



Please click on the Section heading or page number to access the content directly.

Foreword by the		Programme Overview	
Executive Administrator	4	Milestones	96
		Accreditations	101
Introduction		Goals for 2024	102
The United Nation's Sustainable Development Goals	7	Our Network	
Interview with Irshad Mobarak	9	Ambassador	104
The Datai Pledge at The Datai Langkawi's		Partners	105
30th anniversary celebration	12	Memberships	109
Creating The Datai Pledge	17	Advisors	111
Our Ambition		Our People	
Vision & Mission	19	Board of Trustees	114
Objectives	20	Pillar Leaders	116
The Datai Pledge Pillars		Organisational Structure	118
Overview	22	Acknowledgements	119
Pure For The Future	23	<i>5</i>	
Fish For The Future	46	Be part of The Datai Pledge	121
Wildlife For The Future	63		
Youth For The Future	80	Contact	123

Foreword



**ARNAUD GIRODON**Executive Administrator, The Datai Pledge
Chief Executive Officer, Datai Hotels and Resorts (DHR)

"My job is to collect stories of hope. Animals becoming extinct, forests disappearing, people suffering tremendously - if this is the only aspect that gets out to the general public, they think there's not much we can do and they do nothing. And so these stories that show what can be done I think are tremendously important."

- Jane Goodall, primatologist and founder of Roots & Shoots.

Jane Goodall's message is an important reminder of the need to share positive impact stories on the environment, wildlife and communities. Our Impact Report is a quantifiable document detailing stories and milestones of our work in these areas.

2023 marked two significant milestones for us: the first, a localised marker, saw the 30th anniversary of The Datai Langkawi. A pageant of commemorative activities included initiatives to engender awareness and support of The Datai Pledge. The second milestone, a macro marker, saw the halfway point of the world's journey towards achieving

the 2030 Sustainable Development Goals (SDGs). The agenda, adopted by all United Nations (UN) members in 2015, led to the birth of the 17 Sustainable Development Goals. Its aim was to achieve peace and prosperity for people and the planet through strategies that improve health and education, reduce inequality and spur economic growth - all while tackling climate change and working to preserve our oceans and forests.

For me, both milestones are linked. The Datai Langkawi's overall vision of 'people in harmony with nature' was born from respecting the rainforest's magnificence and its ability to nurture the well-being of its ecosystems. The Datai Pledge sought to consolidate this vision into a comprehensive programme through the pillars of our business operations, terrestrial and marine wildlife and environments, and local communities. Implemented together with our local NGOs, social enterprises and community partners, The Datai Pledge has gone from strength to strength. The fact that The Datai Pledge's programme meets 14 of the UN's 17 Sustainable Development Goals is a testament to this. The following pages illustrate our efforts and achievements.

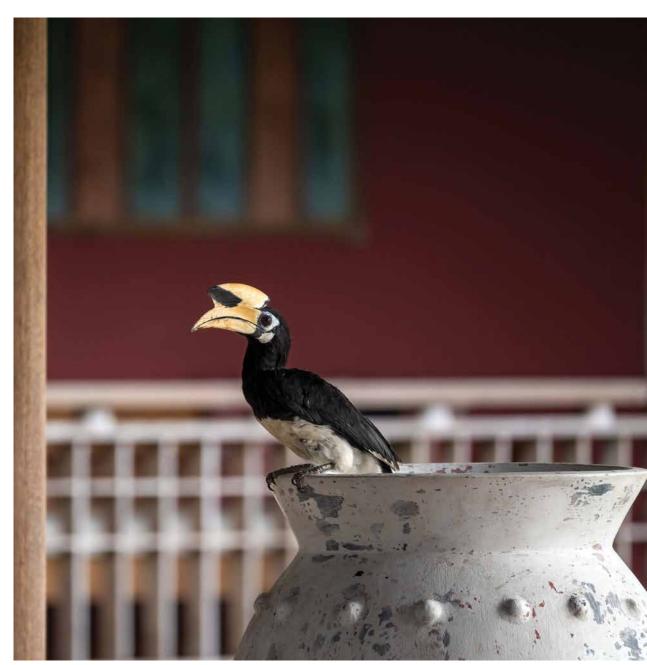
An integral part of The Datai Pledge is our community programme, uniting our work across all four pillars. The community networks we have created take many forms: the underprivileged, fishers and farmers, artisans, youth, schools, non-governmental organisations (NGOs) and social enterprises, government organisations, scientific and research associations, as well as ecotourism bodies. Our work with these groups has undoubtedly been a major contributor to our achievements and certainly a major highlight for 2023.

The mid-term 2023 UN Global Sustainable Development Report highlights the contribution of science and evidence-based actions in achieving the 2030 Sustainable Development Goals – and the urgency required to shift energy sources, consumption patterns, supply chains and behaviours. I firmly believe in using science as a foundation to steer change towards a better future. The Datai Pledge has implemented and helped fund a number of studies and research initiatives to assess and improve the health of the rainforest and the sea, and its species, and quantify and reduce our carbon emissions in order to achieve Carbon Neutrality, amongst others. These studies have helped inform our programme and this edition of the Impact Report also details our efforts in these areas.

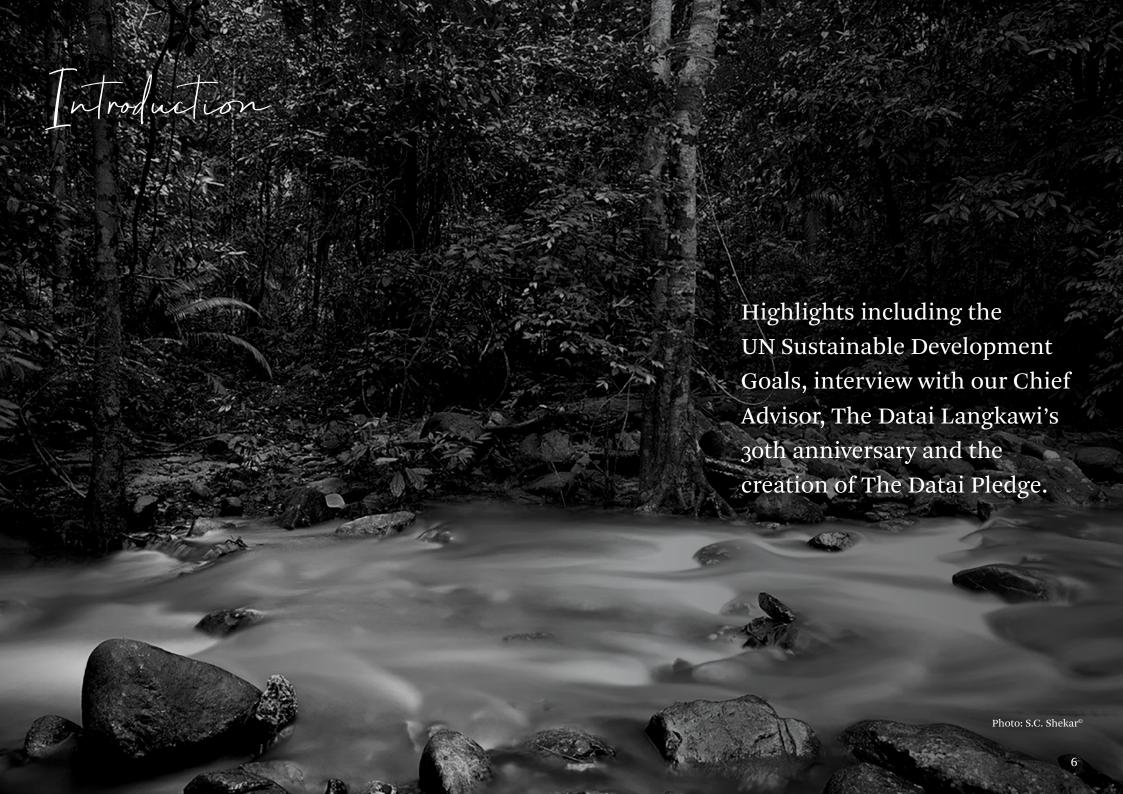
As 2024 progresses, we look forward to making further advancements in our goals and implementing new initiatives to support them.

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 and am grateful for the passion and dedication of our partner NGOs, social enterprises and community members.





Oriental-Pied Hornbill at the resort (Photo: Sanjitpaal Singh / Jitspics.com®)



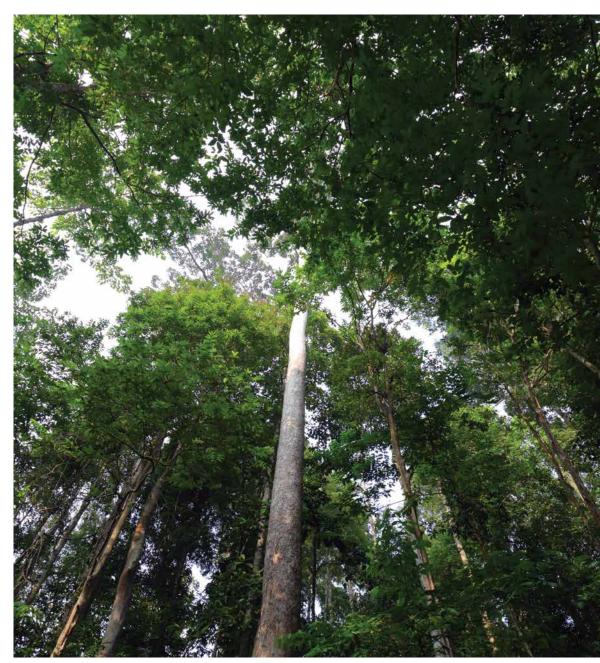
# The United Nation's Sustainable Development Goals

The Sustainable Development Goals (SDGs) were initiated at the United Nations Conference on Sustainable Development, held in Brazil in 2012.

The purpose was to create a set of global goals, tackling the environmental, political and economic challenges. In 2015, 17 global goals were identified to transform the world for the period of 2015-2030.

The SDGs are a commitment that seeks to address the most urgent problems of the world and are all interrelated. They are a universal call to action to respond sustainably against the threat of climate change and aim to impact positively in the way we manage our fragile natural resources, promote peace and inclusive societies, reduce inequalities and contribute to the prosperity of economies.

The Datai Pledge programme was developed to address local and global issues around climate change, the responsible use of limited resources, the protection of the fragile balance of ecosystems and to support local communities. Our work across our four pillars aligns with 14 of the 17 SDGs. It also conforms to the 12th Malaysia Plan, spanning 2021-2025, where the country committed to achieving Net Zero emissions by 2050 and has developed a National Energy Transition Roadmap (NETR) to accelerate the transition from a fossil fuel-based system to a greener, low-carbon system.



Keruing trees in the rainforest around the resort



THE DATAI PLEDGE'S
14 ALIGNED
SUSTAINABLE
DEVELOPMENT
GOALS





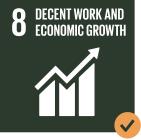
































# Interview with Irshad Mobarak

The Passage of Time - From 1993 to Today



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

Irshad Mobarak is the Chief Advisor to The Datai Pledge. He was one of the first employees of The Datai Langkawi, joining a few months before the resort opened in 1993. He became Head Naturalist in 1996, quickly gaining a reputation as Malaysia's David Bellamy, inspiring generations on the beauty of the country's natural heritage. Irshad has conducted numerous talks, produced 2 wildlife series and featured in many international documentaries. To commemorate The Datai Langkawi's 30th anniversary in 2023, we interviewed Irshad to hear his perspective on the changes he has witnessed during the past 3 decades.

- 1. You started at The Datai Langkawi 30 years ago in the resort's opening year. What made you join? I joined a few months before the resort opened as Recreation Manager. I had heard about a new hotel that was supposed to be nature-focussed and I was curious to learn about their plans. On the way to my interview, I saw a school of 60 dolphins in the sea not too far from The Datai Langkawi. It struck me as a good sign and it was. At the interview it was clear to me that the management were serious about creating a resort that was truly in harmony with nature. So, I took the job.
- 2. What changes have you seen to the environment and biodiversity of the resort and of Langkawi? From the perspective of The Datai Langkawi, there is more wildlife now around the property than when I started; nature has reclaimed the resort and the animals regard us as part of the ecosystem. I believe islandwide, Langkawi has lost nearly 50% of its natural forest; in the past, this loss was mainly due to land clearing for agriculture, but more recently, it's been due to road infrastructure, tourism development and other anthropogenic activities. This has

- led to the fragmentation of the remaining forest into 6 core ecological zones. The Datai Pledge initiatives like Corridor For Life, where we're aiming to reconnect the fragmented zones, will help reforest the island and ensure gene pool quality amongst the wildlife. Overall, people are more environmentally conscious now which is a good improvement; it means change can happen.
- 3. Where did your interest in nature come from? And what motivated vou to become a Naturalist? My nature appreciation was instilled by my father. I grew up running around the forest with the indigenous people who lived there, racing in dug-out canoes, swimming in rivers, climbing trees and the like. When I saw David Bellamy on TV, I decided I wanted to be like him. Later, when I met 'Bird Man', the late Miles Baddeley, we bonded over birdwatching and that grew my interest in ornithology. When I started working at The Datai Langkawi, I initiated nature walks and tours and they became popular. In my third year there, I became the resort's first in-house Naturalist and years

- later, The Nature Centre came into being. Ultimately, through my work, I aim to show that conservation can pay for itself, nature can help people, and the importance of protecting it.
- 4. You were fundamental to The Datai Pledge being formed. How did that happen? About 5 years after I joined the resort, I put together a proposal for conserving the fauna and flora and educating the youth on the island's amazing biodiversity. I proposed three pillars: Wildlife For The Future, Fish For The Future, and Youth For The Future. However, I shelved it for many years until the time was right which was in 2014, after Khazanah took ownership and Arnaud Girodon became General Manager. Mr Girodon added the Pure For The Future pillar, which was about making the resort's business operations sustainable by reducing waste and carbon emissions and empowering the local community through sustainable endeavours. He expanded the programme, creating specific initiatives and bringing in expert NGOs and consultants to implement it, and The Datai Pledge was born.



