goods, clothing and furniture to KanshaLife</li></ul>
Initiate other sustainable community projects	<ul style="list-style-type: none"><li>- Launch Kanshalife sustainability awareness talks and workshops with local community artists/artisans</li><li>- Collaborate with other pillars to launch extracurricular education programmes for the Youth For The Future's Eco-Schools programme</li></ul>



#### Goal 4: Increase education on sustainability.

Objectives	Strategic Plan
Enhance and expand sustainability education	<ul style="list-style-type: none"><li>- Initiate new upcycling workshops at The Lab such as glass making craft, upcycling plastic and making natural insect repellent</li><li>- Reactivate the 'Be a Beekeeper' activity during the dry and peak season</li></ul>





# Supporting the work of The Kanshalife Project

The Kanshalife Project is a social enterprise based in Langkawi. They aim to act as vectors of change inculcating a purpose driven, sustainable and self-sufficient lifestyle through instilling community awareness, education and participation.

According to the Ministry of Housing and Local Government Malaysia, approximately 130 tonnes of waste are generated daily in Langkawi (however this number is estimated to be at least three times more with the high tourism influence on the island), with plastic and waste pollution increasingly becoming a critical issue on the island. KanshaLife aims to tackle this problem through the following core objectives:

- Create an upcycling, design and environmental resource centre for the island.
- Educate the public on conservation, permaculture farming and sustainable living.
- Galvanise the local community to upcycle waste, and design and manufacture new products.
- Inspire better awareness about environmental issues through workshops and zero-waste events.

Our collaboration with Kanshalife has enabled us to further our zero-waste initiatives through engaging the support and participation of the community. In addition to funding their core recycling and upcycling initiatives, we also donate commercial waste for these activities, which has provided employment to 5-7 beneficiaries through the programmes detailed below.

ITEM	MATERIAL	WEIGHT (KG)	DESCRIPTION
Candles	Paraffin	1,360	Used to create 1,201 recycled candles
Dinnerware (plates, bowls, glass bottles, etc.)	Crushed glass, ceramic	2,621	Used as floor tiling for Kanshalife's workshop, and other households
Wooden Blocks	Wood	2,524	Used as construction material in the centre
Fallen Trees	Mulch (chipped wood)	1,326	Used as part of a hugelkultur garden bed along with other natural materials such as fallen leaves, compost and other bio-waste. Hugelkultur holds moisture, builds fertility, maximises surface volume and provides great spaces for growing fruit, vegetables and herbs
White bedroom slippers	Fabric, cotton or polyester, rubber	255	Donation of good quality slippers to underprivileged communities and upcycling the rest into stool cushion covers and bathmats. The rubber sole is upcycled into lampshades

# Supporting the work of The Kanshalife Project

ITEM	MATERIAL	WEIGHT (KG)	DESCRIPTION
Clothes	Fabric	180	40kg donated to 4Paws and the underprivileged while the balance is used for research and development of eco-tiles
Containers	Styrofoam	153	Used to fill 7 bean bags while the balance is used to create resin as glue for furniture
The Asher Waste	Ash	63	Being tested as soil conditioner for garden
Lampshade	Metal	37	Upcycling research and development of upcycled lampshade in progress
Buggy tyres	Rubber	146	28 tyres repurposed as raised garden beds
Books	Paper	11	Placed in the Kanshalife library to be shared with the community
Black bedroom slippers	Rubber	12	Being tested as filling in upcycled ottomans
Cups	Plastic	3	Upcycling research and development to be undertaken



*At the Organic Wealth Centre, The Asher machine converts solid waste into ash*



# A word from



**SKAII DE VEGA**

*Founder of The Kanshalife Project*

“ A sustainable society is a natural society. Learn from nature where each organism plays its role to its utmost perfection, that nothing ever takes more than what it needs to thrive and leaves no waste that destroys its surroundings. Learn from nature, my friend. ”

# Case Study

## Geng Bersih Kampung

An affiliate of The Kanshalife Project, Geng Bersih Kampung (GBK) is a grassroots community project based in Temonyong, Langkawi, initiated by 'Kak Zu' Zuraidah Zainal Abidin and 'Susan' Suzana Salim. GBK is committed to environmental conservation, sustainability education and arts & culture to nurture soft skills and help children grow up to become well-rounded individuals.

GBK started in 2022 as a community initiative to support children of B40 families and orphans at risk of neglect and to help them avoid destructive activities whilst their parents worked long hours to make ends meet. GBK is not a non-governmental organisation (NGO) and therefore its funds are limited with support from friends and families.

The project has provided stationery, books, clothes, free workshops, and lessons to those who cannot afford them. Currently, GBK has a growing number of volunteer teachers who

give weekly lessons in English, arts and sustainability. In addition, the children also benefit from learning heritage activities such as Silat as well as education on marine life and conservation from NGOs like MareCet, a partner NGO of The Datai Pledge.

In December, we partnered with GBK through Kanshalife and donated MYR19,330 to renovate and construct helpers' lodging, restrooms, kitchen, classrooms and education facilities. This assistance enabled GBK to teach children the following activities: to grow their own vegetables whilst conserving water using rainwater catchment; to cook healthy nutritious meals using the herbs and vegetables they harvest from the garden; and to turn food scraps into compost which improves soil fertility.

The partnership with GBK aligns with our pillar's mission by empowering youth with environmental literacy and working with them to collectively preserve our planet.



*'Geng Bersih Kampung' at  
Kampung Padang Puteh, Langkawi*



*Donated tyres from The Datai Langkawi  
upcycled as raised garden beds*



# A word from



**'MAK TOK' UMMI KHALTUM**

*Single-mother, Kampung Lincai, Kedawang, Langkawi*

“ I tried working at many other things like being a masseuse, rubber tapper and farmer, but there were always problems, like when I couldn't afford a fence and the cows would eat and ruin the crops. I also started my paddy field but the machinery was expensive so everything had to be done by hand, and it was long and hard work. In the end, I couldn't keep it up.

There were many things I couldn't afford, including a good meal for my children. But now, with a regular stable income, working in the comfort of my own home by sewing and cleaning candles, and knowing that another payment is coming again next month - this has changed my life for the better. From my long experience, these comforts are quite rare, especially as I am already 66 years old this year. ”



©MareCet



FOR THE FUTURE

*In partnership with*





# A word from



**AHMAD MUKHRIS MAHADZIR**

*Pillar Leader, Fish For The Future*

*Senior Marine Biologist, The Datai Langkawi*

“ Our initiatives aim to conserve and regenerate marine life and our 2022 programme included: regenerating the coral reefs that support the marine ecosystems; conserving aquatic life such as sea turtles by making Teluk Datai a turtle-friendly zone; working with Turtle Conservation Society of Malaysia and Department of Fisheries Malaysia to increase our knowledge; and supporting MareCet, our partner NGO, with their work on marine mammal conservation programmes, as well as the promotion of sustainable fishing. ”



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

A report by the Food and Agriculture Organization of the United Nations in 2020 indicated that almost 95% of the world's fish stocks are estimated to be either overfished or fished to their biological limit. In 2019, the Department of Fisheries revealed that Malaysia had lost 96% of its demersal fish stock in less than 60 years due to overfishing. If overfishing continues, experts predict that by 2048, none of the species currently being fished for food will have survived. There is an urgent need for better fisheries management to strengthening food security, livelihoods and the economy while preserving the population and habitats of fish and other marine life.

Our programme aims to regenerate coral reefs which support a diversity

of fish, as well as conserve the marine life including dolphins and sea turtles. In 2022 our core activities to achieve this comprised the following:

### **Other Effective Area-Based Conservation Measures (OECM).**

In collaboration with Dorken Reef Resources (DRR), a team of marine biologists with broad experience in designing and deploying artificial reefs, Department of Fisheries Malaysia (DoF) and Fisheries Research Institute, we are working towards gaining Protected Area status under OECM (Other Effective area-based Conservation Measures) for Datai Bay. Together with our NGO partner, MareCet, we will identify a prime area within the bay to deploy a sonar recording buoy to compile data and behaviours of Indo-Pacific



Humpback Dolphins and other marine mammals, as part of our efforts to successfully attain Protected Area status.

### **Coral Nursery and Fish Tank.**

The Coral Nursery and Fish Tank help to provide a regenerative environment for coral fragments broken off reefs by boats or other human activity. Here, guests can also learn about marine life in Datai Bay. We collected and planted more coral species found on ghost nets, including *Goniastrea sp.*, *Acropora sp.*, *Porites sp.*, *Dipsastraea sp.*, *Goniopora sp.*, *Euphyllia sp.* and four sea cucumbers. To aid coral growth, we also implemented the following measures: added amino acids found from wild plankton; introduced Artemia (brine shrimp) for diet diversification; placed wave makers to improve circulation and prevent algae growth; and hatched brine shrimps twice weekly to ensure a continuous supply of food. The corals rescued are rehabilitated

in the Coral Nursery for up to six months before they are replanted onto the artificial reefs.

### **Coral Adoption Programme.**

Commenced in February, this programme allows guests to snorkel and plant corals from the Coral Nursery and Fish Tank onto the artificial reefs.

### **On-going Artificial and Natural Coral Reef Assessment.**

The Department of Fisheries and Fisheries Research Institute inspected the integrity of the artificial reef structures in Datai Bay in March, to determine the diversity of fish species and compare the change in fish biomass from their previous visit in March 2020. Results were very positive: fish biomass of up to eight times was noted, along with an increase in marine life such as barnacles, oysters and macro-algae, with the number of fish species doubling from nine to 18. There was also a noticeable increase in commercial fish – such as

groupers and snappers. The Tanjung Hulus coral reef was studied in May. Our findings include the absence of coral bleaching and the presence of branching coral fragments, which was encouraging. However, the growth of *Acropora sp.* and stony coral, *Porites sp.* was in decline due to high sedimentation caused by anthropogenic activities on land. Other marine creatures, such as carpet anemones, snails, sea urchins and giant clams were also documented.

Three further dives to survey the artificial reef were conducted in November with DRR and DoF to remove ghost nets and install the dome of the new artificial reef. Approximately 90 kilograms of ghost nets were removed. Invasive species such as Lionfish and Scorpionfish dominated, whilst species such as Spot-Fin Porcupine and Pufferfish were absent. Going forward, more frequent dives will be carried out to improve the health of the artificial reefs and protect marine diversity.



### **Coral Reef Education.**

Regular coral reef talks were conducted by the Pillar Leader to increase ocean literacy and raise awareness of coral reefs. In January, we also invited an external speaker, Alvin Chelliah from ReefCheck, to give a talk about the management of marine resources. A total of 11 guests and staff of The Datai Langkawi joined the activity.

### **Conservation and reintroduction of turtles.**

We aim to make Datai Bay a turtle-friendly nesting area. Last year we designed and constructed a turtle hatchery near The Nature Centre and installed more turtle-friendly lights around the property. Only two turtles were noted in 2022 - they were entangled in ghost nets at Tanjung Hulus.

### **Marine education and conservation with MareCet.**

Our pillar partner is MareCet, an NGO dedicated to marine mammal conservation and the protection of their habitats through community awareness and education, conservation action, and policy advocacy on

a government level. In 2022, a total of 68 guests participated in various marine education activities.

We've made great strides in working with our existing and new partners to further our understanding of the marine life at the wider Teluk Datai area. We're excited about our upcoming project with MareCet to help us understand why and when dolphins come to the bay. We look forward to advancing Datai Bay as a Protected Area under OECM and plan to work with key stakeholders (fishers, retailers and restaurants) to promote sustainable fishing, while also introducing regulations to combat illegal and destructive fishing practices around Langkawi.