Dusky Langur in a fig tree at Datai Bay (Photo: Sanjitpaal Singh / Jitspics.com®)

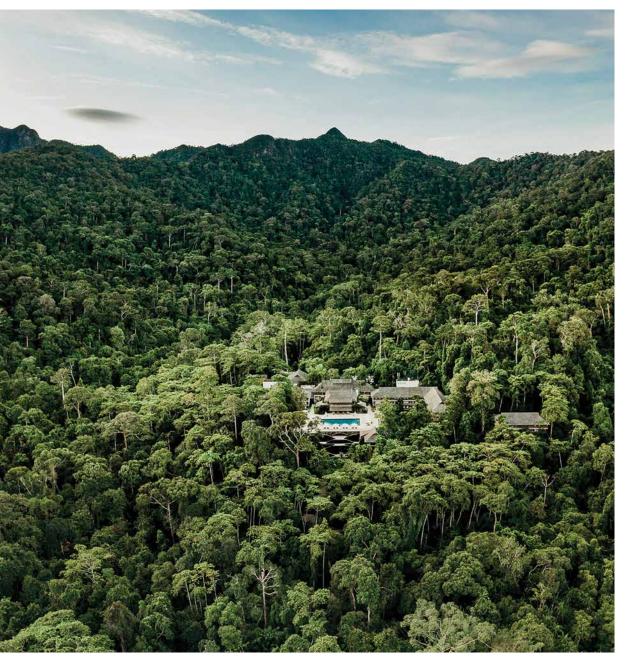
- 5. You've made many films and conducted many talks and are often described as Malaysia's David Bellamy. When did you discover your talent for this? A few years into my tenure at The Datai Langkawi, I was contacted by a National Geographic video journalist to assist on a recce for a shoot. We went to various places and he filmed me doing one of my tours which was included in the finished film. After that, I began to help more camera crews and on another occasion, I gave a team at The Discovery Channel an angle for a story about a Whitebellied Sea Eagle, and they filmed me presenting it. I started doing more vignettes for The Discovery Channel and it went on from there.
- 6. What are your top 3 things we should be doing to help strengthen Malaysia's biodiversity?

  Firstly, we should stop the destruction of the natural forest and extend the core ecological zones by establishing a buffer area around each zone and linking them through a network of wildlife corridors.

- Secondly, plantations should enhance their wildlife policies, ensuring animals can move around freely by expanding their river reserves beyond the minimum requirement where possible. And lastly, through education - from childhood onwards.
- 7. What advice would you give to a budding Naturalist?
  Do what drives you. Find the fauna or flora species that you are passionate about. As Rumi (a 13th-century poet and Sufi mystic) said: "Let the beauty of what you love be what you do." Everything else will fall into place after that.
- 8. If you could be any animal, what would you be?
  A Great Hornbill they are monogamous and very loyal. The male works hard to win over the female. While she's nesting, he brings her food and supports her. Together, they bring up the fledgling for a whole year before introducing him or her to the other bachelors and bachelorettes when it's time to leave the nest. They're a lot like humans in some respects.



Two Great Hornbills in Datai Bay



The resort hidden within the rainforest

# The Datai Pledge

#### at The Datai Langkawi's 30th anniversary celebration

2023 marked 30 years since The Datai Langkawi first opened its doors to guests. To commemorate this milestone, the resort developed a pageant of activities, residences and events under 4 Chapters: Community, Arts & Crafts, Nature and The Finale. Activities also highlighted the work of The Datai Pledge artisans, NGOs and social enterprises, providing them with important exposure to a wide platform of local and international guests, media and other community members. Highlights of each Chapter are detailed in the following pages.



\_\_\_\_

# Chapter One

#### **Celebrating our Community**

Green Growth Asia Foundation (GGAF), NGO partner of Youth For The Future, hosted presentations and games facilitated by their volunteers, highlighting the risks of climate change and microplastics. Guests were invited to join artists to learn about their craft during interactive workshops.

Another highlight was the launch of the interactive gallery showcasing photographs by the award-winning photojournalist S.C. Shekar who is a pro bono contributor to The Datai Pledge. The exhibition 'The Grandeur of Monochrome Malaysia' poetically captures the natural beauty of Malaysia and its indigenous people. It can still be viewed around the resort hallways, together with interactive videos narrated by Irshad Mobarak.

The chapter concluded with an artisan food festival at The Gulai House showcasing local cuisine prepared by the resort's culinary team and representatives of the local community, together with market stalls by jewellery maker Ash Majid, beekeeper Pak Long, artisan Kak Liza and social enterprise The Kanshalife Project, accompanied by traditional Malaysian live entertainment.

Please click <u>here</u> for the full programme of our Chapter 1 Celebrations.









Image highlights from Chapter 1 celebrations



# Chapter Two

## **Celebrating our Arts and Crafts**

Commemorating the best in fashion, craft and dining, designers across
Southeast Asia were featured in a series of inspirational events. The Datai Pledgeoriented activities included batik workshops by Suria Artisan Batik and Kapten Batik, a wood upcycling workshop with Harith 'The Green Carpenter', glass bottle upcycling with Beatrice Hew, custom designed minaudière masterclasses with Neil Felipp, jewellery sculpture demonstrations by Jonathan Yun and also jewellery designing with Ranong Peru.

Guests were able to meet representatives of the wider artisan network across the resort with various pop-up events and artisan-led workshops including a relaxing beachside evening with local musicians, poets and entertainers.

The closing event featured an elegant fashion show by Khoon Hooi and FERN in collaboration with Dia Guild and included a silent auction of exclusive artisanal creations, with proceeds supporting The Datai Pledge.

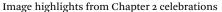
Please click <u>here</u> for the programme of our Chapter 2 Celebrations.















# Chapter Three

## **Celebrating our Nature**

To commemorate our unique natural setting and raise awareness of the work of our partner NGOs, we hosted a range of workshops, talks and nature excursions.

Sessions were led by Wildlife For The Future Pillar Partner, Gaia, a social enterprise dedicated to the conservation of hornbills, and Fish For The Future Pillar Partner, MareCet, the only NGO in Malaysia focussed on marine mammal conservation. The wildlife photographer Peter Ong held an exhibition and conducted a photography workshop and the acclaimed naturalist Irshad Mobarak imparted his wisdom on the biodiversity challenges Langkawi faces and led nature excursions.

The celebrations concluded with a fundraising gala event hosted by Save Wild Tigers, the global tiger conservation charity, featuring live performances and a dinner with a live auction, with all proceeds going to Save Wild Tigers, RIMAU Malaysia and The Habitat Foundation.

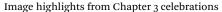
Please click <u>here</u> for the programme of our Chapter 3 Celebrations.













# Chapter Four

#### The Finale

The Finale was commemorated with events around dining, nature, craft and culture, in addition to a variety of artisanal bazaars and workshops. The year-long celebrations concluded with a gala event which saw live performances from local and international talent.

The artisans celebrated during this Chapter include Tanoti Craft, a social enterprise that empowers women and rural communities, and Yann Indigo, who champions ethnic tribal cultures and their handicrafts.

The event also saw the return of Chef Sebastien Bras, holder of a combined five Michelin stars at Bras and Le Suquet in Laguiole, France, who hosted an exclusive dinner.

Other highlights included performances from Mei Lin Hii, one of Malaysia's most talented pianists; vocal powerhouse Jaclyn Victor; comedian Harith Iskandar; and his co-Master of Ceremonies, Daphne Iking, Malaysian television personality.

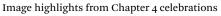
Please click <u>here</u> for the programme of our Chapter 4 Finale.















# 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 integrate 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 after establishing The Datai Pledge as a private trust, we have set the foundation for achieving Carbon Neutrality. We have initiated multiple new initiatives which will remove carbon emissions, boost carbon sequestration to mitigate climate change, and help regenerate nature and the wildlife. In 2023, we made great progress, expanding the reach of our programme with our network of NGOs, social enterprises, artisans and community partners, as well as through our anniversary activities. The following pages review the progress of the 2023 programme, along with our goals for 2024.



Vision & Mission

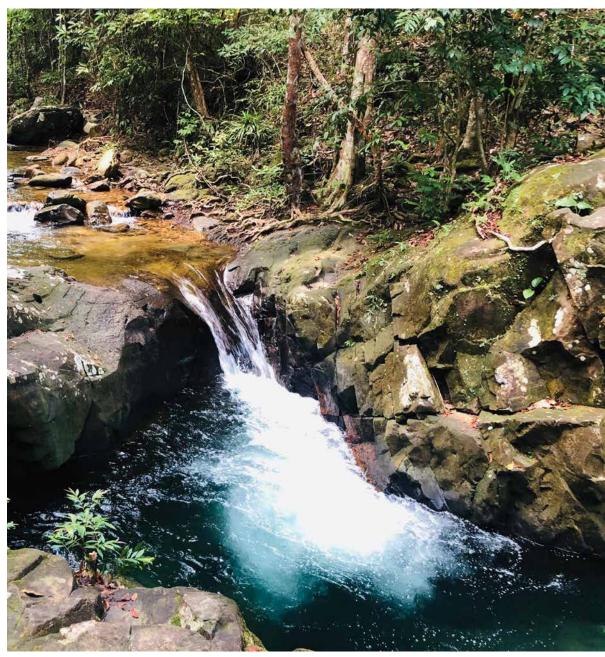
#### **Our vision**

We aim 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, 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 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.



Crystal Creek in Datai Bay



Mountain Cycad, a threatened species endemic to Langkawi

# 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 by conserving and regenerating fauna and flora and their habitats.
- To reduce our carbon emissions and achieve Carbon Neutrality as an organisation.

#### **Community:**

- To help fund relevant Malaysian, 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 island's unique biodiversity by promoting 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 by 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 is a Private Trust dedicated to improving the well-being of the environment, wildlife and local community of Langkawi and supporting the United Nations Sustainable Development Goals. The programme comprises four pillars:

#### **Pure For The Future**

To act responsibly by making
The Datai Langkawi's business
operations more sustainable,
achieving Carbon Neutrality and
stewarding the regeneration of
the environment and community.
Our Pillar Partner is The
Kanshalife Project, a social
enterprise dedicated to improving
community welfare through
sustainable enterprises.

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

#### **Fish For The Future**

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

#### **Youth For The Future**

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



The resort's Canopy Collection rooms





# FOR THE FUTURE

In partnership with

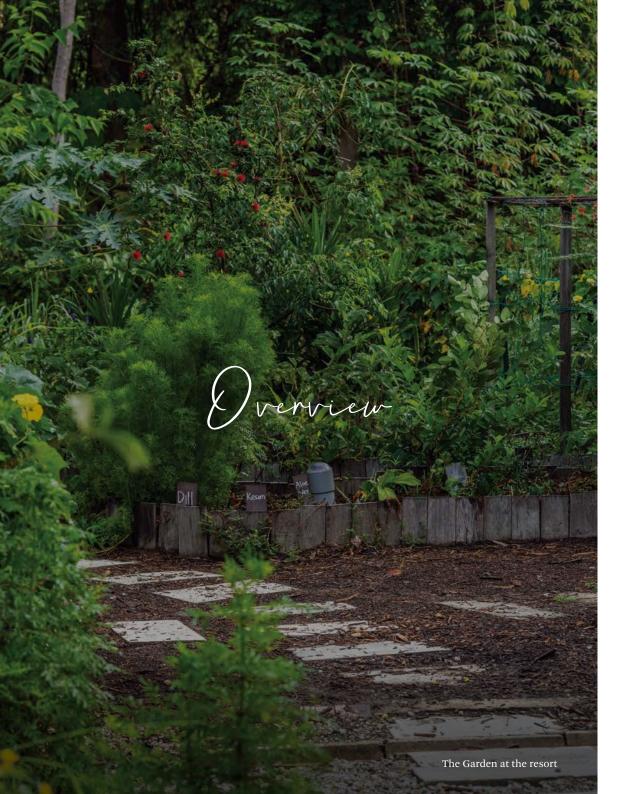


# A word from



REMI GIROMELLA
Pillar Leader, Pure For The Future, The Datai Pledge
Director of Quality Control & Improvement, The Datai Langkawi

By becoming a sustainable business, we aim to reduce our carbon footprint and waste, and support the local community with sustainable initiatives. Last year, we increased our zero-waste capabilities and achieved zero food waste to the landfill throughout the year, thanks to the team's tremendous efforts. We also officially on-boarded The Kanshalife Project as our new Pillar Partner. Together, we have expanded our reach to the local community with initiatives that truly make a difference to individual lives whilst fostering resilience to climate change.



To reduce carbon emissions, conserve precious resources, replenish ecosystems and support the community through sustainable initiatives.

Carbon dioxide (CO<sub>2</sub>) makes up most of the greenhouse gas (GHG) emissions, which trap heat and warm the planet. In 2023, global energy-related emissions of CO<sub>2</sub> rose by 410 million tonnes, or 1.1%, to 37.4 billion tonnes, to a record high. A global expansion in clean energy technology, such as solar photovoltaic (PV), wind power and electric vehicles, helped to curb emissions growth which in 2022 was 1.3%. 2023 was the first year in which at least half of electricity generation in advanced economies came from low-emissions sources like renewables and nuclear energy [Source: International Energy Agency].

In Malaysia, the chief sources of GHG emissions are energy (electricity), waste (municipal solid waste that ends up in landfills) and transportation. Our efforts in achieving the pillar objectives described at the beginning of this section focusses on four areas:

Assessing our carbon emissions and sequestrations and nett output

Our net zero carbon journey has been characterised by rigorous studies with organisations that share our vision of creating meaningful assessment and impact. In 2022, we engaged Pantas Climate Solutions to conduct a thorough and comprehensive accounting of GHG emissions for The Datai Langkawi (TDL) resort and The Els Club Teluk Datai golf course, covered in the Pantas Operational Carbon Emissions Report 2023. The largest contributor of GHGs was in the area of 'Indirect Emissions' (roughly 2/3) occurring in the value chain and include purchased goods and services through food and capital goods (e.g. furniture). Indirect GHG emissions from electricity contributed to about 1/3; with less than 10% falling under Direct GHG emissions from company-owned or controlled assets, such as refrigerants and liquified petroleum gas (LPG) for cooking and diesel cars to transport guests.