*Spinner Dolphins*





# 2022 Achievements

For the year 2022, we have achieved the following:

## 20 turtle-friendly lights

installed at the property to increase the probability of turtle landing during the nesting season

## 5 corals planted

at artificial reefs over three dives (as at January 2023)

## 1 prototype artificial reef

deployed at Datai Bay

## 10

guest and 8 staff education talks on conservation of marine life, corals and dolphins by MareCet

## 58

guests participated in marine conservation activities

## 18 fish species

found at artificial reefs – twice the number of fish compared to March 2020

*Data from January - December 2022, except where stated otherwise*

# A word from



**RIDHWAN MAHALI**

*Marine Biologist, The Datai Langkawi*

“ I hope that through the conservation activities of The Datai Pledge, including guest activities and knowledge shared by the invited experts, the urge to protect and preserve marine life, especially corals and turtles, can be instilled in guests. When they return home, we hope their memories and experience with us will be shared with their friends and families, for greater conservation awareness. ”





# Objectives for 2023

## Goal 1: Strengthen our coral regeneration initiative (and gain Datai Bay's status as a Protected Area under OECM)

Objectives	Strategic Plan
Add more artificial reefs in Datai Bay	<p>Identify new locations for corals to grow and increase the frequency of the Coral Adoption Programme</p> <ul style="list-style-type: none"><li>- Build artificial reefs based on the previous blueprint of the prototype designed by Irshad Mobarak</li><li>- Deploy at least three more artificial reef structures</li><li>- Glean knowledge and best practices from coral experts such as Alvin Chelliah from ReefCheck Malaysia and Department of Fisheries, to fill knowledge gaps and enhance the health of artificial reefs</li></ul>



## Goal 1 continued...

Objectives	Strategic Plan
Implement regular coral reef surveys and activities to augment the well-being of our coral reef	<ul style="list-style-type: none"><li>- Procure more compressors and tanks</li><li>- Conduct monthly dives to inspect the artificial reefs</li><li>- Remove ghost nets and underwater marine debris</li><li>- Rescue marine life entangled in fishing gear</li><li>- Use data to inform and optimise our marine conservation</li></ul>

## Goal 2: Introduce new programmes to benefit marine life

Objectives	Strategic Plan
Make Datai Bay a more conducive turtle nesting site	<p>Create a functioning Turtle Hatchery</p> <ul style="list-style-type: none"><li>- Procure eggs for hatching</li><li>- Launch the Turtle Nest Adoption activity for guests to help raise funds</li></ul>

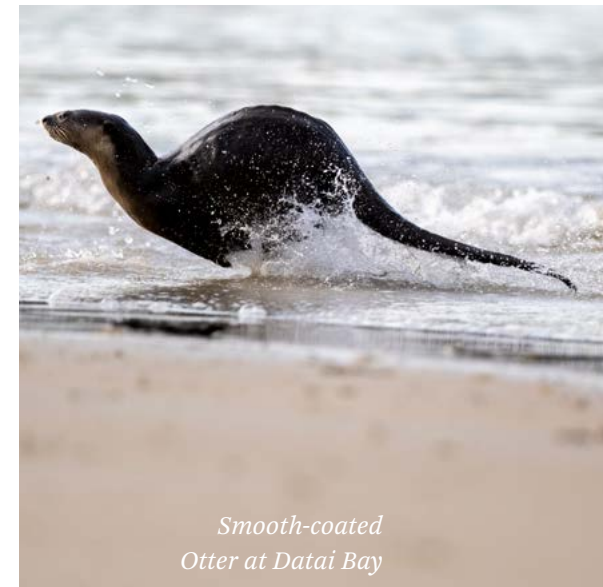


*Turtle Hatchery at Datai Bay*



*Coral collected from Datai Bay at The Nature Centre*

©Regenerative Travel



*Smooth-coated Otter at Datai Bay*

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

Objectives	Strategic Plan
Boost our Coral Adoption Programme	Raise awareness of and encourage guests to participate in the programme where fragmented and exposed living corals are rescued, rehabilitated in our Coral Nursery, and replanted in the natural marine environment
Create a Dive Hut	<p>To facilitate a centre for marine biologists, interns, volunteers and NGOs to conduct research and conservation work, as well as marine conservation and education programmes for guests</p> <ul style="list-style-type: none"> <li>- At least one Marine Biologist to be certified Dive Master by May 2023: complete the Rescue &amp; EFR (Emergency First Response) Course (3 days), and Dive Master Course (10 days)</li> <li>- Dive Hut to be PADI (Professional Association of Diving Instructors)-certified to enable guests to join dive research activities</li> </ul>

Objectives	Strategic Plan
Introduce Junior Marine Biologist activity	Add a new marine activity where participants assist with invaluable research by carrying out surveys and collecting data on our artificial reefs



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

Objectives	Strategic Plan
Catalogue the marine life in and around Datai Bay	Document findings with the intent to publish a book about marine life in the artificial and natural coral reefs
Work with MareCet to deploy a sound recording acoustic device to collect data on marine mammals at Datai Bay	<p>To better understand Indo-Pacific Humpback Dolphins, Finless Porpoises and other marine life at Datai Bay</p> <ul style="list-style-type: none"> <li>– Identify a prime location to deploy the device</li> <li>– Deploy a decoy as a test in April before deploying the real device in September</li> <li>– To collect baseline information on the health of the bay</li> </ul>
Continue guest education activities with MareCet	<ul style="list-style-type: none"> <li>– Continue and introduce a diverse range of guest activities:</li> <li>– A Day Out With Dolphins and Dolphin Researchers</li> <li>– Paint A Batik Dolphin</li> <li>– Marine Mammal Lab</li> <li>– Marine Mammal Talks</li> <li>– Dolphin Sightings at Datai Bay</li> </ul>



*Pillar Leader, Ahmad Mukhris Mahadzir rehabilitating coral at the Coral Nursery*



# A word from



**DR LOUISA PONNAMPALAM**

*Executive Director and Co-founder, MareCet*

“ It is enriching to partner with a resort that is deeply committed to sustaining the natural environment within which it resides and to be able to promote that sustainability together through our efforts in The Datai Pledge in 2022.

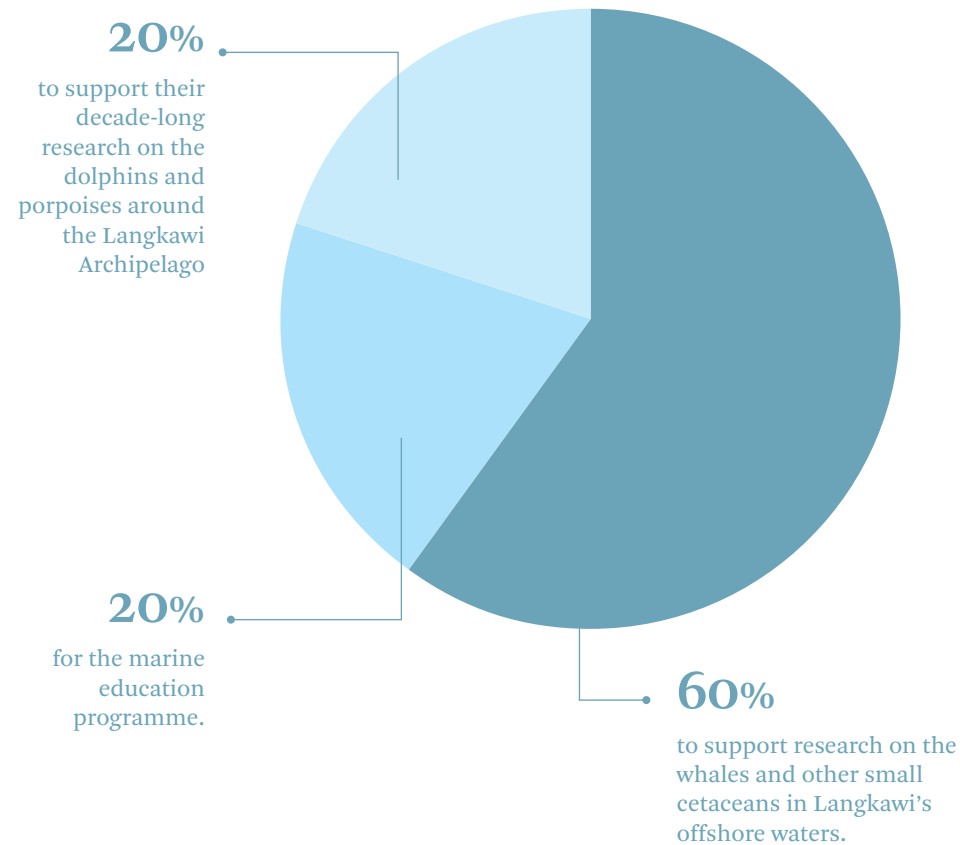
We look forward to even more meaningful joint initiatives in 2023, to promote awareness and empathy for Langkawi’s natural marine gems and to preserve them for the enjoyment of everyone. ”

# Supporting the work of MareCet



MareCet is dedicated to marine mammal conservation and the 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 by funding their research on the whales and other small cetaceans in Langkawi's offshore waters, research on the dolphins and porpoises around the Langkawi Archipelago and marine education programmes.

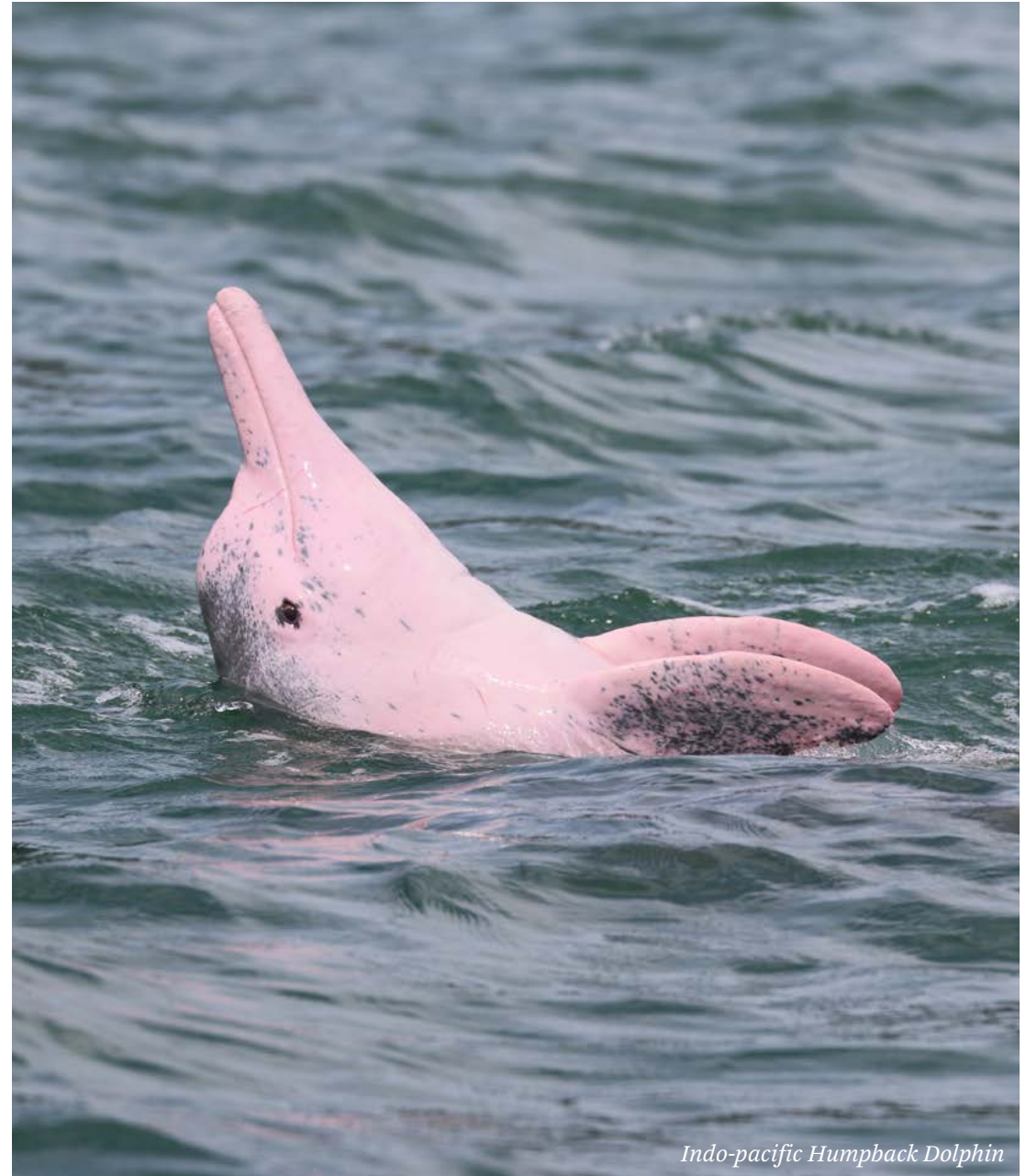
How The Datai Pledge funds support MareCet





### MareCet's highlight for 2022 include:

- Whales On-The-Wheels Mobile Marine Education Exhibition travelled 3,980km to 30 locations, covering 18 cities and towns across 7 Peninsular Malaysia states, running for 300 hours across 32 exhibition days and received up to 4,714 visitors.
- Ongoing work on their flagship Langkawi Dolphin Research Project and the Bryde's WHALE Project.
- Ongoing International Climate Initiative (IKI) Seagrass Ecosystem Services Project in Mersing, Johor, to understand the importance of seagrass in supporting marine biodiversity and the health of the marine environment. The goal is to provide future recommendations to the policymakers concerning Blue Carbon and conserving seagrass meadows.
- 68 audience engaged over 4 visits to The Datai Langkawi.
- 20 participants were involved in a remote island beach clean-up in conjunction with International Coastal Cleanup 2022 with The Datai Langkawi, removing 294 kg of trash from the beach, including 2,307 plastic beverage bottles and 1,364 pieces of styrofoam.