Undertaken concurrently, was a Carbon Stock Assessment conducted together with Universiti Kebangsaan Malaysia (UKM) and our sister pillar, Wildlife For The Future, to measure the carbon offsetting impact from the rainforest in the property surrounding both the resort and The Els Club Teluk Datai. We are now working with Pantas to optimise our Carbon Footprint Management (CFM) programme as part of our goal to achieve Carbon Neutrality. We are developing a carbon management plan to reduce emissions and will implement this in 2024.

# Reducing waste through sustainability

Waste disposal in landfills is the second biggest contributor to GHGs (around 9%) in Malaysia, after energy (roughly 80%). Landfill gas, which is essentially methane (50-55%) and carbon dioxide (40-45%) is released from the biodegradation process. Last year, we increased our waste management capabilities at the resort, with 94% of solid waste either being upcycled or recycled up from 75% in 2022 (for The Els Club Teluk Datai, this was 81%, representing an increase of 18% from 2022). A major contributor in achieving this reduction was through donating and recycling food waste (100% of food waste processed in 2023 compared to only 54% in 2022). This was enabled by donating edible food waste to our community farming partners for livestock, and

increasing both our composting efforts and the capabilities of our Asher facility. The Asher turns solid waste to ash using minimal electricity (0.3% of the resort's total consumption). Its emissions are clean air and its by-product is non-hazardous ash, which is repurposed into soil conditioner or used as construction material.

We also introduced conservation and sustainability measures at The Els Club Teluk Datai. Our initiatives to preserve these beautiful surroundings include:

- Greener Greening:
   exploring the use of golf course
   management products that are
   kinder to the environment.
- Conscious procurement: introducing environmentallyfriendly toiletries.
- Freshwater management:
   periodical monitoring of
   river and sea water conditions
   through visual observation by
   the nature team.
- Introducing The Datai Pledge artisan-made merchandise for purchase at the golf shop.

# Community support and empowerment

Our community partners span a broad spectrum and include: sustainability-focussed artisans,



The Asher machine to process waste



Children from GBK community space



Inspiration Academy Langkawi visits the resort

suppliers, farmers, fishers, lower-income groups (B40; the bottom 40% of income earners) and the underprivileged. Our work revolves around 3 areas: 1) education 2) support through the provision of financial assistance, expertise and resources and 3) providing a commercial platform for sustainable products and services. The aim is to create a network of self-sustaining communities that can continuously grow their skills and knowledge.

Expanding our reach across different community segments was facilitated through the social enterprise The Kanshalife Project, whom we officiated as Pillar Partner in December 2023. Through The Kanshalife Project, we have come to support the work of Geng Bersih Kampung (GBK), an inspiring community space that provides underprivileged children with education on nature, sustainability, heritage and other life skills. In 2023, we donated funds to upgrade GBK's community space, together with 5 beehives, assorted furniture and starfruit trees. We also hosted 17 children and teachers from GBK and Inspiration Academy Langkawi (a holistic learning space) at the resort, covering environmental issues and solutions. In addition, we made a series of films documenting our cross-pillar community support work.

#### **Education on Sustainability**

In 2023, we conducted numerous workshops in The Lab, doubling the guest participation from the year before. This was due, in part, to increasing our network of sustainability-focussed artisans. Many of the artisan visits and workshops were conducted in conjunction with The Datai Langkawi's 30th anniversary activities, providing artisans with exposure to a wide audience of guests, media and industry pundits.

Continuous learning is an essential part of our development and our team both hosted and attended workshops and visits to like-minded organisations to share learnings about sustainable farming methods to boost our knowledge in this area.

Looking forward to 2024, we're excited to finalise our plans to reduce our carbon emissions and increase energy efficiency across all the departments as well as expand our waste management programme and sustainability operations at The Els Club Teluk Datai. We are also looking forward to collaborating further with The Kanshalife Project to implement more community initiatives in Langkawi.



6 in-house centres were designed to achieve zero-waste in our operations and The Lab to conduct education programmes:

#### 94%

of total resort solid waste processed (+19% from 2022).

# 562,318kg

of waste saved from going to the landfill (+54% from 2022).

# 153,680kg

of food and rice waste donated (+584% from 2022).

#### 90,991

glass bottles saved from going to the landfill (-10.86% from 2022 due to reduced glass bottle consumption).

### 5,905kg

of waste collected from beach clean-ups (+102% from 2022).

## 6,774kg

of used oil turned into biofuel via FatHopes Energy (+106% from 2022).

### 195kg

of ceramics saved from going to the landfill (-30.11% from 2022 due to less ceramic used in construction).

### 357kg

of polystyrene saved from going to the landfill (+46% from 2022).

### 171,869kg

recyclable bottles of still water produced in-house (-0.23% from 2022).

# 10,465kg

of fertiliser compost produced from food waste (+1,281% from 2022).

### 245kg

of plants including herbs and vegetables harvested (+1.32% from 2022).

### 5,150

candles produced for in-house usage from used candles by single mother 'Mak Tok' Ummi Khaltum through The Kanshalife Project social enterprise (+70% from 2022).

Waste produced and processed (The Datai Langkawi):

94%

waste processed.

6%

non-processed waste.

**91**%

of dry waste.

**100**%

of food waste.

526,318kg

of waste processed.

Waste produced and processed (The Els Club Teluk Datai):

81%

waste processed.

**19**%

non-processed waste.

**75%** 

of dry waste.

85%

of food waste.

**18,211**kg

of waste processed.



Crushing glass at the resort



Waste separation at the resort's Sorting Centre



Upcycling used bedroom slippers into stool cushions at The Kanshalife Project



Recycled plastic created at The Lab at the resort

# Reducing our carbon footprint (The Datai Langkawi):

### 133.44 metric tonnes

of CO<sub>2</sub> have been avoided from our waste management initiatives.

Data above was measured by Pantas Climate Solutions.

# **Successful community** outreach programmes:

### MYR 19,930

donated to Geng Bersih Kampung for kitchen building and equipment, volunteer lodgings, a restroom and other infrastructure.

# 340kg

of black slippers and clothes donated to those in need through The Kanshalife Project.

## **11,502**kg

of styrofoam, glass, wood, candles, white slippers and yard waste recycled and upcycled through The Kanshalife Project.

### **17**

workshops organised with local artisans on craft and sustainable practices.

#### **Educational activities:**

# 1,185

guests attended sustainability workshops at The Lab.

## 230 guests

joined *Bee A Beekeeper* and *Little Gardener*.

# **1,396**kg

of waste collected in beach clean-ups with guests.

## 194

staff and associates of the resort and The Els Club Teluk Datai trained on sustainability through ongoing workshops.



Food waste compacted at the resort's Sorting Centre



GBK children visiting the resort's stingless beehives



The Lab was constructed using 7,968 bottles from resort operations

#### **Awards:**

- EarthCheck ECO Certification (Silver) 2019, 2021 and 2023 for terrestrial (land-based) tourism projects
   EarthCheck science and products were developed by the Australian government's Sustainable Tourism Co-operative Research Centre (STCRC) and built on the Agenda 21 principles for Sustainable Development endorsed at the United Nations Earth Summit in 1992.
- ASEAN Green Hotel Standard Certification 2022-2024 by The Ministry of Tourism, Arts and Culture (MOTAC)
   The standard developed by the 10 ASEAN country members for hotel operators based on their green hotel operations. The ASEAN Green Hotel Standard fosters sustainable tourism through the adoption of environmentally-friendly practices and energy conservation.
- Malaysia Green Hotel by MOTAC (2023-2026)
   Awarded by the Ministry of Tourism, Arts and Culture Malaysia in recognition of sustainability efforts in the hospitality industry. The criteria for the award include human resource development, solid waste management and community collaborations.
- Global Biorisk Advisory Council (GBAC) STAR facility 2024 accreditation
  This performance-based accreditation certifies hotels and resorts for their
  hygiene, cleaning, disinfection and mitigation protocols and procedures,
  as well as waste management, sustainability and continuous improvement,
  amongst others.

# A word from



**ZAKWAN ZAMRI**Assistant Manager of Sustainability, The Datai Langkawi

66 In 2023, so much has happened and so many new things were learned.

Our achievements are the result of cooperation between all parties,
including our sustainability team, fellow Dataians, guests, the community
and the many experts in the field we engage with. For 2024, there is more
to do to ensure The Datai Langkawi's continued position as the most
sustainable hotel in the region. With our team and new official partner,
The Kanshalife Project, we hope to expand our community support
programme and make positive environmental changes.



### Goal 1: Reducing our carbon footprint.

#### **Objectives**

Achieve Carbon Neutrality by measuring carbon emissions against carbon mitigation measures.

Develop the Carbon Management Plan to reduce our carbon footprint.

Reduce carbon emissions and increase energy efficiency.

#### Strategic Plai

- Undertake the Carbon Footprint Management (CFM) programme with third-party certification through Pantas Climate Solutions.
- Obtain the PAS 2060 Carbon Neutrality accreditation by third party certification body, Control Union Malaysia.
- Continue our annual assessment of carbon emissions with Pantas Climate Solutions.
- Introduce the Operational Carbon Emissions Report 2023 to further develop the carbon reduction plan.
- Introduce solar panels at The Els Club Teluk Datai golf club and D'Rimba staff accommodation.
- Increase carbon-offset activities such as tree planting, reef care and zero-waste initiatives.
- Consolidate our zero-waste activities and minimise GHG emissions from waste management.

#### Goal 2: Expanding sustainability and regeneration practices.

#### Objectives

Expand our zero-waste and sustainability projects in our current facilities.

Introduce more circular farm-to-table systems.

Boost recycling and upcycling activities with The Kanshalife Project.

#### Strategic Plan

- Increase zero-waste management at The Els Club Teluk Datai and D'Rimba staff accommodation.
- Introduce new merchandise at The Lab including signature in-house basil, patchouli and pandan soaps.
- Increase current collaborations with local producers for the organic farming of fruits, vegetable, herbs, seafood and poultry in Langkawi.
- Enhance upcycling operations of glass and styrofoam.
- Increase the volume of upcycled merchandise such as candles and ottoman cushions.
- Increase recycling of used buggy tyres.



Upcycling bedroom slippers into cushions



Donated used buggy tyres



A gathering at GBK



Local beekeeper Pak Long

#### Goal 3: Strengthen community relationships.

#### **Objectives**

Work with The Kanshalife Project to reach and support the local community via regenerative and sustainability projects.

Develop the Geng Bersih Kampung (GBK) initiative and enhance its position as a prominent education centre for the underprivileged in Langkawi.

Expand artisan in-residence activities.

#### Strategic Plan

- Introduce The Kanshalife Project merchandise for sale at the resort.
- Increase the donation of used furniture, equipment and clothes to local communities in need.
- Support The Kanshalife Project's collaboration with <u>The Tree House</u>
   <u>Society</u>, a children's community school, through the donation of resources and furniture.
- Promote The Kanshalife Project and its artisans to guests through talks and workshops.
- Create an official partnership through The Kanshalife Project.
- Implement upgrades to GBK's community space: the class pavilion, volunteer lodging and permaculture garden.
- Enhance GBK participants' sustainability and conservation education through workshops and tours at the resort.
- Renew membership with FLAG (Friends of Langkawi GeoPark), an NGO focussed on environmental based projects in Langkawi.
- Pak Long, propolis soap workshop and consultant for our bee farm.
- Beatrice Hew our glass artisan, with recycled glass craft making workshops.
- *Faizy Crystal*, glass-blowing artisan from Langkawi Craft Complex, with donation of used glass bottles to repurpose into glassware.
- NurtureKnots, social enterprise based in Kuala Lumpur, with the donation of waste ropes from ghost nets to repurpose into upcycling materials and workshops.
- *Harith the Green Carpenter* based in Kuala Lumpur, with recycling wood painting and sanding workshops.
- Kak Liza, batik painting artisan using recycling materials, and conducting workshops.

#### Goal 3 continued.

#### Objectives

Expand artisan in-residence activities.

#### Strategic Plan

- Masitah Babjan Syiborisyd with natural dye workshops.
- Elevate collaboration with <u>Suri Lifestyle</u>, a social enterprise, with upcycling workshops through donation of materials and sponsoring training of marginalised Langkawi communities in the Kilim district and vulnerable youth between 14 to 21 years old.
- Further support our local food waste collector and farmer community partner via food donation and preparation of equipment.



Upcycling Workshop at The Lab

#### **Goal 4: Education on sustainability.**

#### Objectives

Enhance and expand sustainability education.

#### Strategic Plan

- Initiate new upcycling workshops at The Lab including an insect repellent workshop, Be A Glass Craft Artist and Be A Plastic Artist.
- Introduce the *Sustainability Tour*, where guests can learn about our sustainability programme.