*Indo-pacific Humpback Dolphin*

©MareCet

## MareCet's highlight for 2022 continued...

- Ongoing research and monitoring of cetaceans around Langkawi, Kedah-Perlis coast and Kedah offshore waters, and Cetacean Bycatch Mitigation Project in Perlis and Perak.
- 3 international and 8 local talks and webinars were delivered.
- Participated in 1 international and 2 local booth exhibition events.
- Featured in 9 local and 4 international media posts/articles.
- 92 volunteers participated in field surveys, outreach events, and fundraising campaigns.
- 1 marine mammal stranding response video produced in 2 languages (English and Bahasa Melayu) and translated into 1 international/foreign language (Burmese).
- 72 days at sea, totalling 245 hours of effort and covering 3,381 km of distance for cetacean surveys.
- MareCet became Conservation Partner at the Wildlife Conservation Network in San Francisco, USA.
- 49 days in the field and 18 days in the lab, with 87 hours of underwater video footage and 12 blue carbon sediment cores collected for seagrass sampling and analysis.
- 5 workshops were conducted, involving 131 participants including government officials, international researchers and local communities.
- 5 dolphin education tours and 1 dolphin virtual tour were conducted, with a total of 88 participants.
- Participation in 1 local and 1 international scientific expedition.
- 4 scientific paper publications.
- Dr Louisa, MareCet's co-founder, was 2nd runner-up in the inaugural Blue Water Heroes Award in Singapore, co-organised by ONE°15 Events Management and championed by Gen.T and Tatler Singapore.
- Dr Louisa, MareCet's co-founder, was appointed to be a Bycatch Expert Panel Member of the International Whaling Commission.





# Case Study

## Prototype for the Artificial Reef

While coral transplantation has helped increase the genetic diversity and population of corals, which have been threatened by anthropogenic and climatic factors, it should not be a singular solution to the threats that reefs face. Resilience is the key to having healthy reefs in the long term.

Broken coral fragments transplanted back in the wild need to be able to withstand strong tides and sediment. They also cannot be simply transplanted onto existing coral reefs as they risk getting eliminated by the existing colony of corals which tend to dominate over non-native or foreign corals. To ensure successful coral transplantation, we need to create a new home for broken coral fragments to grow and have a fighting chance of survival.

Our solution is the result of continuous testing and refining. The final successful prototype, which was

designed by Irshad Mobarak, had a more organic shape with ridges where the coral fragments could be attached. It took 3 days to fabricate the prototype which was constructed with a heavy organic-shaped rebar steel frame to withstand the regular strong currents. On November 2022, we deployed the structure in the seabed at Datai Bay at a strategic location, which also had the additional effect of breaking the waves coming into shore, thus minimising the effects of erosion.

We replanted 1 coral nubbin in January 2023, and in February 2023, we replanted another coral nubbin to launch the Coral Adoption Programme, which allows guests to snorkel and plant rehabilitated corals onto the structure. The structure was placed at a strategic locations in the bay. Since its insertion, we have observed small fishes aggregating around the structure, indicating positive signs of coral adapting to their new life.

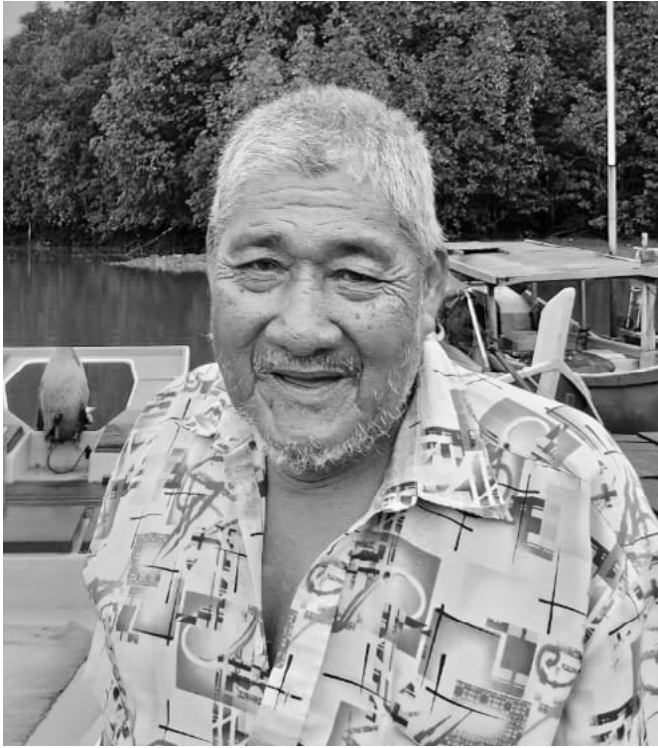


*Dome-shaped Artificial Reef deployed at Datai Bay*



*Prototype created by Irshad Mobarak, Chief Advisor, The Datai Pledge*

# A word from



**MD NAYAN JIWA**

*Fisherman, Kubang Badak, Langkawi*

“ We should look after our mangrove and sea bynot littering everywhere. We used to harvest mangroves for charcoal and now it is being cleared in large quantities for development. This has a huge effect on the environment and us fishermen because the mangrove and all that live in it is the source of our livelihood. We need to replant and not remove it. ”





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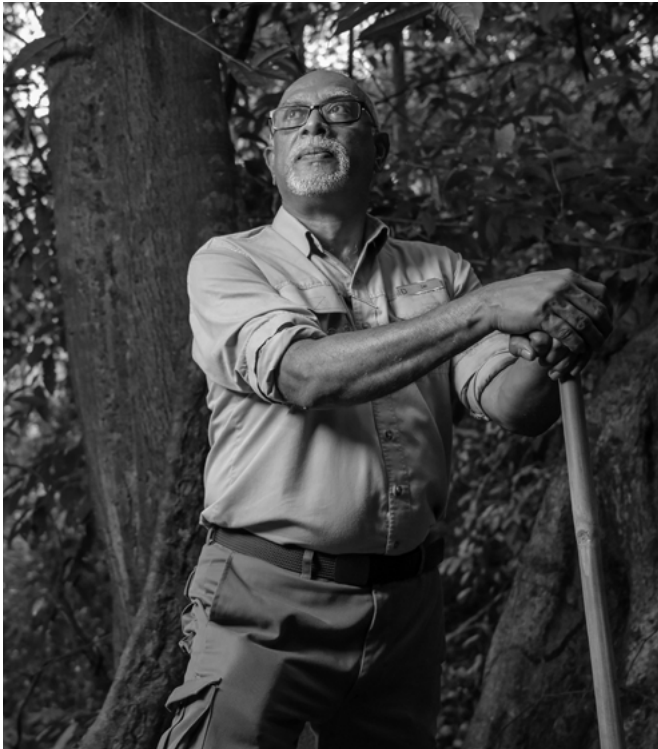
wildlife

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*

“ 2022 was a burst of activity after the stops and starts from the Covid-19 lockdowns. Major milestones achieved together with our dedicated team and social enterprise pillar partner, Gaia, include: the expansion of our flourishing Native Tree Nursery; various initiatives to conserve hornbills and other threatened wildlife species; working with our expanded network to undertake studies of local wildlife to increase our knowledge and share best practices.

We're also excited about launching the pilot project for Corridor for Life, which will help reforestation and ensure a healthy gene pool of wildlife on the island. ”





Overview

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

Langkawi is known for its bountiful biodiversity and is home to over 263 species of birds (Irshad Mobarak, author of 'Discovering Langkawi with Irshad Mobarak' and Chief Advisor of The Datai Pledge), 535 species of butterflies (Selvam Raman, author of 'A Guide To The Butterflies of Langkawi') and a wide array of other wildlife, but their habitats and movements have become increasingly fragmented due to intensifying human activities.

From 2001 to 2021, Langkawi is estimated to have lost 2.59kha of tree cover, equivalent to a 7.1% decrease since 2000, and 764kt of CO<sub>2</sub> emissions [source: Global Forest Watch]. Tree cover refers to the total area of land covered by trees, regardless of whether or not the

trees are part of a forest ecosystem.

Animals require large continuous habitat areas for shelter, food and to sustain a healthy gene pool. When forests are fragmented into smaller habitats, this causes a decrease in resources and nutrition, thus resulting in in-breeding and a lack of genetic diversity.

The Wildlife For The Future programme aims to protect, restore and regenerate the island's natural heritage holistically. We are also working with our sister pillar, Pure For The Future, in our quest to reduce carbon emissions. An overview of our 2022 activities includes:

- **Corridor For Life.** The planning of creating possibly the world's-first 'Trans-



Island Wildlife Corridor', a wildlife protection and reforestation project, that was undertaken with Ben Galea, a Universiti Sains Malaysia (USM) doctorate researcher, in partnership with the Malaysian Primatological Society. The project aims to reconnect the remaining core ecological zones through reforestation and creation of overpasses and underpasses to enable the safe passage of both terrestrial and arboreal animals. Langkawi Development Authority (LADA) has expressed interest in the project and we envision them spearheading this project in 2023.

- **Forest tree species identification and phenology study.** Phenology is the study of periodic events in biological life cycles and how these are influenced by seasonal and interannual variations in climate and habitat factors. In January 2022, we conducted a phenology study of several Dipterocarp species within the property to understand their fruiting and flowering behaviours. We noted that

the 200-300 year-old Keruing Beludu tree (located on the Rimba Trail) underwent mast flowering after 30 years.

We also conducted a tree identification study simultaneously. More than 117 trees, excluding fig and palm trees, were recorded, 22 species of which are listed as vulnerable to critically endangered by the IUCN (International Union for Conservation of Nature) Red List of Threatened Species. We also found several unnamed species and plan to send samples of those trees for DNA analysis to contribute to the understanding of the rainforest around us.

- **Tree Tagging programme.** The tree identification study by Dr. Shamsul Khamis, Senior Lecture at the Universiti Kebangsaan Malaysia (UKM) together with The Nature Centre team, from 1 March to 26 June, also enabled us to tag trees so guests can correctly identify them along the nature education trails. 80 trees were tagged at Poet's Trail, Rimba Trail and Trek to Crystal Creek route.



*Pillar Partners, Gaia and MareCet with The Nature Centre team at The Datai Langkawi*



*Keruing Belimbing at The Datai Langkawi*



- **Native Tree Nursery.** This was established in 2019 to encourage the propagation of native tree species that are important for improving the ecological health of the wider Teluk Datai area. Seeds are germinated and cultivated in the nursery until the sapling stage when they are ready to be planted in the rainforest. Here, it has been observed by the naturalists Dev Abdullah and Izzati Noh, that they have a 60% chance of survival (cf. to 40% in the wild). Approximately 2,570 saplings were planted by guests and staff, while 2,500 planting stock of 16 different species will remain at the nursery for up to two years before they are ready for reforestation. Plans to upgrade the nursery to scale up nature conservation efforts have been finalised and will be implemented in 2023. The upgrade will also include facilities

for guest education on flora.

- **Tree adoption programme.** Introduced in June to conserve the native, rare and endangered tree species in the wider Teluk Datai area, the programme, Plant A Native Tree, offers guests the opportunity to learn about the various plant species before planting their ‘adopted’ sapling back into the surrounding rainforest. A total of 41 guests joined the activity.
- **Saving native species.** Over the year, critical data on wildlife in the wider Teluk Datai area was collected and analysed through camera trapping to inform our conservation activities. We are exploring the possibility of working with an external party in Langkawi to implement a breeding programme for the endangered Greater Mousedeer, the efforts of which will continue into the year 2023.

- **Spaying and sheltering stray dogs.** We support a dog shelter co-managed by Ecotourism & Conservation Society Malaysia (ECOMY) and Majlis Perbandaran Langkawi Bandaraya Pelancongan (Kedah State Local Authority) by providing start-up funds and dog food. The shelter aims to manage the stray dog population on the island, which creates ecosystem imbalances and threatens the survival of vulnerable and endangered wildlife species including the Dusky Langur, Sunda Pangolin and Long-tailed Macaque. A total of 60 dogs were spayed over the course of the year with the cooperation of a volunteer group called ‘TNR LGK’. The Datai Pledge facilitated the neutering of 30 of these dogs by collaborating with the Department of Veterinary Services Kedah and providing doctors and volunteers.