Upcycling Workshop merchandise

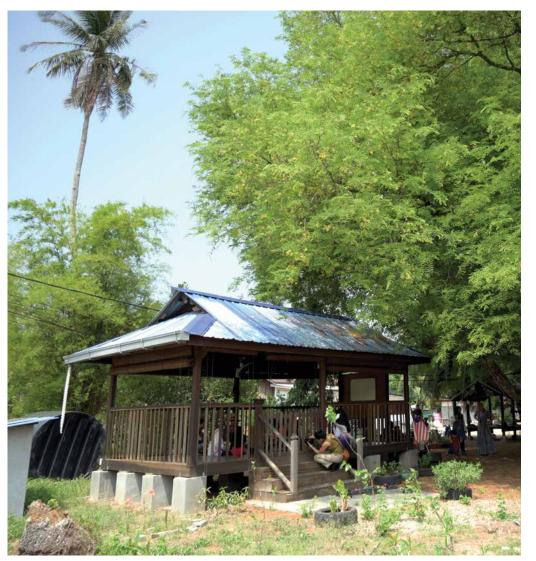
# Supporting the work of The Kanshalife Project

The Kanshalife Project is a social enterprise based in Langkawi. They aim to inculcate a purposedriven, sustainable and self-sufficient lifestyle through instilling community awareness, education and participation. Their objectives include:

- Creating an upcycling design and environmental resource centre for the island.
- Educating the public on conservation, permaculture farming and sustainable living.
- Galvanising the local community to upcycle and transform waste into new products.
- Creating awareness of environmental issues through workshops and zero-waste events.
- Identifying and developing sustainability-led projects to assist low-income (B40) and other community groups.

Our partnership with The Kanshalife Project has enabled us to further our zero-waste to landfill initiatives by engaging the community's support and participation. In addition to funding their core recycling and upcycling initiatives, we also donate waste from resort operations for these activities, which has provided employment for their beneficiaries.

The Kanshalife Project also has a Food Forest, which cultivates fruits, vegetables and local herbs which are then donated to the community, and coconut trees to produce extra virgin coconut oil. We donated 3 machines to The Kanshalife Project to help increase production of virgin coconut oil, which will provide a source of income and employment for their beneficiaries. Through our association with The Kanshalife Project, we have also provided financial assistance to Geng Bersih Kampung (GBK), a community social space for children to learn about the natural world, sustainability and heritage practices. We funded a farm-to-table education space and kitchen in 2023 at GBK, and in 2024, will work with The Kanshalife Project to construct lodgings for 2 teaching staff at GBK's premises and to enhance their permaculture garden (Kebun Kita). The Kanshalife Project also regularly volunteer and donate materials to GBK and The Treehouse Society (a learning space for underprivileged children).

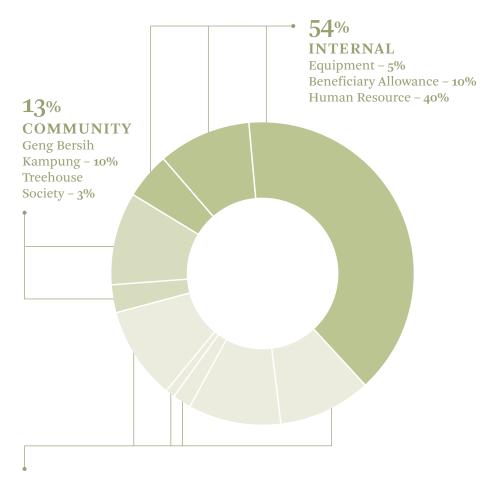


The Learning Pavilion at GBK

### Donations by The Datai Pledge to The Kanshalife Project:

Item	Material	Weight (kg)	Description
Candles	Paraffin	2,269	Used to create 4,568 recycled candles (3,093 small candles and 1475 large candles).
Bottles	Glass	4,697	Donated to Geng Bersih Kampung (GBK) to upgrade the lodgings for volunteers.
Fallen trees and wine bottle corks	Mulch (chipped wood)	1,635	Used as part of The Kanshalife Project's hügelkultur garden bed along with other natural bio-waste. Hügelkultur holds moisture, builds fertility, maximises surface volume and provides great spaces for growing fruit, vegetables and herbs.
White bedroom slippers	Fabric, cotton, polyester, rubber	118	Good quality slippers were donated to underprivileged communities, with the remainder recycled to create The Kerikil Collection of stool cushion covers and bath mats. The rubber sole is still under research and development.
Black bedroom slippers	Rubber	107	Used as stuffing for 30 ottomans.
Clothes	Fabric	215	Good quality items donated to GBK, remainder used for storage covers, stuffing for ottomans, eco-garden covers and creating bags with guests at workshops.
Containers	Polystyrene	87	Used as stuffing for 10 beanbags and remainder used to create resin as glue for furniture.
Furniture	Various	N/A	Used at The Kanshalife Project premises and donated to the local community: Hafiz Ayer Hangat (Islamic School), The Treehouse Society and GBK.
Buggy tyres	Rubber	1,008	Upcycled as raised garden beds for GBK's permaculture garden.
Metal (barbed wire/mesh)	Various	N/A	Used to make a fence for a beneficiary's house, and at The Kanshalife Project's premises to create a dog compound and more.

#### How The Datai Pledge funds support The Kanshalife Project's activities:



## 33% INFRASTRUCTUE

Community Kitchen Flooring – 10% Replacement of Roofing – 1% Repairs of Donated Furniture – 2% Electrical and Plumbing Works – 10% EVCO Atelier Flooring – 10%



Skaii de Vega from The Kanshalife Project at GBK



**SKAII DE VEGA**Founder, The Kanshalife Project, Langkawi

Together with The Datai Pledge, we have amplified our efforts in environmental stewardship and community empowerment, intertwining innovation with compassion. We not only uplift local artisans and implement sustainable practices, but our work creates a harmonious ecosystem where the well-being of society and the splendour of nature thrive hand in hand, leaving an indelible mark of sustainability for generations to come.



The Kanshalife Project's premises

# In Focus

#### **Q&A with Skaii de Vega (Founder, The Kanshalife Project)**

### 1. What is The Kanshalife Project and what are its aims?

The Kanshalife Project is a sanctuary, a place where people come to feel safe and learn life skills. The original aim was to empower people to be selfsustainable. Since then, we have expanded to support beneficiaries through our sustainable enterprises in partnership with our volunteers. Both parties learn holistic skills enabling them to be more entrepreneurial through sustainable means, thus helping the island and themselves. Education on sustainability also plays a big part in what we do. We conduct workshops at Geng Bersih Kampung (GBK) and other schools. We now have a team in place with a Project Coordinator, a Site Keeper, 2 Volunteers and 3 Core Beneficiaries.

2. How did The Kanshalife Project come about? When was it formed? I studied Biotechnology at university, which led to my interest in sustainability with a scientific

approach. At the age of 18, I moved to Belgium to be an artist and learnt a lot about sustainability there. Eventually, I decided to return to Malaysia to be the change that I was always talking about and founded The Kanshalife Project in 2019.

## 3. Could you describe The Kanshalife Project's sustainable enterprises and volunteering schemes?

We have various sustainable enterprises and volunteering schemes in place:

- We produce our own Extra Virgin Coconut Oil (EVCO) and Healing Sprays (made from water, aloe vera and essential oils) for minor skin ailments, which we sell in a few outlets in Langkawi, including The Datai Langkawi.
- We also have a Food Forest of plants and vegetables at the property, which we donate to the community.
- We have our candle and used slippers upcycling programme with The Datai Pledge, where our beneficiaries recycle used

candles and slippers to make ottoman cushions. Other commercial waste supplied by The Datai Pledge is also upcycled or recycled.

 Finally, we conduct workshops with schoolchildren,
 GBK and educational organisations, where they learn about sustainability and upcycling.

### 4. What are The Kanshalife Project's goals for 2024?

Apart from delivering our upcycling commitments for The Datai Pledge, we will ensure that our new team members and beneficiaries can operate in the most sustainable, efficient and impactful manner. Thanks to the 3 machines donated by The Datai Pledge, we've ramped up production of EVCO. We are undertaking research and development on recycling polystyrene and exploring the idea of making skate wax from candle wax with a neighbouring skateboard community space (Skate Bowl Langkawi). We're also working with The Datai Pledge to build lodging for volunteers at

GBK's premises to host longterm volunteers. And finally, we aim to develop more sustainability-led partnerships with the local community.

#### 5. Do your volunteers stay in the Mother House (The Kanshalife Project's premises)?

The Mother House building used to be a former village headman's house and is where travellers can stay and volunteer; being both part of and giving back to the community.

Volunteers love staying there as it's located right in the heart of the community and they feel very integrated. Whenever we take on a new volunteer. community members will drop by to meet them. We've had a rolling system of volunteers, mostly from abroad, and it's a great way for them to immerse themselves in the local culture, exchange knowledge and learn about sustainable living. We're aiming to initiate a formalised system where we have 2 resident volunteers at any one point, working with the site manager to complete a project during their stay.



Candle recycling at The Kanshalife Project



Skaii de Vega at The Kanshalife Project

### 6. What is the most rewarding part about what you do?

Seeing our beneficiaries flourish. When Mak Tok joined The Kanshalife Project, she had no regular income and was very anxious about her future, especially as she was living alone. Now, she's empowered through the skills she's amassed and has the security of a regular income. She's proud of her work's quality and of the person she's become. She's also recently started to train team members and is helping to recruit community members. It's amazing to see the change in her.

7. How will being a partner social enterprise of Pure For The Future enable The Kanshalife Project to achieve its aims?

We're really grateful to The Datai Pledge for their assistance through funding, donation of materials and the team's manpower. We're working on updating the workshop at the Mother House to accommodate more beneficiaries, enabling us to increase our productivity and thus generating more income for our beneficiaries, helping them to be self-sufficient. All this also gives us more time to find more community groups to partner with The Datai Pledge in order to increase the reach and impact of our community support programme.



NUR QISTINA BINTI ABDULLAH (TINA)
Student, 16 years old, Geng Bersih Kampung (GBK)

When I was 12, my mother wanted me to stop my schooling because we couldn't afford it. Aunty Zu from GBK arranged to sponsor my schooling so I could continue. I want to go to university and be the first person among my relatives to hold a degree. At GBK, I was exposed to things that I never even dreamed of, such as activities like Dolphin Sighting, Art, Silat Gayong martial arts and gardening. What I also like about GBK is the emphasis on manners and tolerance, and that we are all one family that supports one another.



fish

FOR THE FUTURE

n partnership with





AHMAD MUKHRIS MAHADZIR
Pillar Leader, Fish For The Future, The Datai Pledge
Senior Marine Biologist, The Datai Langkawi

Coral reefs are known as the 'rainforests of the sea' and are home to over 25% of the ocean's fish and other organisms. Climate change, unsustainable fishing practices, pollution and coastal development have resulted in 75% of the world's coral reefs being declared as under threat. Our focus for 2023 was to continue to increase our understanding of the oceans, regenerate the coral reefs and the marine life which it supports, and increase our engagement with guests, the fishing community, as well as government and non-government fishing bodies.



## To regenerate coral reefs, propagate marine life and promote sustainable fishing.

Coral reefs hold enormous ecological, economic and cultural value. Despite occupying a mere 0.2% of the seafloor, they support at least 25% of known marine species. These underwater havens also act as coastal protectors during storms and floods; a healthy coral reef can reduce wave energy by up to 97%, shielding communities from devastation. Coral reefs also provide a food source and livelihoods to millions of people [Source: GCRMN, Status of Coral Reefs of the World: 2020]. A report from Global Coral Reef Monitoring Network (GCRMN) indicates that we have lost between 20-50% of the world's coral reefs in the last 30 years and that global warming is predicted to exacerbate this decline significantly, along with other stressors including landbased pollutions, ocean pollution, overfishing and destructive fishing practices. Still, there is reason to be cautiously optimistic as coral reef management and conservation is high on the global agenda, and additionally, corals have shown to recover from disturbances.

Our programme aims to support global efforts by focussing on protecting and regenerating the local reef and the species which it supports. Our core activities to achieve this are described below.

## Strengthen coral reef regeneration and marine conservation initiatives

We have actively focussed on expanding our marine conservation skills, positioning us to make a significant difference going forward. In Datai Bay, our coral regeneration activities are centred around the House Reef, which includes naturally occurring corals as well as Artificial Reefs. To prevent fishers from trawling the natural reefs and damaging them, we have also deployed 5 Fish Aggregating Devices (FADs). These devices serve as a natural settlement site for coral larvae, further expanding the reef, as well as a population ground for fish, thereby offering a sustainable fishing alternative.

Artificial Reefs are systems which enable us to regenerate the reefs. These structures host coral nubbins or fragments, which are attached via cable ties or embedded in cement and then planted on the artificial reef during snorkelling trips or while scuba diving. We have recently initiated Reef Stars, which are steel rebar and concrete frames with a low centre of gravity for increased stability. The Artificial Reef has been maintained weekly and we have noticed a very healthy fish population. Marine debris, such as ghost nets and plastic pollution are collected, and coral fragments broken off the reef by boat traffic or other human activity are rescued and brought to our Coral Nursery for rehabilitation. Rescued corals are rehabilitated for up to 6 months here before being reintroduced to their native ecosystems.

To gain a more comprehensive understanding of the reefs in Datai Bay, we conducted a thorough scientific reef survey in partnership with Reef Check Malaysia, a leading NGO in coral reef monitoring and research. Going forward, we will conduct one comprehensive survey a year, incorporating water quality sampling and analysis of bleached coral.

Other conservation dives were conducted with the Fisheries

Research Institute (FRI) alongside researchers from Universiti Kebangsaan Malaysia (UKM) to check the status of coral reefs and the artificial structures around Datai Bay and the northern part of Langkawi. The coral and fish populations were assessed using transect surveys, while water samples were collected for quality analysis. In addition, Alvin Chelliah from Reef Check Malaysia visited The Datai Langkawi and engaged with staff and guests through talks and activities on marine conservation.

As part of our conservation efforts, we conducted several beach clean-ups throughout the year in partnership with fishers, research organisation and government bodies.

### Restoring Datai Bay as a turtle nesting ground

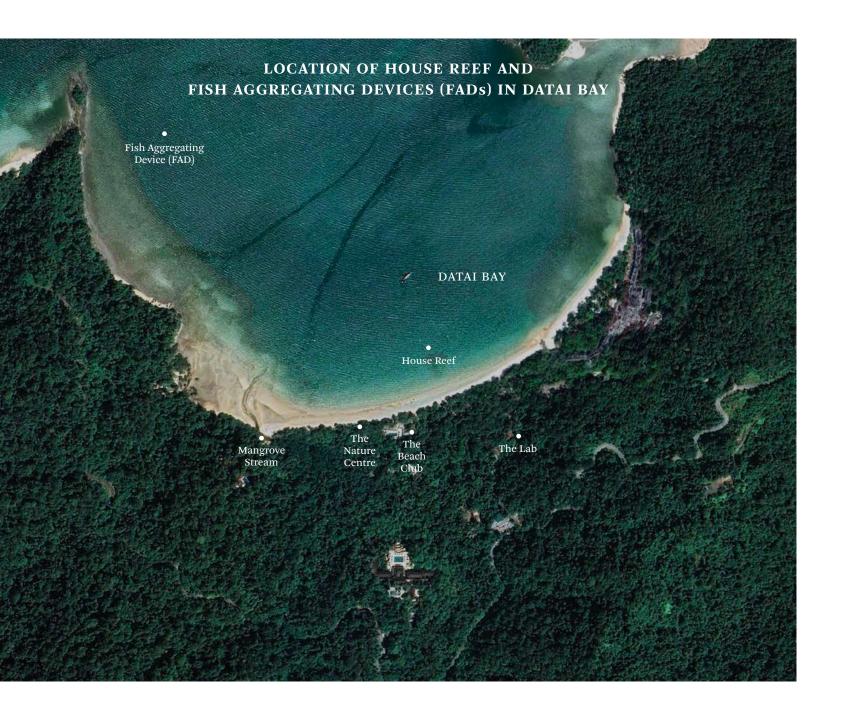
In 2022, a turtle hatchery was built and turtle-friendly lights installed on the beach to encourage turtle landings. In 2023, we conducted regular night patrols on the beaches of Datai Bay to identify turtles coming ashore to lay their eggs with the aim to rehouse them in our hatchery to increase their survival rates (it is estimated that one in 1,000 to one in 10,000 will survive to adulthood, according



Vase Coral



The resort's Coral Nursery



to the Nataional Oceanic and Atomospheric Administration). However, no turtle landings were observed. To gain more knowledge on attracting turtles and maintaining a hatchery, we initiated a collaboration and attended a workshop by the Penang Turtle Sanctuary (Kerachut Beach, Penang).

### Increasing guest involvement and fostering marine knowledge

As empowered communities are vital for protecting our oceans, education is a cornerstone of our programme. We aim to increase guests' ocean literacy and raise awareness of the threats faced by coral reefs through hosting regular talks by our in-house marine biologists, and through conducting activities such as Ocean Drifters to cultivate an appreciation of microscopic marine life.

In February 2023, we introduced the Coral Adoption Programme, which invites guests to plant rescued corals on the Reef Stars in the shallow waters of the beach, before moving the device into the Artificial Reef.

### **Supporting MareCet and their efforts to protect marine mammals**

Our Pillar Partner MareCet, an NGO dedicated to marine mammal conservation and the protection of their habitats, conducts research on the patterns and behaviours of Indo-Pacific Humpback Dolphins and Finless Porpoises in the coastal waters of Langkawi.

MareCet also hosted many educational guest talks and activities in their quarterly visits to the resort. The most popular activity was 'A Day Out With Dolphin Researchers', where guests join a MareCet marine biologist on fieldwork trips. We also funded the acquisition of a permanent passive acoustic device, enabling MareCet to study the underwater soundscape of the bay to inform conservation action and subsequent policy advocacy.

In 2024, we will continue to strengthen our programme by upskilling the team and seeking out relevant partnerships to increase our impact. In collaboration with our sister pillar, Wildlife For The Future, we will address the challenges of deforestation to reduce its negative impact on the well-being of the marine environment, particularly the struggling coral reefs.



Dr Louisa Ponnampalam, co-founder of MareCet



A MareCet workshop at the resort



#### For the year 2023, we have achieved the following:

#### **17**

aggregate coral frame structures deployed in Datai Bay: 5 FADs deployed in 2019, 1 dome deployed in 2022, and in 2023: 1 prototype Reef Star deployed by staff, 3 Reef Stars deployed by guests and 2 Reef Stars deployed by staff.

#### 157

coral nubbins rehabilitated in the Coral Nursery and replanted on the Artificial Reef.

#### 3

reef surveys undertaken with partner organisations.

#### 30

house dives conducted to maintain the House Reef, remove ghost nets, survey reef, and together with MareCet, deploy temporary acoustic device and anchor installation.

#### 2

major beach clean-ups (in addition to weekly clean-ups undertaken by the resort): 81 participants, including LADA and the Kubang Badak fishing community, removed 800kg of trash on World Environment Day; King's Landing Bay clean-up: 172kg of ghost nets and 596kg of marine debris collected.

#### 2

Hawksbill sea turtles rescued from entanglement in ghost nets, inspected at the resort's Nature Centre and released back into the sea.

#### 84

guests participated in Adopt A Coral.

#### **121**

guests participated in education talks and activities on marine life conservation (including those with MareCet).



RIDHWAN MAHALI Marine Biologist, The Datai Langkawi

The year 2023 was a very busy year and yet we managed to achieve a lot.

I hope that through our many conservation initiatives, guest activities
and knowledge shared by invited experts, we have made in-roads to protect
and preserve our precious marine life, as well as instil the urgency amongst
our guests and the wider community to continue to make sustained
conservation efforts.



### Goal 1: Strengthen coral reef regeneration and marine conservation initiatives.

#### **Objectives**

Monitor and survey the coral reefs to guide conservation on a local and global level.

#### Strategic Plan

- Conduct surveys with Reef
   Check Malaysia, improve
   methodology, survey dive
   skills, and ensure surveys and
   sample collection adhere to
   international protocols.
- Assist Fisheries Research
   Institute Malaysia (FRI) in
   conducting annual conservation
   dives within the bay and
   northern Langkawi.
- Assist Dr Wee Hin Boo from UKM in conducting his yearly assessment of the health of the reef.

Increase coral replanting activities to augment the well-being of our reefs.

- Add 10 Reef Stars to the Artificial Reef to boost coral regeneration.
- Continue coral rehabilitation efforts to ensure a constant inventory ready for replanting.
- Conduct regular dives to inspect and maintain the Artificial Reef, including the removal of ghost nets and underwater marine debris.

#### Goal 1 continued.

#### Objectives

Protect marine life within Datai Bay.

Create a synergistic programme by collaborating across The Datai Pledge pillars.

Catalogue marine life in and around Datai Bay.

#### Strategic Plan

- Commence our work as official 'caretakers of Datai Bay' under the Reef Care Programme part of the Department of Fisheries (DoF), through regular surveys.
- Support sustainable fishing practices by educating and collaborating with the local fishing community.
- Strengthen cross-pillar initiatives with Wildlife For The Future (WFTF) through planting native and mangrove trees to increase forest density and reduce loose soil being washed into the sea during heavy downpour.
- Host an event on International Coastal Clean-Up Day with the involvement of team members from other pillars.
- Document research with the aim of publishing a book about marine life inhabiting the artificial and natural coral reefs.



Ghost net removal at Datai Bay



Reef stars before planting in Datai Bay



Beach clean-up volunteers



Frame with coral fragments to be planted in Datai Bay

## Goal 2: Increase guest involvement and foster marine knowledge.

#### **Objectives**

Establish a Dive Hut to facilitate the conservation work of our marine biologists, interns, volunteers and external researchers.

#### Strategic Plan

- Build a PADI-certified (Professional Association of Diving Instructors) Dive Hut, with construction to commence in 2025.
- Acquire professional diving insurance that also covers guest divers.
- Invite certified divers amongst guests to partake in marine conservation.

Host educational guest activities throughout the year.

- Continue to facilitate marinerelated talks and activities.
- Organise an event around World Beach Day in September to raise awareness of ocean pollution.

Boost our Coral Adoption Programme.

 Raise guest awareness and participation of the Adopt A Coral programme and visits to the Coral Nursery and Fish Tank at The Nature Centre.

## Goal 3: Support MareCet and their efforts to protect marine mammals.

#### Objectives

Work with MareCet to collect data on marine mammals at Datai Bay.

Continue guest education and fundraising activities with MareCet.

#### Strategic Plan

- Retrieve and deploy the Permanent Passive Acoustic Device in the bay 4 times during the year.
- Re-introduce the Dolphin Adoption Programme to aid fundraising.
- Continue to offer a diverse range of guest activities, including:
- 1. A Day Out With Dolphins And Dolphin Researchers
- 2. Paint A Batik Dolphin
- 3. Marine Mammal Lab
- 4. Marine Mammal Talk



MareCet's Paint a Batik Dolphin guest activity



The Datai Pledge and MareCet teams on a research dive



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



It was a tremendous pleasure for MareCet to be a part of The Datai Pledge in 2023, and that we continue to play an integral part in this important programme. I am so pleased to see the growth and expansion that The Datai Pledge has undergone, which in turn has resulted in positive environmental and societal impacts within Langkawi. We can only grow from strength to strength into 2024 and beyond.

# Supporting the work of Mare Cet



Indo-Pacific Humpback Dolphin (Photo: MareCet®)

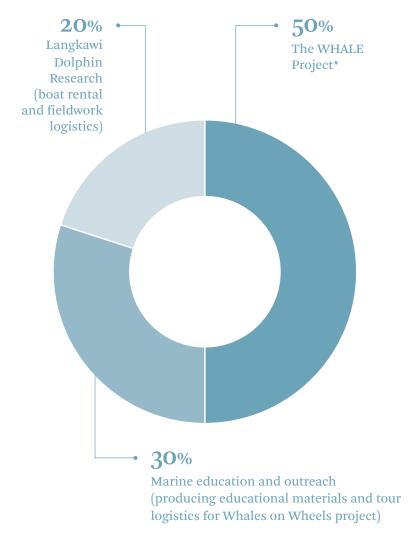
MareCet is dedicated to marine mammal conservation and the protection of their habitats through community awareness and education, conservation action and policy advocacy on a government level.

In addition to our partner activities outlined in the previous section, we also assist MareCet by funding their research on whales and other small cetaceans in Langkawi and Malaysia's offshore waters.

Moving forward in 2024, MareCet aims to:

- Work collaboratively with our sister pillar,
   Youth For The Future, to bring their 'Sea, Science and Schools' programme to our 2 sponsored
   Eco-Schools in Langkawi.
- Work closely and effectively with local communities, stakeholders and government authorities across their field sites.
- Help launch the 'Sustainable Schools' initiative in selected local schools in Langkawi.
- Increase ocean literacy amongst students in rural island schools.
- Continue making scientific discoveries on the marine mammal species they study across Peninsular Malaysia.

### How The Datai Pledge funds support MareCet's activities:



<sup>\*</sup> The WHALE Project aims to research baleen whales in Pulau Payar and adjacent offshore waters. As data is currently lacking, research will help MareCet identify the whales' ecological and conservation needs so that they can provide conservation recommendations to the authorities.

#### MareCet's achievements of 2023 include:



A MareCet team member reviewing acoustic data

- Won The Star Media Group's Golden Hearts Award 2023 (celebrating extraordinary commitment to social work).
- Won the Gamuda Inspiration Award 2023 (celebrating Malaysian changemakers, with a grant of MYR 150,000 received).
- Completed the inaugural Whales On-The-Wheels (WoW) mobile marine exhibition nationwide tour, which traversed through Peninsular Malaysia.
- Published a scientific paper which showed that the waters around the UNESCO Kilim Geopark Forest are the most important habitat in north-western Peninsular Malaysia for Indo-Pacific Humpback Dolphins.
- Published a children's storybook titled, "Mummy, Where's My Dorsal Fin?".
- Completed the research fieldwork in Langkawi-Kedah-Perlis, Perak and Pulau Sibu-Tinggi, totalling 160 days, 545 hours and 8,509km of survey effort on Indo-Pacific Humpback Dolphins, Irrawaddy Dolphins, Indo-Pacific Finless Porpoises and Bryde's Whales.
- Hosted 3 student interns and 91 volunteers across all their programmes.
- Conducted 3 marine mammal stranding response workshops, with 88 participants in attendance.
- Received positive feedback from gillnet fishers in Perak on the effectiveness of acoustic pingers in deterring Indo-Pacific Humpback Dolphins from approaching their nets.

## In Focus

#### The Sound Trap – A Passive Acoustic Recorder in Datai Bay

Datai Bay is as much a geological and ecological wonder as it is an unspoilt paradise. Observations over recent years have recorded the presence of marine mammals, such as dolphins and porpoises, which are ecologically important and are regarded as sentinels of ocean health. Through these marine mammals, we can gain valuable insight into the state of the oceans affecting the entire ecosystem, including climate, food security and human health. Our understanding of marine mammals' movement patterns within Datai Bay is currently anecdotal; our hypotheses as to what attracts them to the bay include a shelter away from boats, a place to birth their calves, and a feeding ground.

MareCet, our Pillar Partner, has been conducting studies on marine mammals in Langkawi, documented in their 14-year study, The Langkawi Dolphin Research project. A key part of their study comprises a bioacoustics component. The oceans are bursting with sound,

which travels faster and 4 times louder underwater. Marine mammals are reliant on sound for communication, navigation and feeding. Through analysing their sounds, as well as other audio within the bay via bioacoustics devices, we can glean important information on their presence, movement patterns and frequency, as well as their emotional state. In addition, we hope to understand more about the impact of human activities on marine mammals.

We funded the purchase of a Permanent Passive Acoustic Device, which was received in December 2023 from Ocean Instruments in New Zealand. The aim of the 53cm long, 900.35m range device is to collect data throughout the year with each stint comprising 24 hours per day for 2 months. In 2023, reconnaissance dives were conducted with a dummy device to identify the best location in which to install the actual device in 2024.



Briefing before dive



Equipment used in MareCet's research dives



**ALVIN CHELLIAH**Chief Programme Officer, Reef Check Malaysia

It is truly reassuring to partner with a resort where sustainability and the preservation of wildlife takes centre stage. In my line of work promoting responsible tourism practices around the country, I have visited many businesses, and The Datai Langkawi and The Datai Pledge stand out.