*Pillar Leader Dev Abdullah volunteering at the MPL dog shelter*



*Endangered Long-tailed Macaque*

- **Artificial salt licks programme.**  
The use of mineral salt licks for wildlife conservation and management was introduced in the Teluk Datai area to enrich the habitat with additional mineral resources for wildlife, and to aid the collection of video and photographic evidence of wildlife. This has proven successful with footage of a group of Masked Palm Civets, troop of Long-tailed Macaques and Greater Mousedeer. The findings from this initiative will enable us to develop effective rewilding or rehabilitation programmes for more threatened species.
- **Naturalist programme.**  
The programme, 'How To Be A Naturalist', was introduced in July to educate guests on the flora and fauna, while learning about the use and importance of camera traps for wildlife research and conservation. A total of 21 guests joined the activity. Sightings included two Greater Mousedeers and an Orange-breasted Trogon bird, observed for the first time in many years in the Teluk Datai area.
- **Freshwater fish study.**  
The health of the river and the diversity of fish are good indicators of forest health. From October 2022, for 3 months, we initiated a study with independent researchers: Sangekirtana Maniaruse (BSc in Marine Science from Universiti Kebangsaan Malaysia), Beh Lih Khiang (BSc in Marine Biotechnology from Xiamen University Malaysia), Nurliyana Abd Razak (BSc in Geology from Universiti Malaya), to investigate, validate, and identify all the fish species found in the surrounding three rivers (Sungai Anak Datai, Sungai Lenggara, Sungai Datai) in the wider Teluk Datai area. The critically vulnerable, endemic Copper Mahseer (locally known as *Tengas*), were discovered in Sungai Datai. Their presence indicates that the water quality is excellent, as this species requires fast-flowing and crystal-clear water to thrive.



*Sungai Lenggara at  
The Els Club Teluk Datai  
where freshwater fish  
study was conducted*





*Oriental-pied Hornbill at  
The Datai Langkawi*

©Sanjitpaal Singh/jitpic.com

– **Expand education on wildlife and their habitats.**

We also launched external speaker sessions with guests in September and October for staff and guest education and to optimise our research and conservation programmes. Speakers included Allen Jayarajasingam, a well-respected ornithologist as well as author of 'A Field Guide To The Birds of West Malaysia and Singapore' and 'A Field Guide To The Birds of Peninsular Malaysia' and Singaporean Chew Ming Yee, a Senior Naturalist from the Forest Research Institute Malaysia (FRIM).

– **Hornbill conservation in collaboration with Gaia.**

Our pillar partner is Gaia, a social enterprise dedicated to wildlife conservation in Malaysia. Gaia's current focus is the conservation of hornbills, a group of bird species that is increasingly under threat due to deforestation and poaching. A highlight was the seed collection activity which aimed to identify fig species preferred by hornbills within the property. This activity involved guests and expert naturalists collecting droppings of two Oriental-Pied Hornbill nests

before germinating them at the Native Tree Nursery. Nine seed species were sent to Sunway University, Malaysia, for further analysis.

Over the year, 47 guests participated in various hornbill talks and birdwatching activities organised by Gaia, and a total of MYR 2,700 was raised. Other research activities such as the Hornbill Watching at Gunung Raya were also carried out with Gaia to study hornbills and their habitats further.

Our plan for 2023 is to continue and augment these activities, and raise more funds through our newly introduced guest education and participation programmes. We will also continue to expand our network and work with government, private and community bodies in our efforts to regenerate and conserve the island's amazing wildlife, and are aiming to implement a pilot Corridor For Life project.



# Achievements

**For the year 2022, we have achieved the following:**

**117 trees**

species recorded, excluding fig and palm trees

---

**22 trees**

species listed as vulnerable to critically endangered by the IUCN Red List

---

**60 trees**

tagged at Poet's Trail, Rimba Trail and the area around the beach

---

**33 stray dogs**

spayed to manage their threat to vulnerable species

---

**2,550 saplings**

planted by staff with some guest participation

---

**3,800 seedlings**

of 16 different species cultivated at the Native Tree Nursery

---

**41 guests**

participated in the 'Adopt A Tree' programme, with MYR 6,450 raised

---

**21 guests**

participated in the Be A Naturalist programme

---

**21 guests**

participated in various hornbill talks and birdwatching activities organised by our pillar partner, Gaia

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*All data above from January to December 2022*



## A word from



**NUR AFIQAH IZZATI NOH**

*Naturalist, The Datai Langkawi*

“ Plants are one of the smartest living things. Even without a brain and heart, they can survive in different types of conditions. At The Datai Langkawi, I never tire of our pristine forest, even though I grew up in a similar environment. As a botanist, I am proud to say that we have several healthy mother trees of endangered species here and through the efforts of The Datai Pledge, we have been collecting and growing these rare seeds in our Native Tree Nursery to restore them all over Langkawi Island. ”



# Objectives

©SC Shekar

## Goal 1: Strengthen reforestation and wildlife propagation initiatives.

### Objectives

Upgrade the Native Tree Nursery to help the survival of native, rare and endangered tree species

### Strategic Plan

Implement the new developments:

- 1st phase (January onwards): create a new germinating area (from seed stage), growing area (sapling) and hardening area (to improve tree resilience before replanting in the wild)
- 2nd phase (June onwards): construct a Seed Bank which will serve as a storage and potting area, and a meeting point for guest activity
- Seed and wildling collections to be undertaken monthly throughout the year
- Target a minimum of 5,000 seedlings (we currently have 2,500 saplings about two years old)



## Goal 1 continued...

Objectives	Strategic Plan
<p>Initiate Corridor For Life project</p>	<p>LADA (Langkawi Development Authority) has agreed in December to spearhead the project</p> <ul style="list-style-type: none"> <li>- Undertake planned meetings with LADA in March 2023</li> <li>- To provide budget proposal on overpass bridges and underpass fencing to LADA</li> <li>- Undertake a pilot test to optimise the methodology and help garner further community, government and non-government organisation support</li> </ul>



*One of the 30 dogs sponsored to be spayed*




*Existing underpass near Datai Bay planned for a wildlife crossing*

## Goal 2: Conserve vulnerable and endangered wildlife species

Objectives	Strategic Plan
<p>Conserve endangered species such as the Greater Mousedeer</p>	<ul style="list-style-type: none"> <li>- Increase installation of camera traps by running regular 'Be a Naturalist' sessions to collect more data to inform effective conservation measures</li> <li>- Explore a partnership with an external party in Langkawi to initiate a breeding programme, beginning with the Greater Mousedeer</li> </ul>
<p>Protect the wildlife population through managing invasive species such as stray dogs</p>	<ul style="list-style-type: none"> <li>- Target to spay 150 stray dogs by end 2023</li> <li>- Continue to assist by donating approximately MYR 20,000 in the year to the municipal dog shelter</li> </ul>

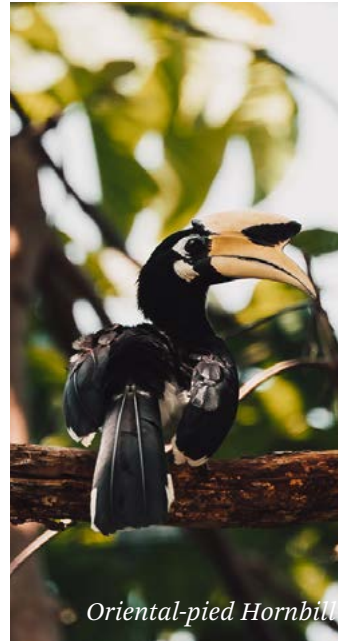
**Goal 3: Expand guest and wider community education programmes on wildlife education and conservation.**

Objectives	Strategic Plan		Objectives	Strategic Plan	
<p>Drive the existing Tree Adoption and How To Be A Naturalist programmes</p>	<p>Increase guest engagement activity to spread awareness and knowledge, and raise funds for wildlife conservation initiatives</p> <ul style="list-style-type: none"> <li>– Revise the price for each activity from MYR 150 to MYR 100 per person to attract more participants</li> <li>– Target a minimum of 20 participants monthly for each activity (currently about 10 participants per month)</li> </ul>			<p>Study, catalogue and conserve nocturnal animals</p>	<ul style="list-style-type: none"> <li>– Conduct late evening and early morning studies around the property to observe nocturnal animal behaviour</li> <li>– Collaborate with UKM (University Kebangsaan Malaysia) and Pusat Penyelidikan Langkawi (Langkawi Research Centre) to conduct research on bats within the property</li> </ul>
<p>Create new guest education programmes</p>	<ul style="list-style-type: none"> <li>– Create an alternative trail for Rainforest Awakening through our Native Tree Nursery, Permaculture Garden and The Lab, to educate guests on our regeneration efforts</li> <li>– Initiate the programme by May 2023</li> </ul>			<p>Initiate wider community education activities on trees</p>	<p>Document our learnings and publish a book of native, rare and endangered tree species within The Datai Langkawi</p> <ul style="list-style-type: none"> <li>– Record forest trees, weather conditions and wildlife presence during the mast fruiting and flowering season</li> <li>– Publish the book in 2025</li> </ul>



### Goal 3... continued

Objectives	Strategic Plan
<p>Initiate wider community education activities on butterfly species</p>	<p>Document our learnings and publish a book of common and rare species of butterfly within The Datai Langkawi</p> <ul style="list-style-type: none"> <li>- Record the caterpillar, butterfly, moth and skipper behaviours and their preferred foods monthly</li> <li>- Incorporate any guest observations from the Butterfly Walk activity</li> <li>- Publish the book in 2025</li> </ul>



*Oriental-pied Hornbill*



*Banded Swallowtails at the Butterfly Garden*

### Goal 4: Boost nature conservation efforts in partnership with our NGO partner Gaia.

Objectives	Strategic Plan
<p>Conserve hornbills through guest engagement activities</p>	<p>Conduct the following planned activities with Gaia:</p> <ul style="list-style-type: none"> <li>- Monitor the Oriental-Pied Hornbill nests on the property, install the seed trap below the nests, and germinate seeds in the Native Tree Nursery in order to identify the fruits preferred by hornbills</li> <li>- Conduct guest activities in February, May, June and December, which will include: <ul style="list-style-type: none"> <li>- Hornbill Discovery Walk at Gunung Raya</li> <li>- Hornbill Discovery Walk at The Datai Langkawi</li> <li>- Wildlife Photography Adventures (talk)</li> <li>- On-going conservation work (talk)</li> </ul> </li> </ul>

# A word from



**DR RAVINDER KAUR**

*Co-founder, Gaia*

“ The Datai Langkawi are pioneers in their efforts in supporting conservation work in this region. I believe the collaboration between The Datai Pledge and Gaia will take our projects to the next level, to raise awareness and funds, as well as increase scientific knowledge on hornbills as well as implement consistent and effective conservation actions to save Malaysia’s iconic birds. ”

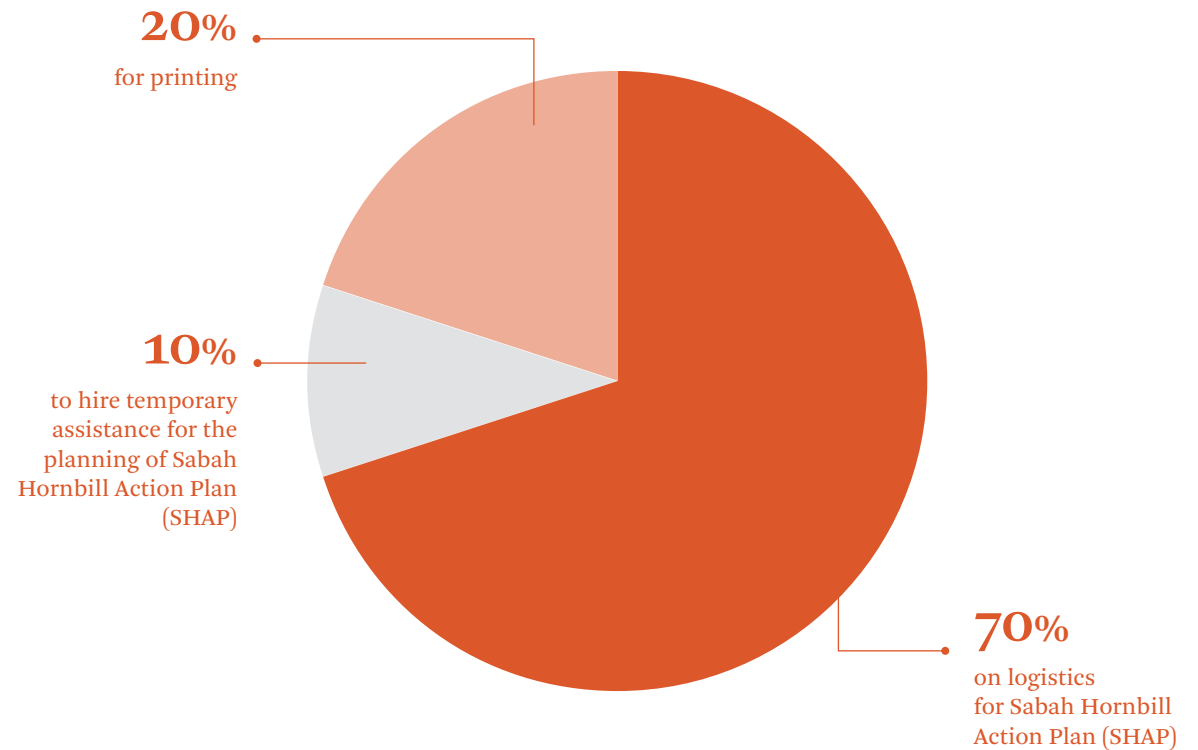


# Our NGO Partner



Gaia is a social enterprise dedicated to wildlife conservation in Malaysia. They focus on research and conservation to help hornbills, many species of which are endangered or increasingly under threat. In addition to our work with Gaia on hornbill research and habitat creation, we are also assisting them with funding for 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:**

- Ongoing Sabah Hornbill Action Plan (SHAP) in collaboration with Sabah Wildlife Department, Sabah Forestry Department, Bird Guides and related NGOs is an action plan which involves a series of actions that includes extended research, protection, management, ecology, trade, hunting, tourism, ex-situ engagement, law and policy, human-wildlife conflict, and awareness.
- Installed 4 artificial nesting cavities in peninsula Malaysia and Sabah, Borneo.
- 3 restored natural cavities in Peninsula Malaysia and Sabah, Borneo.
- Conducted 2 hornbill pride campaigns in peninsula Malaysia and Sabah, Borneo attended by over 300 pax.
- Over 60 participants from all over Sabah (including stakeholders from Peninsular Malaysia) attended the SHAP workshop.