Beacons like these are proof that environmental tourism when done right can be both ecologically and economically profitable.

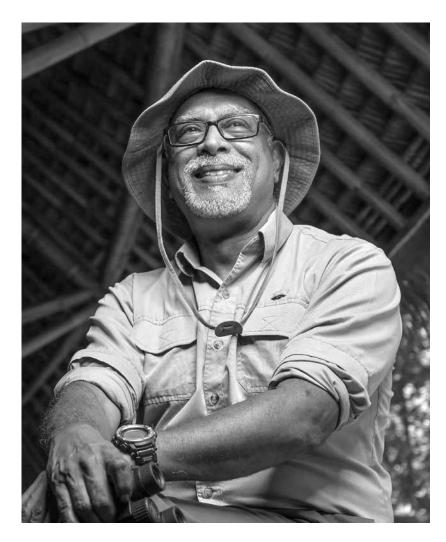




FOR THE FUTURE

ı partnership with





MUHAMMAD FIRDAUS DEV ABDULLAH
Pillar Leader, Wildlife For The Future, The Datai Pledge

The Nature Centre Manager and Naturalist, The Datai Langkawi

Langkawi is one of the region's most geo and biodiverse islands and we want to keep it that way. In 2023, we worked tirelessly with our NGO and community partners to regenerate the rainforest, help propagate the wildlife and manage invasive species – from piloting the trailblazing Corridor For Life project and expanding our Native Tree Nursery, to kickstarting fundraising adoption programmes and bringing together guests, experts and the local community. The positive results of our efforts have only strengthened our resolve.



#### To reforest the wild, restore natural habitats and conserve threatened wildlife species.

At present day, we are experiencing the largest loss of fauna and flora in human history, with one million species threatened by extinction, many within decades [Source: UN. org]. At the 2022 United Nations Biodiversity Conference (COP15), a landmark agreement was made to guide global action on nature through to 2030 with the main target of 30 by 30 (effective conservation and management of at least 30% of the world's land, coastal areas and oceans by 2030). Currently, only 17% of land and 8% of marine areas are under protection (Source: UNEP.org).

The primary driver of biodiversity loss is land-use change, involving the conversion of forests, wetlands and grasslands into agricultural land or urban areas, which both reduce and fragment habitats, as well as reduce food sources and healthy gene pools for wildlife. On islands, these threats are amplified due to the natural borders of land, making the effects of deforestation even more severe. Forests are not only critical in protecting our biodiversity, but they also help stabilise our climate as they store carbon and provide biophysical

processes like evapotranspiration that redistribute essential moisture and limit daily temperatures by several degrees (Source: WWF Living Planet Report 2022).

Supporting the global agenda, the Wildlife For The Future pillar, in conjunction with the other pillars of The Datai Pledge, implements a holistic approach to address the five biggest threats to biodiversity: habitat loss, invasive species, pollution, population, and over-harvesting. Below is an overview of our 2023 activities.

### Strengthening reforestation and propagation initiatives

Recognising the critical role of forests, we are committed to reforestation and conservation initiatives. Our propagation efforts focus on cultivating native tree species, as they are a vital component in the ecological health of the forest, offering essential shelter and a food source to wildlife. Our Native Tree Nursery aims to provide the best possible conditions for our seeds and saplings until they are ready to be planted back into nature, increasing the saplings' chance

of survival to 60% (cf. to 40% in the wild). In 2023, we upgraded the nursery to provide a richer environment for our plants. New areas were constructed for seed germination, growing of saplings and hardening (to improve tree resilience).

Native seeds and wildlings were collected monthly, and throughout the year. Guests volunteered to plant trees as well as participated in 'Adopt A Native Tree' programme to make space for new stock at the nursery.

Our extensive 4-year Forest Tree Species Identification study spanning 1,800 acres concluded in 2023. In 2023, 35 new species of vulnerable and critically endangered trees were identified. Forest Research Institute Malaysia (FRIM) confirmed that The Datai Langkawi area harbours at least 7 mature Keruing Bukit (Dipterocarpus Costatus) trees, with 4 actively producing seeds every 2 years. Our research suggests that it might be endemic to Langkawi, as it was on the verge of being declared extinct nationally prior to this discovery.

### Conserving native and vulnerable wildlife species

Langkawi's native wildlife plays a vital role in maintaining healthy forests, as they act as seed dispersers, ensuring plant regeneration and keeping the ecosystem in balance. During the year, we continued to pursue our goal of creating the world's first trans-island wildlife corridor, extending over 45km between the west and east coast of Langkawi. Reconnecting the 5 ecological zones in Langkawi through reforestation and the creation of overpasses and underpasses will enable the safe passage of both terrestrial and arboreal animals, as well as promote genetic diversity. In March, we agreed the locations for 3 artificial bridges and 2 underpasses near the resort. We also collaborated with Ben Galea, a Universiti Sains Malaysia (USM) doctorate researcher, and Dr Nadine Rupert from Primatological Society of Malaysia, to design the 3 cable bridges which are currently under evaluation at Malaysian **Public Works Department** (Jabatan Kerja Raya Malaysia). Once the design is approved, we will construct the first prototype overpass at our agreed location in order to test its effectiveness.



Planting saplings in the Datai Bay rainforest



The Native Tree Nursery



Hornbill spotting with Gaia



Roadkill warning sign

This will be sponsored by The Datai Pledge.

We are also managing the threat of invasive species, in particular, the stray dog population. We supported the dog kennel, co-managed by Ecotourism & Conservation Society of Malaysia (ECOMY) and Langkawi Municipal Council (Majlis Perbandaran Langkawi) by providing both monthly and ad hoc-based donations. Our work on this project is detailed further in the In Focus section.

To improve our understanding of the wildlife and planning of conservation initiatives, we have been collecting critical data on animal behaviour and the preferred food sources of herbivores and omnivores through camera trapping. This year, we strategically placed cameras lower to the ground, specifically targeting elusive species like the Greater Mouse-deer and the Sunda Pangolin. In total, 27 different wildlife species were captured.

## Expanding guest and wider community education programmes

Langkawi's rich biodiversity was showcased through a variety of guest tours, talks, and activities, including the following:

- Educational events:
  Regular talks were
  provided by in-house
  Naturalists and external
  speakers. A highlight
  was the visit of Dr Yap Jo
  Leen, founder and director
  of the Langur Project
  Penang, who spoke on
  the behaviour and road
  ecology of the Dusky
  Langur and the benefits
  of canopy bridges.
- Raising funds for
  The Datai Pledge:
  The pillar provides two
  guest participation
  programmes. 'How To
  Be A Naturalist' enables
  guests to deploy camera
  traps alongside our
  Naturalists, contributing
  valuable data to wildlife
  monitoring. 'Adopt A
  Native Tree' educates
  guests on native trees
  while planting saplings
  back into the forest.

### Hornbill conservation in collaboration with Gaia

Our Pillar Partner Gaia, a social enterprise, is dedicated to wildlife conservation in Malaysia, specifically the conservation of hornbills, a group of bird species that is increasingly under threat due to deforestation and poaching. We work with Gaia to monitor the hornbills on the property to learn more about their behaviour, diet and nesting patterns. Guest activities with Gaia, undertaken periodically throughout the year, contribute to hornbill conservation and research.

In 2024, we will build upon valuable lessons learned in past years as we aim to replenish native forests and protect Langkawi's unique wildlife. Recognising the interconnectedness of ecosystems, we will work closely with our sister pillar, Fish For The Future, to address environmental challenges more holistically and ensure a healthier future for both land and sea ecosystems.



A male Great Hornbill (Photo: Sanjitpaal Singh / Jitspics.com®)



#### For the year 2023, we have achieved the following:

#### 17,867

seeds collected in our Native Tree Nursery (The figure above is an aggregate data from January 2021 – December 2023).

#### 136

tree species recorded (excluding fig and palm trees).

#### 57

tree species listed as Vulnerable to Critically Endangered on IUCN Red List (35 in 2023).

#### **54**

native orchid species recorded.

#### 6,815

various native tree species cultivated in the nursery.

#### 3,870

trees planted in the property (The figure above is an aggregate data from January 2022 – December 2023).

#### 27

species recorded in camera trapping activities.

#### 250

stray dogs spayed to manage their threat to vulnerable wildlife.

#### 23

guests participated in *Adopt A Native Tree* programme.

#### 31

guests participated in *How To Be A Naturalist* programme.

#### 191

guests participated in various hornbill talks and activities organised by our Pillar Partner, Gaia.



TAN CHIN WEN

Naturalist, The Datai Langkawi Manager, The Datai Pledge (from March 2024) Volunteer of RASMA, Jane Goodall's Roots & Shoots Malaysia Award 2022 From being a volunteer to becoming a Naturalist at The Nature Centre, contributing towards Wildlife For The Future, I have learnt tremendously from working with my teammates on the conservation projects we run. With the numerous and varied conservation projects we are running simultaneously, we hope to be able to preserve and conserve the natural ecosystems of the island before it is too late.



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

#### **Objectives**

Expand initiatives at the Native Tree Nursery (NTN) to increase the survival of native, rare and endangered tree species.

#### Strategic Plan

- 2nd phase of the NTN upgrade to be completed, with a seed bank, meeting point for guest activity and potting area.
- Replace damaged or destroyed trees due to storms. Target a planting stock of 15,000 trees.
- Monthly seed and wildling collection to be conducted throughout the year.
- Focus on safeguarding trees on the higher grounds of the rainforest as they filter the rainwater on its way to sea and rivers during rain and floods.
- Implement a special reforestation project to replace every cut tree in Datai Bay with 2 trees: 50,000 saplings to be cultivated with assistance from the Forestry Department of Peninsular Malaysia who are also donating 1,000 saplings.

Develop in-house Orchid Lab to sustain the resort's demand.

- Focus on the conservation of wild orchids.
- Hire a Biotech specialist to establish a dedicated lab for the cultivation of orchids.

#### Goal 2: Conserve native and vulnerable wildlife species.

#### **Objectives**

Continue the Corridor For Life project.

Conserve protected species such as the Greater Mouse-deer and the Sunda Pangolin.

Manage the threat of invasive species (specifically stray dogs) and safeguard threatened wildlife.

Increase knowledge on wildlife in Langkawi for conservation purposes.

#### Strategic Plan

- Commence construction of Langkawi's first arboreal bridge within Datai Bay.
- Continue liaising with JKR (Malaysian Public Works Department) on placement and authorisation of designs.
- Outsource ongoing monitoring of camera traps.
- Continue discussions with LADA (Langkawi Development Authority) to spearhead the project.
- Increase the number of camera trap deployments by running regular *How To Be A Naturalist* activities and use the data to inform effective conservation measures.
- Create a standardised Wildlife Management Policy for the resort and other future properties within the Teluk Datai area.
- Continue to support ECOMY (Ecotourism & Conservation Society Malaysia) with donations in kind and project-based funding to help spay and house Langkawi's stray dog population.
- Instigate the extension of the dog kennel.
- Conduct a study to fully understand the impact of stray cats and dogs on the environment.
- Coordinate with all stakeholders to create a Wildlife Management Policy for the island and gather wider public support.
- Conduct a zoology study of different animal groups in Datai Bay in collaboration with UKM (Universiti Kebangsaan Malaysia) and/or UTHM (Universiti Tun Hussein Onn Malaysia) to create a baseline for future reference.



Seeds at the Native Tree Nursery



Lesser Mouse-deer (protected species)



Cycad Blue butterfly on Coral Vine flower



Sunda Colugo, a flying lemur (Photo: Sanjitpaal Singh / Jitspics.com®)

### Goal 3: Expand guest and wider community education programmes.

#### **Objectives**

Drive the existing *Adopt A Native Tree* guest activity.

Create nature trails to avoid the overuse of any one trail and broaden wildlife education.

Initiate wider community education on tree species.

- Enhance the Native Tree Nursery's facilities for guests to increase their participation in *Adopt A Native Tree*.
- Complete the replenishment of the Sungai Trail and offer it as a guest activity.
- Implement more replenished trails.
- Document our learnings on native, rare and endangered tree species within the resort property and publish it by 2025.
- Create a Herbarium based on the findings of the Tree Species Identification Study and publish a paper on the 7 Keruing trees identified by Forest Research Institute Malaysia (FRIM).

### Goal 4: Boost hornbill conservation in collaboration with Gaia.

#### Objectives

Conserve hornbills through a variety of initiatives with Gaia.

- Monitor the Oriental-pied
   Hornbill nests on the property;
   install seed traps to identify
   the preferred fruit trees of
   the hornbills; germinate
   the seeds in the Native Tree
   Nursery and replant the
   saplings in the forest.
- Install new artificial nests for the Great Hornbill in Datai Bay.
- Continue to conduct activities periodically during the year, including:
- 1. Hornbill Discovery Walk at Gunung Raya
- 2. Hornbill Discovery Walk at the resort
- 3. Wildlife Photography Adventures (talk)
- 4.On-going conservation work (talk)
- 5. Adopt A Hornbill Nest (sponsorship)



Artificial nesting box installation (Photo: Sanjitpaal Singh / Jitspics.com®)



Hornbill spotting with Gaia

### A word from



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

Conserving hornbills is not just a mission - it's a testament to our commitment to nurturing the delicate balance of our ecosystem.

Together with The Datai Pledge, we can ensure that these magnificent birds continue to soar through the skies. This is our enduring dedication to wildlife conservation for the future.