*Oriental-pied Hornbills on Wild Almond Tree at The Datai Langkawi*

©Sanjitpaal Singh/jitspic.com



# Case Study

## Freshwater Fish Study.

A study on fish species found in three key rivers in the wider Teluk Datai area was undertaken from October to December 2022 to determine the health of the rainforest, spanning an area of approximately 500 hectares. The research was carried out by Sangekirtana Maniaruse (BSc in Marine Science from Universiti Kebangsaan Malaysia), Beh Lih Khiang (BSc in Marine Biotechnology from Xiamen University Malaysia), Nurliyana Abd Razak (BSc in Geology from Universiti Malaya) in conjunction with the Wildlife For The Future and Fish For The Future teams. The study also helped inform the ongoing work of our Carbon Stock Assessment as part of our commitment to achieve carbon neutrality.

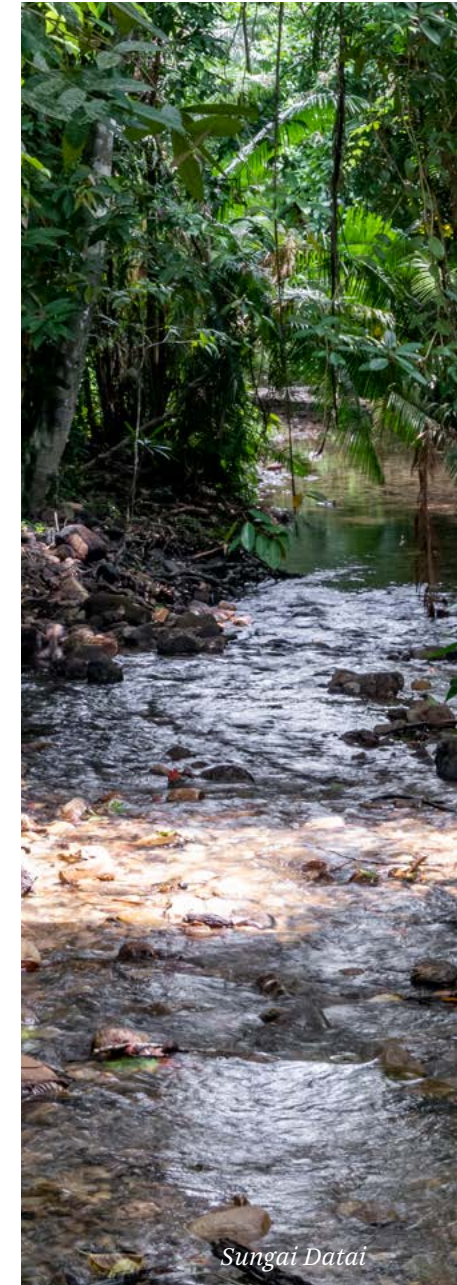
The study aimed to investigate, validate, and identify all species found in three rivers (Sungai Anak Datai, Sungai Lenggara, Sungai Datai) in the wider Teluk Datai area. The critically vulnerable, endemic Copper Mahseer (locally known as Tengas), was discovered in Datai River. Their presence indicates that the water quality is excellent, as this species requires fast-flowing and crystal-clear water to thrive.

The study revealed a drop in native fish populations compared to 2004 when a rapid assessment was conducted by Malaysia Nature Society's World Fish project. The introduction of non-native invasive fish species, such as the Alligator

Garfish, has resulted in increased competition for food and, in turn, the decline of fish diversity in the rivers.

Recommendations include increasing surveillance and patrol resources in and around rivers at the wider Teluk Datai area to reduce the disposal of non-native invasive fish species, and the introduction of a fish ladder to provide a detour route for fish travel over or around the dam along Datai River that is impeding fish passage, which in turn, slows fish migration and causes the decline of fish species. We also discovered six new, undocumented species of fish.

Through this study, we now have information on fish and rivers which correlates with rainforest health in the wider Teluk Datai area. By protecting the rivers where fish live, we can help conserve the rainforest and its rich biodiversity. The trees growing around these water catchments are crucial in absorbing carbon emissions which cause climate change. Conserving these rivers will yield long-term benefits for the wider Teluk Datai area.



*Sungai Datai*



youth

FOR THE FUTURE

*In partnership with*





# A word from



**JOHAN ABDULLAH**

*Pillar Leader, Youth For The Future  
Director of Human Resources*

“ 2022 has been a productive year of action for the pillar. We made great strides in moving ahead with the three-year Kedah Eco-Schools Programme. We also sponsored a third school, reinforcing our commitment to empowering youths to take climate action through creative solutions that benefit people and the planet. ”



*Beach clean up organised by RASMA*

## Educating and empowering the youth to become change agents and fight climate change.

Youth under the age of 18 years make up 28.1% of Malaysia's population of 32.65 million, according to the 2022 report by the Statistics Malaysia Department. Of this significant group, 9 out of 10 Malaysian youths have experienced environmental and climate-related effects in the last 3 years, while 92% of young people think climate change is a crisis. [Source: Change for Climate report, 2020 published by UNDP and UNICEF, supported by EcoKnights].

Youth-led initiatives play an important role in addressing the climate crisis, and there is a need to better support capacities and enabling environments for youth empowerment. We believe there is a real need to shift towards active, real-world learning, so we chose to support the Global Eco-Schools Programme, led

by our partner NGO, Green Growth Asia Foundation (GGAF). Present in over 81 countries, Eco-Schools is the largest global sustainable schools programme. Combining classroom learning with hands-on experience, the programme is run according to an all-inclusive, participatory approach involving students, teachers and the local community. In 2022, we continued our efforts to increase climate literacy among youth by sponsoring a third school under this programme.

Following the success of the first year of the Roots & Shoots Malaysia Award (RASMA) programme last year, we decided to formalise our partnership with Roots & Shoots Malaysia and continue our support for RASMA. Inspired by the positive influence of Dr Jane Goodall and the Roots &



Shoots ethos, this award was created to instil hope and encourage the Malaysian youth to go beyond awareness to bring positive change to their environment and communities.

Our programme with RASMA involves a hands-on learning education experience about real-world environmental problems and the measures implemented by The Datai Pledge to conserve and regenerate our natural heritage. The 6-week volunteer programme gave 4 participants the opportunity to be involved in marine and wildlife conservation activities at the Datai Bay and upcycling activities at The Lab. One participant, Tan Chin Wen was so outstanding, that we offered her a position as a Naturalist for The Datai Langkawi, also working on The Datai Pledge.

We continued to support the National Young Reporters for the Environment (NYRE) programme with Green Growth Asia

Foundation (GGAF). This programme gives young people aged 10-24 years a platform to research environmental issues and promote solutions through investigative reporting, photography, and video journalism. For the second year consecutively, our Pillar Leader joined a panel of evaluators for the programme's essay competition. The award ceremony was held at The Datai Langkawi with Arnaud Girodon, The Executive Administrator of The Datai Pledge and then General Manager of The Datai Langkawi (now CEO of Datai Hotels and Resorts), presenting the awards to the 6 winners.

Our Pillar Leader, Johan Abdullah, was also appointed as an Eco-Schools Green Flag auditor, assessing three schools in Perak and one in Penang for the Green Flag Award. This Award is a prestigious, internationally recognised eco-label of high performance for schools with the best

environmental education and management practices. We're excited to move ahead in 2023 and complete the remainder of Year 2 and Year 3, the final assessment year, of the 3-year Eco-Schools programme for our three sponsored schools in Langkawi, as well as continue to support the impactful RASMA and NYRE initiatives. We are also planning to launch new co-curriculum programmes, together with our NGO partner, GGAF, such as Climate Ready Classrooms which is an accredited carbon literacy training programme introducing youth to key concepts surrounding climate change and climate action through inquiry-based and experiential learning approaches. Finally, we will implement other cross-pillar activities such as creating a youth programme with Kanshalife, a local sustainability-driven social enterprise, and Pure For The Future.



*Headmistress and Teachers of Eco-School, Sekolah Menengah Temonyong, Langkawi, with Pillar Leader, Johan Abdullah*



# Achievements

*Students of sponsored Eco-School, Sekolah Menengah Kebangsaan Tunku Putra*

Since launch we have achieved the following:

## **1 additional Langkawi School**

selected for sponsoring of the Eco-Schools Programme – Sekolah Kebangsaan Temonyong.

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## **4 RASMA graduates**

completed a six-week internship programme at the resort (Roots & Shoots Malaysia Award) - with 1 participant successfully recruited by The Datai Langkawi.

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## **24 competition entries**

on sustainability stories for The National Young Reporters for the Environment (NYRE) competition evaluated by panel of judges including Pillar Leader, Johan Abdullah.

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## **4 schools audited**

by Pillar Leader, Johan Abdullah, as part of Eco-Schools Green Flag Award.

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## **41 guests**

participated in the Adopt A Tree programme, with a total of MYR 6,450 raised

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## **30 teachers in charge**

of Kedah Eco-Schools Programme attended an online Project Based Learning (PBL) Training led by GGAF.

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# A word from



**NUR SUZANALITA BINTI MOHD AZHAR**

*Headmistress, Sekolah Kebangsaan Temonyong, Langkawi*

“ The Eco-Schools Programme has been a tremendous blessing for our students. Beyond character-building, this programme has nurtured their skills in new and exciting fields. We have witnessed firsthand how participation in eco projects has sparked a wave of creativity and innovation among our students, as they explore sustainable solutions and make a positive impact on the environment. ”



# Objectives

## Goal 1: Complete the 3-year Eco-Schools programme with Green Growth Asia Foundation (GGAF).

Objectives	Strategic Plan
Implement the remainder of the Eco-Schools education programme for the 3 sponsored Langkawi schools	<p>To complete Year 2 (remaining) and Year 3 programme in 2023</p> <p>Year 2: Implementation (Remaining)</p> <ul style="list-style-type: none"><li>- Progress Review: to evaluate the status, effectiveness and progress of Eco-Schools, and identify the direction, needs and priorities of the programme which are relevant to the schools</li><li>- Baseline development: to propose a plan, defining the project expectations and deliverables of the Eco-Schools programme</li><li>- Development of a SMART (specific, measurable, attainable, realistic and timely) Action Plan: using the results of the progress review and identifying priority areas relevant to each school.</li></ul> <p>Year 3: Roadmap to the Green</p>



## Goal 1 continued...

Objectives	Strategic Plan
<p>Implement the remainder of the Eco-Schools education programme for the 3 sponsored Langkawi schools</p>	<p>Flag Award</p> <ul style="list-style-type: none"><li>- Reporting and evaluation: to determine how well the Year 2 Eco-Schools programme was implemented and how well it has achieved its intended results for Year 3</li><li>- Communication strategy and environmental storytelling: encourage pupils to take home ideas and put them into practice, thereby garnering the whole school's and wider community's involvement</li><li>- Creation of Eco-Code: which lists the main objectives of the school's action plan and will be written by pupils to give them a greater sense of responsibility</li></ul> <ul style="list-style-type: none"><li>- Pre-audit and audit: undertake visits with the Eco-Committee, GGAF and Pillar Leader to assess environmental and social impact, and highlight successes and areas for improvement. Themes will be reviewed regularly and guidance provided in preparation for the Green Flag Awards. The assessment will be conducted annually</li></ul>



## Goal 2: Continue existing complementary programmes.

Objectives	Strategic Plan
<p>Strengthen youth education and action for sustainability programmes</p>	<p>Continue with the following programmes and develop our relationships further with key stakeholders:</p> <ul style="list-style-type: none"> <li>- National Young Reporter for the Environment (NYRE): continue our involvement as one of the panel of judges; provide support to facilitate the new edition of the programme; and host the awards and recognition</li> <li>- Roots &amp; Shoots Malaysia Award (RASMA): continue our partnership with Roots &amp; Shoots and undertake the next edition of the programme at the resort</li> <li>- Eco-Schools Green Flag Award: continue participation as an auditor. The Green Flag accreditation acknowledges, rewards and celebrates the ecological achievements of young people</li> <li>- Organise regular visits by our partner NGO Green Growth Asia Foundation (GGAF) to the resort to share objectives and results of the programme</li> </ul>

## Goal 3: Implement new complementary programmes.

Objectives	Strategic Plan
<p>Strengthen youth education and action for sustainability</p>	<p>Rollout special environmental education projects such as Climate Ready Classrooms Participate in the integration programme with other pillars and NGOs/social enterprises such as the Kanshalife Youth Programme</p>



*Students of sponsored Eco-School,  
Sekolah Menengah Kebangsaan Temohyong*



# A word from



**DR MAHADI MOHAMAD**

*Executive Director, Green Growth Asia Foundation*

“ Integrating proper education in climate advocacy for young people can significantly impact their behaviour toward climate issues in the future. Through our programmes in partnership with The Datai Pledge, we inculcate youth with a sense of responsibility and accountability towards the environment and the importance of conservation and sustainability for our community. ”

# Our NGO Partner

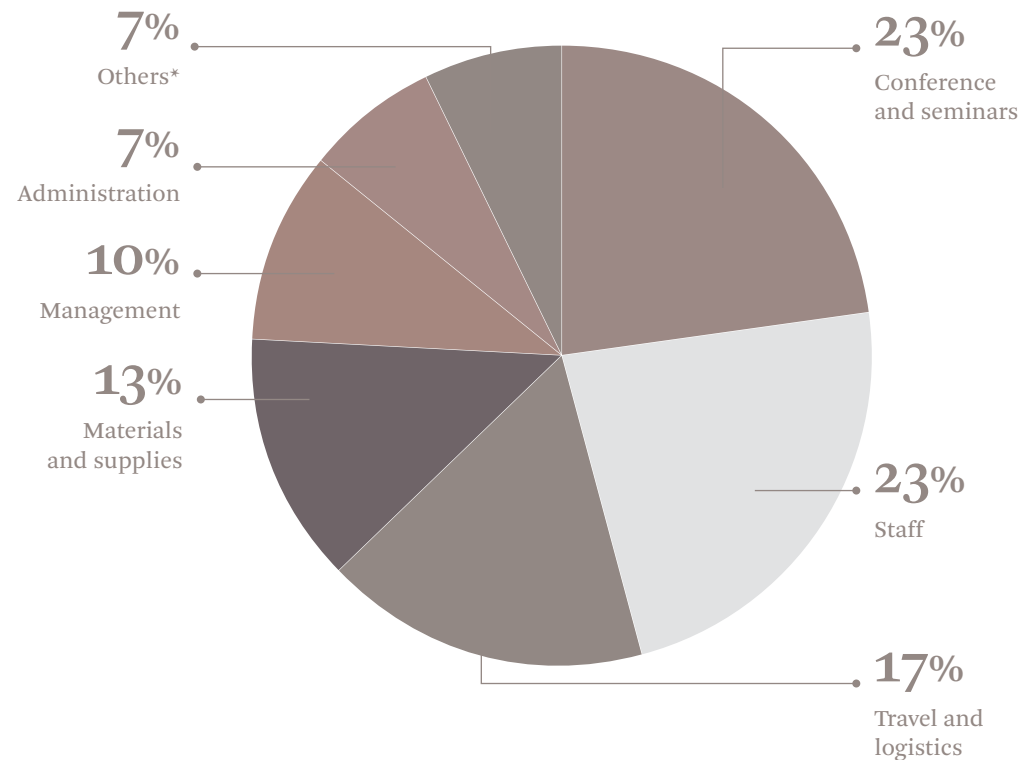


Green Growth Asia Foundation (GGAF) aims to respond to sustainability challenges in Asia through 'green growth' programmes – initiatives that drive economic prosperity through social inclusivity and environmental responsibility, and through advancing education programmes. GGAF has been responsible for 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 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 3 schools in Langkawi and are looking forward to complete the final year programme in 2023.

### 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 2022 include the following:

- 144 teachers and 74 students attended GGAF's Kedah Eco-Schools Programme workshops and seminars.
  - Expansion of Eco-Schools programme to the states of Perak, Melaka and Pahang.
  - Green Growth Asia Foundation was officially appointed as the National Operator for Malaysia by the Foundation for Environmental Education.
  - 9 schools in Perak were awarded international Green Flag Award.
  - The Regent of Pahang, Tengku Hassanal Ibrahim Alam Shah Al-Sultan Abdullah was appointed as the Honourable Royal Patron for Eco-Schools Malaysia.
  - Perak Eco-schools has recorded significant carbon footprint reduction in their school. Over 200,000 kg CO<sub>2</sub> from waste management sector followed by water and energy (electricity) usage.
  - Increased environmental literacy among teachers (96% increase in the knowledge about Green STEM and project-based learning; 86% increase in positive perception on the importance of sustainability issues; and 35% increase in outdoor teaching) and students (25% increase in waste knowledge; 55% increase in water knowledge; and 21% increase in energy knowledge).
- Conducted environmental education talks/workshops across 266 schools and 14 biodiversity camps, with 3,413 teachers and 4,810 students.
  - Largest student participation in the Eco-Schools Virtual Run Event, with 96,000 students.
  - 53 written articles, 69 photos, 11 videos and 15 nominations submitted for the International Level Competition as part of the NYRE Competitions.
  - 10 media workshops held, with a total of 666 total workshop participants and involvement of 75 schools as part of the NYRE Media Workshop.
  - 1,195 total participants joined the NYRE programme.
  - 75 total schools and institutions joined NYRE programme.





# Case Study

## The RASMA Programme

In 2022, we participated in the Roots & Shoots Malaysia Award (RASMA) by becoming a partner organisation. Founded by Dr 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 any of the 30 selected 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.'

4 volunteers interned for The Datai Pledge between 1 August to 14 October for 6 weeks. Their aim was to learn and implement solutions-oriented environmental initiatives led by the 4 pillars of The Datai Pledge, such as recycling, plant identification and biodiversity conservation. All volunteers graduated in December. The commitment, attitude, and skills-sets of one participant (Tan Chin Wen) was a perfect match for the resort and The Datai Pledge, and we unanimously decided to offer her a position at the resort as Naturalist at The Nature Centre.



L-R: Michelle Gomez, Tan Chin Wen and Dev Abdullah at RASMA Graduation Ceremony 2022



# A word from



**TAN CHIN WEN**

*Graduate of RASMA 2022*

*(September to October 2022 at The Datai Langkawi)*

*Naturalist, The Datai Langkawi*

“ As a participant of RASMA, I was very fortunate to be given the opportunity to volunteer for The Datai Pledge in a hotel where both business and nature not only co-exist but thrive in harmony. My biggest takeaway from my short time there was learning how a business can run without sacrificing nature, and even better, take care of nature. ”

# 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 by MOTAC



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.



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.

**1**  
MAR 2021

**1**  
MAR 2021

**19**  
MAR 2021

**21**  
APR 2021

**4**  
MAY 2021

**1**  
NOV 2021

**18**  
NOV 2021

**11**  
DEC 2021



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



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



Achieved zero waste to the landfill for the first time.

# Milestones (2022)

Coral Adoption Programme begins with guests to snorkel and plant corals into the artificial reefs.



Awarded 'Sustainable Spa of the Year' for The Spa at The Datai Langkawi (World Spa & Wellness Awards)



Sekolah Kebangsaan Kelibang replaces Sekolah Kebangsaan Ewa as sponsored Eco-School



First Freshwater Study completed on 3 rivers in Datai Bay to gauge health of river and surrounding forest.



**25**  
FEB 2022

**7**  
MAR 2022

**4**  
APR 2022

**21**  
MAY 2022

**10**  
JUN 2022

**3**  
JUL 2022

**1**  
NOV 2022

**25**  
DEC 2022



ASEAN Green Hotel Standard Certification awarded for 2022-2024



Awarded EarthCheck Eco-Certification Silver 2022



Sekolah Kebangsaan Temonyong, 3rd school sponsored under the Eco-Schools Programme



22 tree species identified as Near Threatened to Critically Endangered (IUCN Red List).



# Accreditations

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

## **EarthCheck Silver Certification 2019 & 2022**

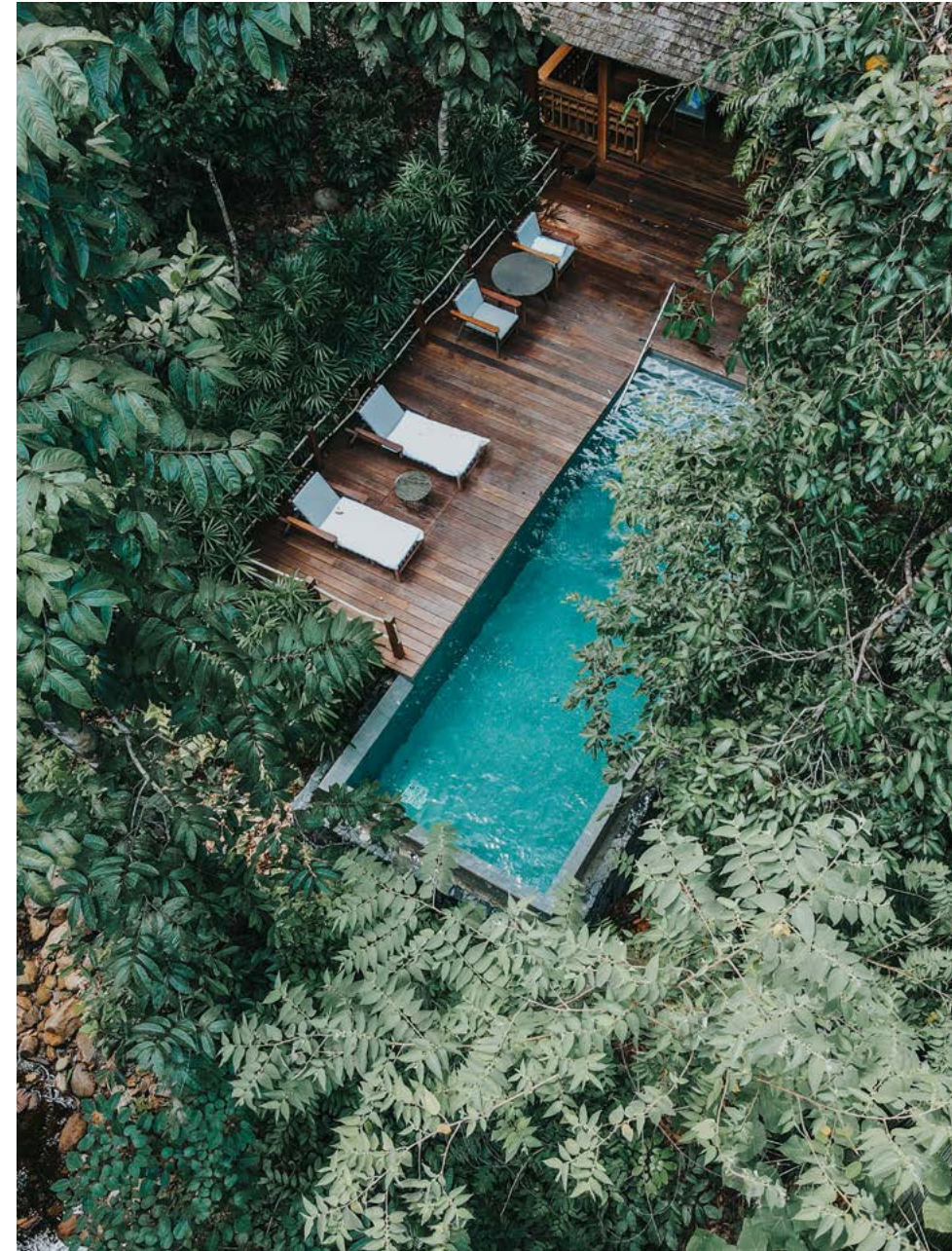
The Datai Langkawi is the first organisation in the world to be awarded the EarthCheck ECO Certification (Silver) 2019 for terrestrial (land-based) tourism projects. It was re-certified with the coveted recognition again in 2021 and 2022, emphasising its continued adherence to rigorous sustainability 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 1992. (Due to the Covid pandemic, EarthCheck was unable to travel in 2020 and 2021 conduct their annual assessments.)

## **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. This award fosters sustainable tourism by adopting environmentally-friendly practices and energy conservation. 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.