# Supporting the work of Gaia

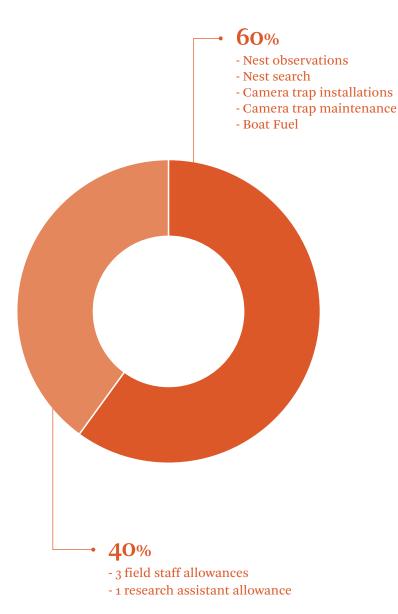


Oriental-Pied Hornbill (Photo: Sanjitpaal Singh / Jitspics.com®)

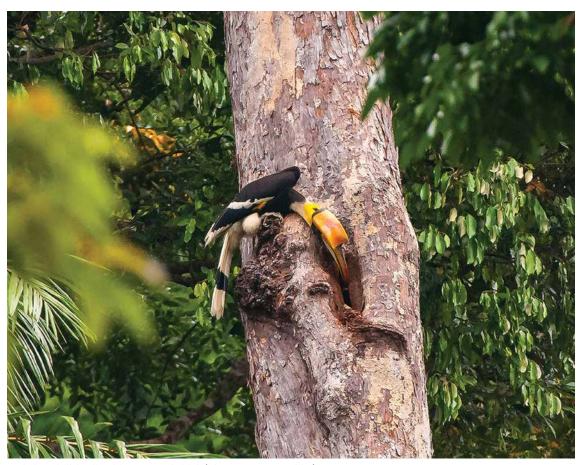
Gaia is a social enterprise dedicated to building a thriving and sustainable future for the Malaysian forest, biodiversity, and the people. Their focus is on research and conservation to help hornbills, many species of which are endangered or increasingly under threat.

In addition to our work with Gaia on hornbill research and habitat creation, we are also assisting them with funding for specific projects. For example, Gaia, together with Sunway University, has been conducting metagenomics studies on Oriental-pied Hornbill faecal samples from the 5 located nests found at the resort. This study enabled them to identify the plants that comprise the hornbills' diet, which in turn provides vital information for future forest restoration projects. We also help fund 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 of 2023 include:



Male hornbill feeding his mate and chick (Photo: Tom Reynolds®)

- Certified 4 Level-2 arborists (tree climbers).
- Certified drone pilot (part of Gaia).
- Installed 6 artificial nests (one installed at The Datai Langkawi in February 2024).
- Restored 14 tree cavities.
- $\,$  Successfully propagated hornbill-preferred food plants with local communities, with a total of 508 trees planted.
- Participated in The Datai Langkawi's 30th anniversary celebrations with Sanjitpaal's photograph for the Save Wild Tiger auction, raising MYR 7,000 for conservation.

## In Focus

#### Managing the stray dog population in Langkawi

Stray dogs pose a big threat to the island's ecosystem. Farmers use working dogs during the fruiting season to keep the wildlife away from crops, after which the dogs are subsequently released into the forest and hunt native and protected wildlife species like the Greater Mousedeer and Sunda Pangolin to survive. Uncontrolled breeding further exacerbates the problem, leading to Langkawi's estimated stray dog population of over 3,500.

The Datai Langkawi
Naturalist, Muhammad
Firdaus Dev Abdullah, is
also the Vice President of
Ecotourism & Conservation
Society Malaysia (ECOMY)
and has led their efforts
in managing the stray dog
population through a trapneuter-release programme.
Since 2019, he has liaised
with Majlis Perbandaran

Langkawi (MPL - Langkawi Municipal Council), who have provided an unused kennel to conduct massneutering. Dev works in partnership with many organisations and individuals, including the Department of Veterinary Services Malaysia, the District Forest Office Langkawi, Trap-Neuter-Release Langkawi (TNR Langkawi), veterinarian Dr Siti Hajar Nor binti Muhammad, and numerous dedicated volunteers together they have neutered more than 250 dogs in 2023.

While neutering is crucial, it's not the sole solution. Released dogs still endanger wildlife and face abuse as they are often perceived as a nuisance - rescuing and treating these abused dogs diverts significant resources away from the neutering programme. As a result,

plans for the programme have changed to include sheltering these neutered dogs rather than releasing them back into the wild. However, the kennel is running above its maximum capacity of 80 dogs. As a new and generous initiative, the District Forest Office Langkawi has offered 3 acres of land close to the dog kennel to be used as a sanctuary for up to 600 dogs. Another future goal is to hire a full-time veterinarian to accelerate the neutering process, which will lower the cost of both care and surgeries for the dogs. Funds are crucial to the success of the extended programme, and Dev emphasises that an island-wide collaborative approach between all stakeholders is required to produce the necessary results.



MPLBP's stray dog management centre



Stray dogs in the kennel

### A word from



JULIANA TANG
Volunteer, Ecotourism and Conservation Society Malaysia (ECOMY)

One of the key things we stress to people new to the idea of our TNR (Trap-Neuter-Release) project in Langkawi is that we are not working on a short timeline. Given the current circumstances, it would be almost impossible to see any impact on our work now, but we promise you that if we keep going the way we have been, in 5 years we will start to notice a reduction in the stray dog population in Langkawi. We are in this for the long run.





FOR THE FUTURE

In partnership with



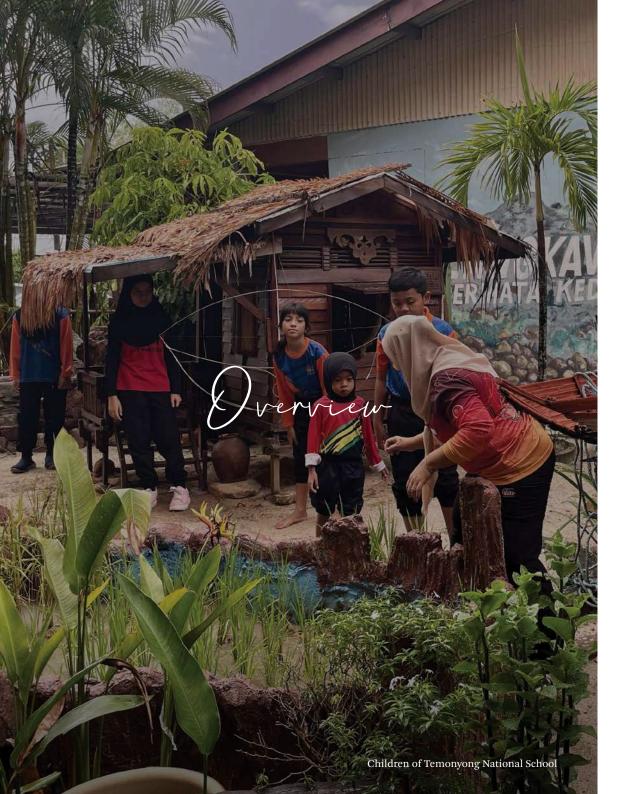
### A word from



JOHAN ABDULLAH
Pillar Leader, Youth For The Future
Director of Human Resources, The Datai Langkawi
Director of Human Resources, DHR (from June 2024)

There is a Malay proverb: 'Meletur buluh biar dari rebung' (bend the bamboo whilst it is still a shoot), meaning it is more desirable to mould someone's character while they are still young and teachable.

This proverb is relevant to Youth For The Future's focus on early environmental education, awareness and exposure to shape the right behaviour and attitude towards achieving a greener world. The well-being of the environment stands a better chance if the young generation are well-educated on the issues and solutions and provided a platform to express environmental programmes. Let us sow the seeds.



To nurture respect and appreciation of nature amongst youth through environmental education and action.

In Malaysia, climate scientists have predicted that by 2030 about a quarter of the population will be displaced because of climate change [Source: United Nations Children's Fund (UNICEF) Malaysia 2023]. Speaking about climate change from the youth perspective, Robert Gass, the UNICEF Representative to Malaysia, noted: "Climate change is a child rights issue. It robs an entire generation of their future. We can prepare children and young people to live in a climatechanged world... with the right tools, resources and support, they can act, advocate, and safeguard their friends, families, and communities from environmental harm."

Our efforts to support the global agenda for youth education and action on Climate Change include the following:

with the Eco-School Programme
Youth-led initiatives play an
important role in addressing the
climate crisis, and education is
vital. 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 emphasises an all-inclusive, participatory

approach involving students,

Sponsoring 2 Langkawi schools

In 2023, we continued our efforts to increase climate literacy among youth with two sponsored schools. We replaced one school, Sekolah Kebangsaan Ewa, with Sekolah Kebangsaan Temonyong and continued our sponsorship of Sekolah Kebangsaan Kelibang.

teachers and the local community.

Whilst the Eco-Schools Programme has specific goals and outcomes tailored for each school, we have also aimed to augment the programme with talks, donations and workshops via our network. These included:

- A talk and Q&A session for 50 students and teachers at Sekolah Menengah Kebangsaan Tunku Putra (Tunku Putra Secondary School) on 'Empowering Young People for Sustainable Living' by the sustainable travel expert and The Datai Pledge Ambassador and Advisor, Juliet Kinsman.
- A donation of local herbal plants and organic compost by the Pure For The Future team to Sekolah Kebangsaan Temonyong for the school's garden.
- Hosting a 'Sustainable Practices Study Tour' for 15 school teachers from our 2 sponsored Eco-Schools at the resort, to provide them practical ideas on implementing sustainable practices in their schools.
- Conducting a 'Stingless Bee Workshop' for 7 Students and 3 teachers from Sekolah Kebangsaan Kelibang.

Other sustainability education projects with Green Growth Asia Foundation (GGAF)

In 2023, we provided a special project disbursement to Green Growth Asia Foundation (GGAF) for their Climate Ready Classrooms initiative, outlined in the In Focus section. We also continued to support GGAF's National

Young Reporters for the Environment (NYRE) programme which provides young people with a platform to research environmental issues and promote solutions through investigative reporting, photography and video journalism. For the third consecutive year, our Pillar Leader also joined a panel of evaluators for the programme's essay competition. NYRE was given additional visibility through being featured in 'Celebrating Our Community', the first chapter of The Datai Langkawi's 30th anniversary celebrations, 4 NYRE students presented two topics and introduced a No-Sew DIY handicraft workshop using recycled materials.

We also sponsored funds to organise GGAF's first-ever Unity Camp, an eco-friendly camping experience. By blending experiential learning with sustainability practices, the camp aims to empower participants to become advocates for environmental stewardship. Held over 2 days in Melaka, and involving 103 primary and secondary school students, and 32 teachers, the programme aimed to instil the principles of the Eco-Schools Programme and develop youth character. Nature immersion through night and day walks, upcycling workshops, an environmental talent show, and inviting participants to document their sustainability learnings and experiences were some features of the well-rounded agenda.



Iuliet Kinsman and Tunku Putra National School students



A talk by Sri Themudu from GGAF



The Datai Pledge team and Zuherly Zolkapali from Kedah Education department

#### Other sustainability education projects

Following the successful implementation of the Roots & Shoots Malaysia Award (RASMA) programme in the last 2 years, we decided to continue supporting this initiative. 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. We had 2 RASMA students complete the 2-week internship programme, which covered activities of the 3 pillars, and included learning and participation on ongoing projects and sustainability-related initiatives, as well as the hotel onboarding programme.

Looking ahead to 2024, we will complete our 3-year Eco-Schools sponsorship programme of our 2 Langkawi schools with our Pillar Partner, GGAF. We are also aiming to increase our sponsorship of a number of shorter engagement programmes through our partnership with GGAF. This approach of increasing our short-term initiatives will enable us to reach different school segments and a larger volume of pupils. Finally, we will also continue our partnership with Roots & Shoots Malaysia.



#### For the year 2023, we have achieved the following:

#### 2

Langkawi schools sponsored for the Eco-Schools Programme – Sekolah Kebangsaan Temonyong and Sekolah Kebangsaan Kelibang.

#### 2

RASMA graduates completed a 2-week internship programme at the resort (Roots & Shoots Malaysia Award).

#### 250

students participated in the sponsored Climate Ready Classroom Project.

#### 103

students, 24 teachers and 32 schools participated in the first-ever sponsored Eco-School Unity Camp for collaboration, sustainability education and nature immersion.

#### **15**

teachers from our 2 sponsored Eco-Schools Programme attended a Sustainable Practices Study Tour at the resort.

#### 23

local herbal plants and 100kg of organic compost donated by the Pure For The Future team to Eco-School Sekolah Kebangsaan Temonyong for the school's garden.

#### 50

students and teachers at Sekolah Kebangsaan Menengah Tunku Putra attended the *Empowering Young People for Sustainable Living* talk hosted by the sustainable travel expert, Juliet Kinsman.

#### 44

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.

#### 1

school audited by Pillar Leader, Johan Abdullah, as part of the Eco-Schools Programme.

### A word from



NUR SUZANALITA BINTI MOHD AZHAR

Headmistress, Sekolah Kebangsaan Temonyong, Langkawi

Sekolah Kebangsaan Temonyong was very lucky to be chosen for the Eco-Schools Programme through Green Growth Asia Foundation and blessed to receive funding from The Datai Pledge. Under this programme, the students received environmental education and were exposed to many different types of plants and nature with the creation of an eco-garden in the school. The Youth For The Future team also continuously supported the school through manpower, sharing of knowledge, plant resources and even recyclable items. We are truly honoured to be a part of The Datai Pledge family and look forward to our continued collaboration.



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

#### **Objectives**

Implement the remainder of the Eco-Schools education programme for the 2 sponsored Langkawi schools.

- To complete the Year 3 programme in 2024; roadmap to Green Flag:
- 1. Report and evaluation: to determine how well the Year 2 Eco-Schools Programme was implemented and results for Year 3.
- 2. Communication strategy and environmental storytelling: encourage pupils to take home ideas and put them into practice, thereby garnering the whole school and wider community's involvement.
- 3. 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.
- 4. 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. Review themes regularly in preparation for the Green Flag Awards.

### Goal 2: Continue existing youth-led educational programmes.

#### Objectives

Strengthen youth education and action through Special Projects implemented through GGAF with Eco-Schools students from July - December 2024.