## **Malaysia Green Hotel Certification 2019 - 2022, 2023 - 2026**

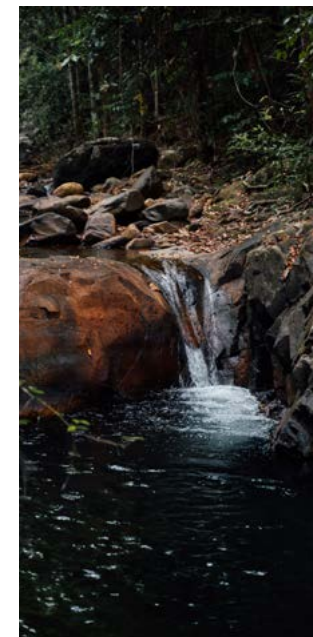
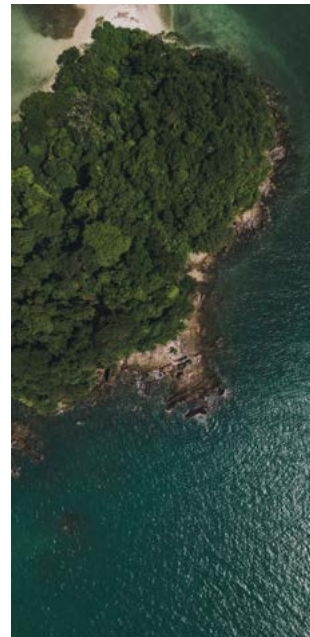
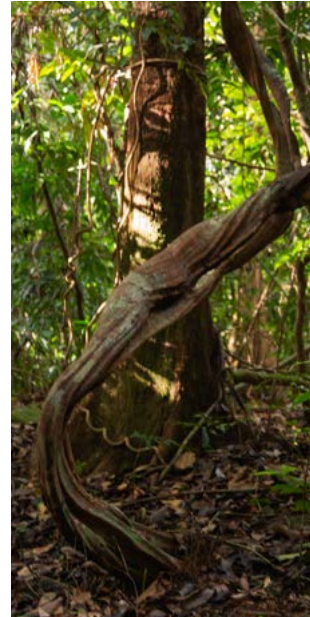
Awarded by the Ministry of Tourism, Arts and Culture Malaysia for sustainability efforts in the hospitality industry. The criteria for the award are: use of green products, human resource development, solid waste management, energy efficiency, water efficiency and quality, air management and quality,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





# Overall Ambition for 2023

- Continue our journey to achieve Carbon Neutral status including carbon stock and sequestration studies.
- Continue to achieve zero-waste-to-the-landfill consistently for The Datai Langkawi.
- Aim to achieve zero-waste to the landfill for The Els Club Teluk Datai golf club.
- Strengthen collaborations with the local community on financial and material assistance, and environmental awareness with grass roots projects such as Geng Bersih Kampung (GBK).
- Collaborate with local NGOs to re-establish Datai Bay as a nesting ground for turtles.
- Initiate plans to support OECM (Other Effective Area-Based Conservation Methods) status such as deployment of a recording device in Datai Bay to study dolphins.
- Obtain baseline information of different animal groups in Datai Bay through cataloguing and others.
- Collaborate with corporates, NGOs and other partners to develop and raise funds for identified projects with a shared vision.





# Financials

Statement of Accounts for 2022

<b>INCOME STATEMENT</b>	<b>2022</b>	<b>2021</b>
Revenue	777,099	276,182
Other Income	–	–
Operation Expenses	(668,721)	(404,101)
Gross Profit	108,378	(127,919)
Nett Finance Income	–	–
Nett Surplus/(Deficit) for the Year	108,378	(127,919)
<b>Total Comprehensive Income/(Loss) for the Year</b>	<b>108,378</b>	<b>(127,919)</b>
Previous year funding received utilised in current year	–	–
<b>Adjusted Surplus/(Deficit) for the Year</b>	<b>108,378</b>	<b>(127,919)</b>
<b>BALANCE SHEET</b>	<b>2022</b>	<b>2021</b>
Plant and Equipment	–	–
Biological Assets	–	–
Inventory	27,582	37,668
Current Assets	–	–
Trade and Other Receivables	–	–
Cash and Cash Equivalents	29,502	1,000
<b>TOTAL ASSETS</b>	<b>57,083</b>	<b>38,668</b>
<b>RESERVES &amp; LIABILITIES</b>	<b>2022</b>	<b>2021</b>
Accumulated Surplus	(293,514)	(382,798)
Income Received in Advance	–	–
Receiver of Revenue - VAT	–	–
Trade and Other Payables	350,597	421,466
<b>TOTAL RESERVES AND LIABILITIES</b>	<b>57,083</b>	<b>38,668</b>

In 2022, a total of RM234,536 was donated to pillar partners, NGOs and social enterprises in need.

*Financial statement audited by Ernst and Young Malaysia*



An aerial, black and white photograph of a river winding through a dense, lush forest. The river flows from the upper center towards the lower right, curving around several large, forested islands or peninsulas. In the background, there are layers of mountains and a large body of water under a cloudy sky. The overall scene is serene and natural.

# 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.

For The Datai Pledge, Juliet is excited to raise awareness around our sustainability initiatives and showcase it 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.com/julietkinsman](https://www.instagram.com/julietkinsman)  
[julietkinsman.com](http://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 and 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 2022 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 80 youths from all over Malaysia to volunteer with 30 partners, with more than 8,100 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 impact Malaysia's wildlife, environment and human societies positively.



*[instagram.com/rootsandshootsmy](https://www.instagram.com/rootsandshootsmy)  
[rootsandshootsaward.my](https://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.

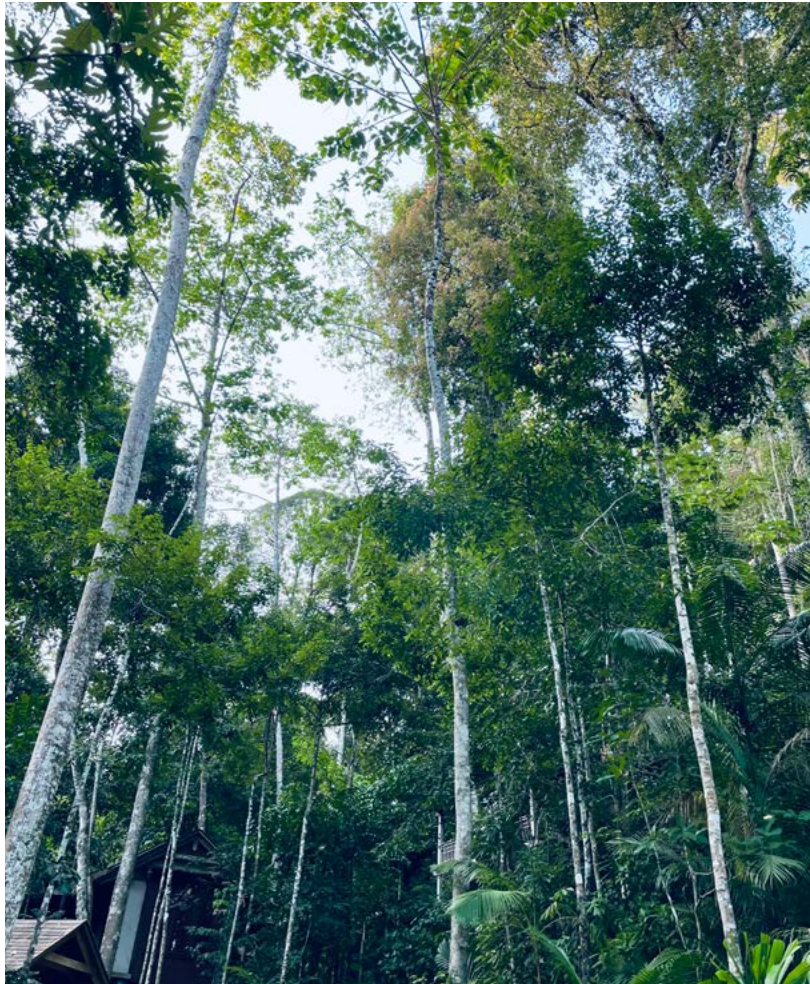
Shekar's work has appeared in many solo exhibitions, notably at Malaysia's National Art Gallery. He has published more than two dozen books of photography, covering themes as diverse as architecture, food culture, portraiture and indigenous people's lives and crafts. His most recent major project is '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.

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.com/scshekar](https://www.instagram.com/scshekar)  
[scshekar.com](http://scshekar.com)*



## BOUTECO, UK



**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.com/boutecohotels](https://www.instagram.com/boutecohotels)  
[boutecoloves.com](https://www.boutecoloves.com)*

# Memberships

## THE CONSCIOUS TRAVEL FOUNDATION, UK



**The Conscious Travel Foundation is a non-profit membership organisation that promotes sustainable, positive impact travel. Through education, collaboration and thought leadership, they empower their members to make changes in their businesses, whilst supporting grassroots projects around the world through their Charitable Fund.**

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](http://theconscioustravelfoundation.com)*



# Memberships



## REGENERATIVE TRAVEL, USA



Since 2019, Regenerative Travel (RT) has been at the forefront of driving the travel industry towards a regenerative future. What began as a mission to connect travelers with environmentally and socially impactful hotels has evolved into a dynamic association and marketplace. RT's overarching goal is to foster collaboration and synergy among all key stakeholders in the travel industry, uniting hotels, travel agents, DMCs, and tour operators under a unified vision.

Through sharing individual best practices and through collaboration, RT enables the RT Member Hotel Community to work together to achieve significant economies of scale and to make a deeper impact. Each RT 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 these 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, Consultant Naturalist at The Datai Langkawi 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'.

*[irshad-mobarak.com](http://irshad-mobarak.com)*



# 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.

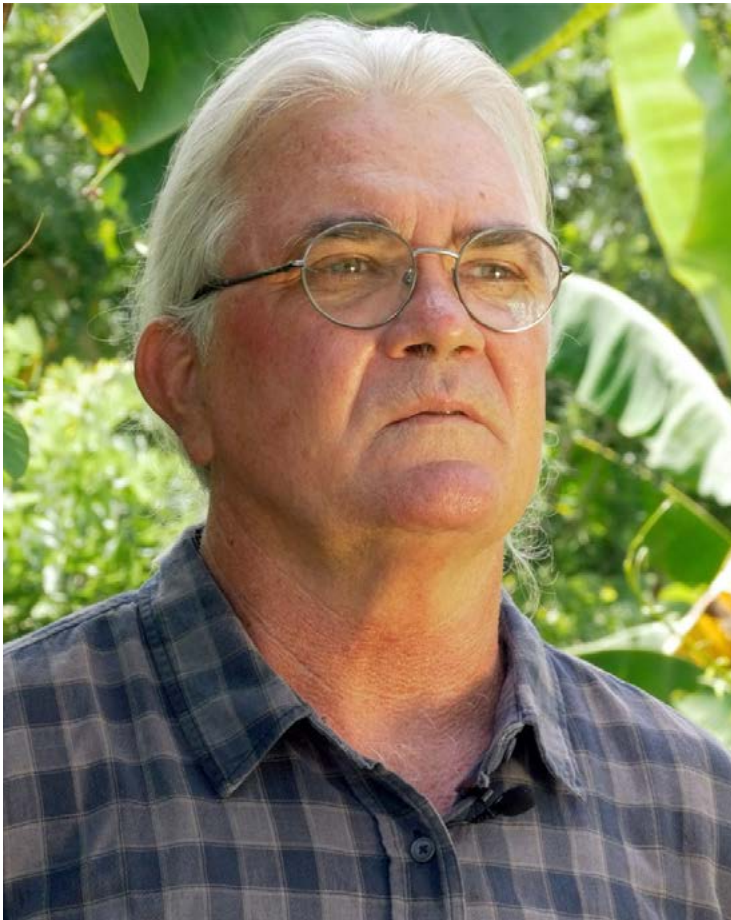
Piet began working with The Datai Langkawi in December 2017 during the resort's renovations. With the target of zero waste to the landfill, many initiatives were realised including the Permaculture Garden for growing vegetables, fruits and herbs whilst taking care of organic waste; the Sorting Centre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

*[instagram.com/markgarrett\\_permaculture](https://www.instagram.com/markgarrett_permaculture)*



# 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 Chairman of Themed Attractions Resorts and Hotels Sdn Bhd (now known as Destination Resorts and Hotels Sdn Bhd) from 2015 to 2020. He began his career with Maybank Group in 1977, holding various senior positions until 2008. He served as Maybank's President and Chief Executive Officer for 14 years from 1994. He was appointed a Minister in the Prime Minister's Department from 2008, in charge of the Economic Planning Unit and the Department of Statistics until 2009. He served as the Chairman of the National Economic Advisory Council from 2009 to 2011. He is currently the Chairman of Sunway Reit Management Sdn Bhd and a member of the Board of Wearnes-StarChase Limited in Singapore and is a Non-Executive Director at Hap Seng Plantations Holdings Berhad.



**ARNAUD GIRODON**  
*Executive Administrator*

Arnaud Girodon, is the Chief Executive Officer of Datai Hotels and Resorts Sdn Bhd and former General Manager of The Datai Langkawi, from 2014 to 2023. His years of leadership at The Datai Langkawi resulted in tremendous success, leading the resort from strength to strength, including the recognition of receiving many coveted international accolades. He began his hospitality career in the United Kingdom and subsequently spent seven years in Dubai at the Jebel Ali Hotel & Golf Resort and Al Murooj Rotana Hotel and Suites, followed by eight years in Thailand and Vietnam for the InterContinental Group. His 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.



**DATO' PADUKA AMMAR BIN  
DATO' SHAIKH MAHMOOD NAIM**

Dato' Paduka Ammar is the former State Secretary of Kedah, a position he held from 2018 to 2022. Prior to this, he was the Finance Officer of Kedah (2017 - 2018). He is currently a member of the Board of Northern Gateway Sdn Bhd and University Utara Malaysia, and previously served as a member of the Advisory Committee of T-REC for the Langkawi Development Authority (LADA). The accomplished Dato' Paduka Ammar holds many awards, orders, decorations and medals (1999 - 2022), including Tokoh Amalan Baik Peraturan Peringkat Kerajaan Negeri 2021, Darjah Paduka Seri Setia Sultan Sallehuddin Kedah Yang Amat Dihormati, Setia Sultan Sallehuddin Kedah, Darjah Setia DiRaja Kedah, Jasa Setia DiRaja, Ahli Mangku Negara, Ahli Mahkota Kedah and Bintang Perkhidmatan Cemerlang Kedah. Member since 20 April 2023.



# Board of Trustees



**KARINA RIDZUAN**

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



**LYNETTE YEOW SU-YIN**

Lynette Yeow was a director of Destination Resorts and Hotels Sdn Bhd (formerly known as Themed Attractions Resorts & Hotels Sdn Bhd) (DRH), 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, CTOS Digital Berhad and TNB Power Generation Sdn Bhd. Lynette also served on the board of the Securities Commission Malaysia from June 2021 to June 2023. Together with her husband, SC Shekar, Lynette believes that we can all play a part in protecting our planet and the communities.



**STEPHANIE SAW**

Stephanie Saw was appointed Group Managing Director & Chief Executive Officer of Destination Resorts and Hotels Sdn Bhd (formerly known as 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 quickly 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, Sorting Centre, Recycling Centre and Bottling Plant that are all located within The Datai Langkawi - all of which groomed him to become the perfect leader for Pure For The Future, and expand his scope to include The Els Club Teluk Datai, as well as forge new sustainability-driven partnerships within the community.



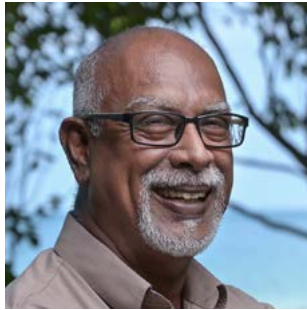
## AHMAD MUKHRIS MAHADZIR

*Fish For The Future*

Hailing from a family of aviators, Mukhris was the first member to eschew the skies for the ocean after watching the 1975 film 'Jaws' at a young age. In 2015, he graduated with a Bachelor of Science in Marine Biology from Victoria University of Wellington, New Zealand. He began his career with an internship in 2016 at The Datai Langkawi as a Naturalist under the tutelage of The Datai Pledge Chief Advisor, Irshad Mobarak and then Head Naturalist at The Datai Langkawi, Dev Abdullah. After a spell at wildlife and nature tour company Junglewalla, he rejoined The Datai Langkawi in 2021. As a Senior Marine Biologist, Mukhris loves to share his knowledge and experience with guests as well as work with the local community, governing bodies as well as non-governmental organisations on research projects. He is passionate about creating awareness on the importance of marine ecosystems and on improving the welfare of people and nature alike whose livelihoods depend on the ocean.



# 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**

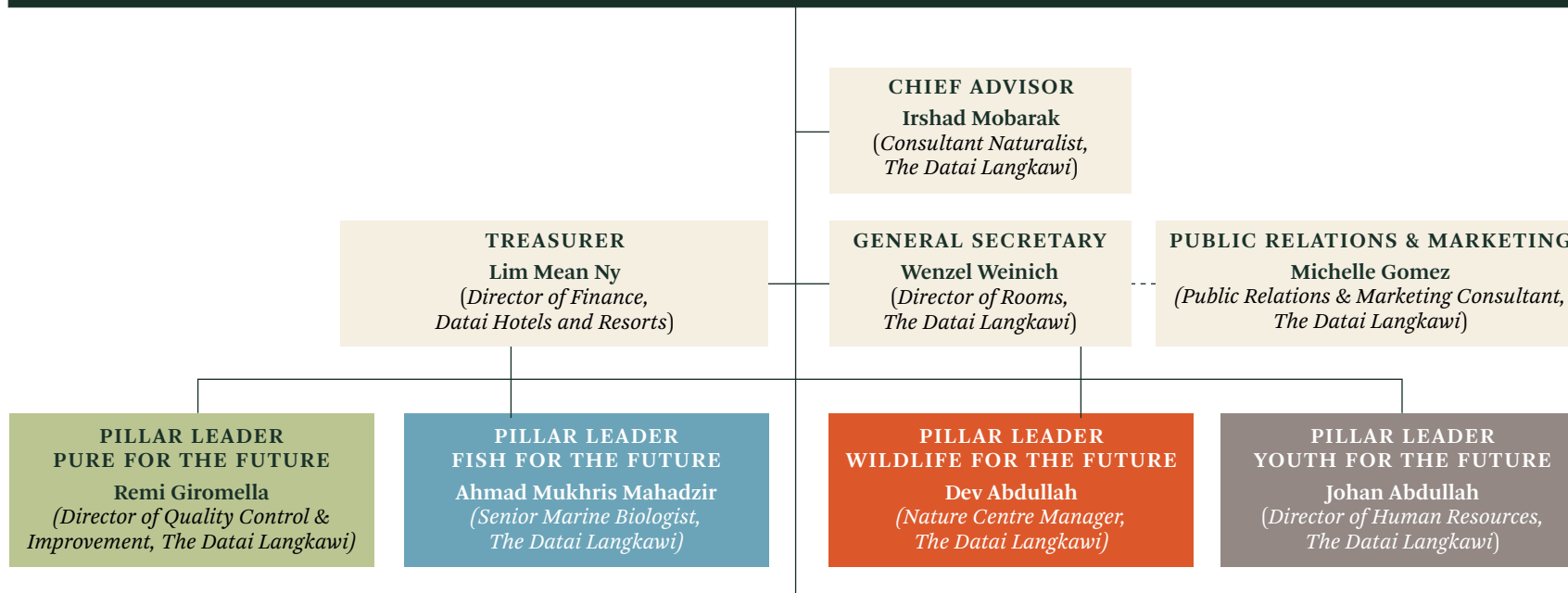
*Youth For The Future*

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.

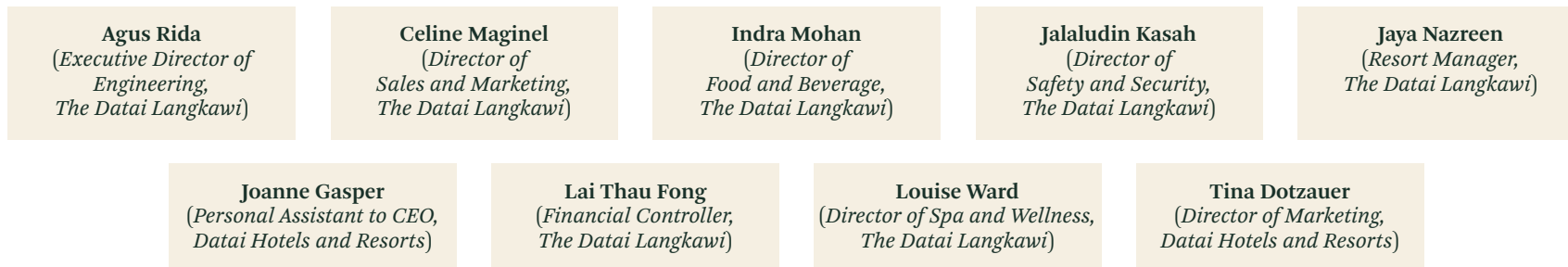
# Organisational Structure

## BOARD OF TRUSTEES

Tan Sri Amirsham A. Aziz (*Chairman*), Arnaud Girodon (*Executive Administrator*),  
Karina Ridzuan, Lynette Yeow Su-Yin, Stephanie Saw (and Dato' Paduka Ammar, effective 28 April 2023)



## COMMITTEE MEMBERS







# 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), Izarena Md Repin (Fisheries Officer, Marine Park and Marine Protection Management Division), Azlan Mohd Nor (Head of Ecosystem Conservation and Biodiversity Division), Shahrul Ngah (Fisheries Officer), Mohamad Zazmi Mohd Ali (Fisheries Officer), Azahar bin Ahmad (Head of Fisheries, District of Langkawi); Dorken Reef: Mohd Yussoff Arrifin (Coordinator), Dr Muhammad Hamizan Yussoff (Marine Ecologist), Suhaimi Salleh (Photographer), Tg Husin Th Kadir (Photographer),

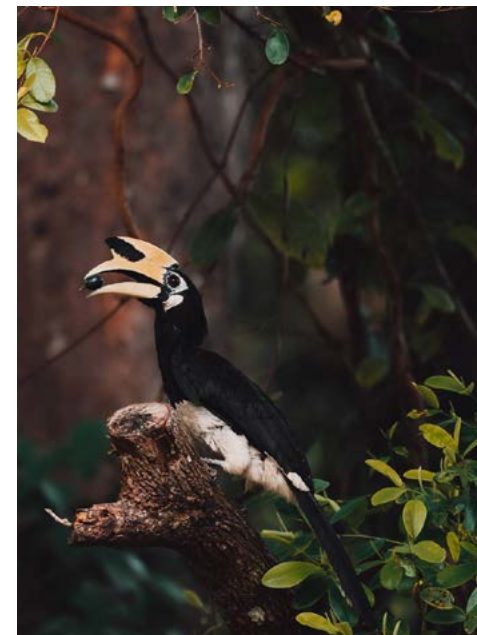
Khairul Aswat (Photographer); University Kebangsaan Malaysia (UKM): Dr Wee Hin Boo (Coral Reef Ecologist); Universiti Teknologi Mara Perlis (UiTM): Jamil Tajam (Senior Lecturer, Sustainable Marine Technology); Fisheries Research Institute: Mohamad Saupi Ismail (Director, National Marine Park Research Centre), Hj Zainuddin Illias (Coral Reef Ecologist); fishing community from Kubang Badak, Teluk Ewa, Kilim, Pantai Pasir Hitam and Teluk Yu, Affefah Amanee Ahamed (Langkawi District Forestry Officer), Kedah Forestry Department, Qistina Azman Shakireen, Mohd Syukur Sabarudin, Izzat Mohd and Panjang Tan, University Kebangsaan Malaysia (UKM), Dr Teh Su Thye, Green Peace Foundation Malaysia, Ben Galea (Universiti Sains Malaysia doctorate), Allen Jeyarajasingam (author and ornithologist), Rimbun Dahan Turtle Hatchery: Fadhil Arifin (Operational Manager), Fuze Ecoteer: Hidayah Halid (Perhentian Marine Research Station

Manager); former Pillar Leaders of The Datai Pledge: Jonathan Chandrasakaran Nicole Lim, Siva Prakash, Izzatul Najwa Radzwan; Aysa Zamuel (Eco-Schools Programme Coordinator, Green Growth Asia Foundation), Gia and Sahabat Alam Langkawi (former Pillar Partner), Choo Beng Teong (artist); Artisans: Pak Long (beekeeper), Harith Ridzuan (The Green Factory), Rebecca Yau, Kak Liza, Beatrice Hew.

We are also grateful to the talented: SC Shekar, Sanjitpaal Singh, Tom Reynolds, William Watt, Regenerative Travel, MareCet, Green Growth Asia Foundation, Department of Fisheries, Dorken Reef and Fisheries Research Institute for complimentary use of their photographs.

A special thanks also go out to the **6,500** guests who donated to The Datai Pledge in 2022.

You continue to inspire us in our work.





# 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*



©Eric Martin

- **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**  
Initiatives to choose from: Adopt a Coral and a Tree with upcoming programmes to Adopt a Dolphin and an Artificial Nesting Box. Participants will be given a certificate and updates.
- **Purchase**  
Select an item from our merchandise including products created by our pillar partner NGOs, and a specially developed range for The Datai Pledge.

To find out more, please visit our website [thedataipledge.org](http://thedataipledge.org)



# Contact

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

[info@thedataipledge.org](mailto:info@thedataipledge.org)

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**Press**  
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Crystal Creek, Datai Bay. ©SC Shekar

Thank you

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



@TheDataiPledge



@thedataipledge



THE DATAI  
LANGKAWI

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