- Introduce the following initiatives:
  - 1. Young Reporters for the Environment (YRE) environmental short-film competition & award festival. Students are invited to express environmental concerns, solutions, and aspirations through film.
  - 2. Eco-Schools Unity Camp. Brings together students from different Eco-Schools for collaboration and inspiration. It aims to
  - a. empower future environmental leaders through workshops and outdoor activities
  - b. foster unity and deepen understanding of environmental issues and solutions.
  - 3. Mud Ball Workshop for Water Treatment.
    Aims to empower students with hands-on knowledge about water purification using natural methods. Participants will engage in creating mud balls infused with water-purifying agents to contribute to the improvement of local water quality.
  - 4. Microplastic-Science Lab Programme.

    A hands-on educational initiative that raises awareness about microplastics impact through engaging experiments and demonstrations.
  - 5. Eco-Entrepreneurship Programme.
    Empowers students to develop sustainable business solutions addressing environmental challenges through mentorship, resources and practical training.



Students from Kelibang National School at a stingless bee workshop



Resort staff conducting a stingless bee workshop



The Datai Pledge receiving a RASMA appreciation award

#### Goal 2 continued.

#### Objectives

Provide volunteering opportunities in nature and sustainability-related programmes to passionate youth.

#### Strategic Plan

 Continue the partnership with Jane Goodall's Roots & Shoots Malaysia Award (RASMA) programme.

#### Goal 3: Implement new complementary programmes.

#### **Objectives**

Support and collaborate with other pillars.

- Work together with Pure For The Future partners for more educational youth excursions and learning.
- Participate in Fish For The Future's Kubang Badak fishers community activities.
- Organise excursions with Wildlife For The Future and Fish For The Future partner NGOs, Gaia and MareCet, for outdoor learning events.

## A word from



DATUK IR TS DR MAHADI MOHAMAD

Executive Director, Green Growth Asia Foundation

By nurturing today's young minds, Eco-Schools Malaysia paves the way for future generations to protect our planet. As a driving force for transformative climate change education, Eco-Schools empower educational institutions to be active centres of individual climate action, moulding the sustainability leaders of tomorrow.

# Supporting the work of Green Growth Asia Foundation (GGAF)



Students from Temonyong National School

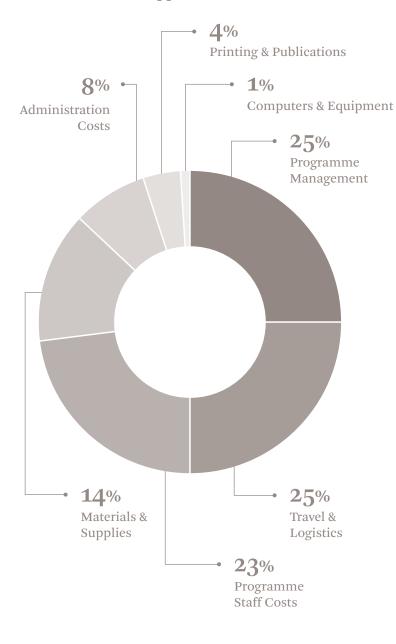
Green Growth Asia Foundation (GGAF) aims to respond to sustainability challenges in Asia through 'green growth' programmes – initiatives that drive economic prosperity through social inclusivity and environmental responsibility, as well as through advancing education programmes.

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 the state of 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 2 schools in Langkawi and are looking forward to completing the final year programme in 2024.

### How The Datai Pledge funds support GGAF:



#### GGAF's achievements in 2023 include the following:



Malaysian children enjoying nature

- Climate Change Education (CCE) Programme
  Workshops. Eco-Schools Malaysia organised
  numerous workshops as part of its Climate
  Change Education (CCE) Programme. These
  workshops aimed to equip educators on climate
  change and its impacts, fostering a generation
  of environmentally aware citizens.
- Eco-Schools Workshops across states.

Workshops were conducted in various states including Pahang, Melaka, Kuala Lumpur, Selangor and Perak, ensuring widespread participation and engagement in the Eco-Schools Programme.

Young Reporters for the Environment (YRE)
 Workshop and Competition.

YRE empowers young people to make an educated stand against environmental issues through writing, photography and video, often using social media. Eco-Schools held a number of workshops which culminated in the YRE Malaysia National Competition 2023, showcasing the creativity and advocacy of participants.

 National Capacity Building Programme for STEM teachers.

Eco-Schools Malaysia collaborated with the Office Climate Education (OCE) Paris to conduct a National Capacity Building Programme

for STEM teachers in Climate Change Education. 8o selected Malaysian STEM teachers received specialised training, aligning with UNESCO's Greening Education Partnership Objectives.

 Launching Eco-Schools Malaysia & GEP Roadmap 2030.

A significant milestone was achieved with the launch of Eco-Schools Malaysia and the GEP Roadmap 2030. This initiative, graced by His Majesty The Yang di-Pertuan Agong XVI, set Malaysia on the path to becoming a global leader in green education. The roadmap outlined holistic, integrated and localised strategies to promote sustainability within educational institutions nationwide.



Kelibang National School students



Langkawi Eco-School students

## In Focus

#### The Climate Ready Classrooms Project

The Climate Ready Classrooms project is an accredited carbon literacy training programme. The youth-centric Climate Science literacy course aims to introduce school pupils to key concepts surrounding climate change and climate action through inquiry-based and experiential learning. In addition, the project aims to create a national network of carbon-literate ambassadors who plan and act on climate change issues within their own schools and communities.

GGAF have adapted this education programme initially implemented in Scotland for Malaysia, and have undertaken it across a number of schools throughout the country, further adapting it according to localised needs. One initiative included students

of University Malaya conducting the course at 2 refugee schools in Kuala Lumpur.

101 students from our sponsored Eco-Schools SK Temonyong and SK Kelimbang were selected to participate in the course, which comprised a 4 hour session. Topics covered included: the meaning of climate change, the causes and how it impacts their lives, understanding students' own carbon footprint and how their daily activities contribute towards greenhouse gases, as well as behavioural change to make a positive impact. In addition, participants learned about the fundamentals of climate advocacy, including the dos and don'ts in campaigning against disinformation.

Feedback on the Climate Ready Classrooms project indicated that it provided a good overview on this subject, with the short 'bite-sized' session an ideal format to reach as many pupils as possible. The course was highly interactive with students sharing many myths and disinformation that they had picked up surrounding climate change, as well as the desire to form a network to garner support and exchange ideas. We aim to continue supporting GGAF in providing this important and comprehensive course to schools.

## A word from



**GURPREET SINGH**Teacher, Sekolah Kebangsaan Temonyong, Langkawi

The Youth For The Future team has welcomed SK Temonyong with open arms to join their wonderful family. In just one year, I can see tremendous changes in the students. They now have access to nature and are able to talk about stingless honey bees, composting, recycling and even paddy planting. This is shared with their family and local community, which is the essence of the Eco-Schools Programme - to improve the well-being of the local community. We are grateful to The Datai Pledge for helping us educators nurture a well-rounded and well-informed future generation.



# Milestones (2018-2019)

•	• The Datai Pledge programme began to be created, with new facilities opened for sustainable operations, nature appreciation, conservation and education.		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.
	THE DATAI pledge				To Devisions to Constitution of Constitution o		SAHABAT ALAM LANGKAWI		
	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
				CAPTEAN .			4		

Five Artificial Reefs deployed at Datai Bay.



First two Road Signs for wildlife protection erected.



First Artificial Hornbill Nest installed in Datai Bay.



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 the Coral Reef Restoration collaboration with Department of Fisheries, Malaysia.		Coral Adoption Programme launched with Coral Rescue and Coral Rehabilitation restoration activities.		
	MareCet				goio					
	1 JAN 2020	10 JAN 2020	3 FEB 2020	17 FEB 2020	3 MAR 2020	25 JUL 2020	26 JUL 2020	18 SEP 2020	12 DEC 2020	17 DEC 2020
							THE DATA			
The Datai Langkawi awarded ASEAN Green Hotel Standard.		2 schools sponsored through Green Growth Asia Foundation's Kedah Eco-Schools Programme.		First Wildlife Corridor established with 30 tree saplings planted.		The Datai Pledge established as a Private Trust.		Launch of branded merchandise.		

Milestones (2021)

19

**MAR 2021** 

**MAR 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.
Jane Goodall's roots			



4

**MAY 2021** 

21

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



**NOV 2021** 

1

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

18

**NOV 2021** 



11

**DEC 2021** 

Achieved zero- waste to the landfill for the first time.

Milestones (2022)

(	Coral Adoption Programme
ŀ	begins with guests to snorke
8	and plant corals into the
8	artificial reefs.
	CONTRACTOR OF THE PARTY OF THE

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

/ 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).

# Milestones (2023)

Certification 2023

- 2025 by Ministry

of Tourism, Arts &

Culture (MOTAC).

Participated in The Datai Langkawi's 30th anniversary celebrations – Celebrating our Community (Chapter 1) with GGAF, The Kanshalife Project and local artisans.		Awarded Earth Check Eco-Certificate 2023 (Silver).		Participated in The Datai Langkawi's 30th anniversary celebrations - Celebrating Our Arts & Crafts (Chapter 2) with our artisans.		Participated in The Datai Langkawi's 30th anniversary celebrations - Celebrating Nature (Chapter 3) with Gaia, MareCet and Save Wild Tigers.		The Kanshalife Project becomes official Pillar Partner of Pure For The Future.		
		EARTHCHECK SQUECTERISTO 2023						Karsha Li	fe	
	10 - 19 MAR	19 APR	20 APR	6 JUN	22 - 2 JUN JUL	1 AUG	22 -1 SEP OCT	6 NOV	22 DEC	31 DEC
		Awarded Malay Green Hotel	<i>y</i> sia	Celebrated V						Highest average waste for the year

with beach clean-up

fishing community;

800kg trash collected.

and Kubang Badak

The Els Club Teluk

Datai officialises its

commitment to The

Datai Pledge.

Received award

of appreciation at

partnership launch.

Eco-Schools-UN

of 94% (resort)

to the landfill.

and 81% (golf club)

saved from going



The resort's main building

## Accreditations

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

#### EarthCheck Silver Certification 2019, 2021, 2022, 2023

The Datai Langkawi is the first and only organisation in the world to be awarded the EarthCheck ECO Certification (Silver) for terrestrial (land-based) tourism projects since 2019. It was re-certified with the coveted recognition again in 2021, 2022 and 2023, 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 Cooperative Research Centre (STCRC) and built on the Agenda 21 principles for Sustainable Development endorsed at the United Nations Earth Summit 1992.

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

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

#### Malaysia Green Hotel Certification 2019-2022 & 2023-2026

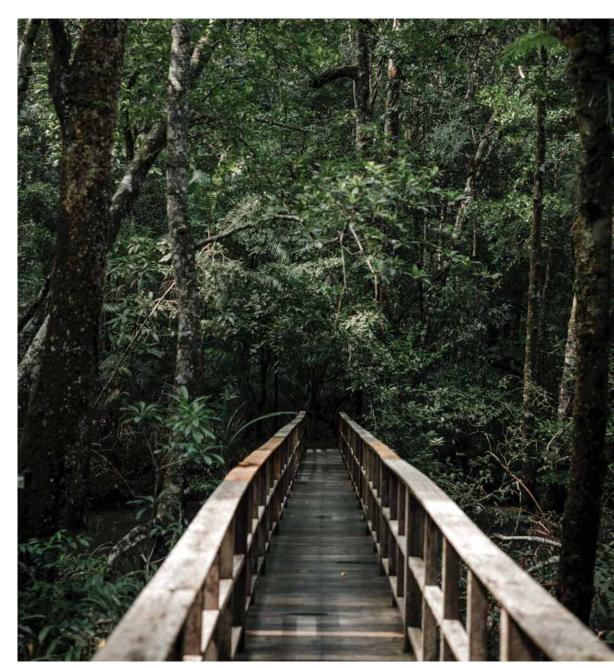
Awarded by the Ministry of Tourism, Arts and Culture Malaysia for sustainability efforts in the hospitality industry. The criteria for the award are: use of green products, human resource development, solid waste management, energy efficiency, water efficiency and quality, air management and quality,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

#### GBAC (Global Biorisk Advisory Council) STAR Facility 2024

This performance-based accreditation certifies hotels and resorts for their hygiene, cleaning, disinfection and mitigation protocols and procedures, as well as waste management, sustainability and continuous improvement, amongst others.

# Goals for 2024

- **Achieve Carbon Neutrality status** and establish a Carbon Management Plan to further reduce operational carbon footprint Scope 1, 2 & 3.
- Achieve 98% of total solid waste diversion from the landfill for The Datai Langkawi and The Els Club Teluk Datai golf club.
- Strengthen connections with the local community, through
   The Kanshalife Project official partnership, with financial and material assistance, including upgrade of Geng Bersih Kampung facilities and Mak Tok candle workshop space.
- Develop further connections with local artists, artisans and community-based organisations in Langkawi and Peninsular Malaysia, through initiatives such as the renewal of membership with FLAG (Friends of Langkawi Geopark) and sponsorship of training for single mothers from Suri Lifestyle.
- Renew pillar partnership with Green Growth Asia Foundation (GGAF) and establish new environmental and sustainability-related programmes with local Eco-Schools and affiliated partners of The Datai Pledge.
- Become a Reef Care partner and actively partake in other marine conservation initiatives, including the addition of coral Reef Stars to support a protection status for Datai Bay.
- Obtain baseline information on different animal groups around
   The Datai Langkawi, through collaborations with academic institutions on cataloguing and zoological surveys.
- Restore forest connectivity within Teluk Datai via artificial canopy bridge installations and planting of native canopy trees.
- Actively instigate, support and partake in initiatives in collaboration with local governance, non-governmental organisations and other entities towards mitigating the stray dogs issue on the island.



Mangrove Boardwalk at the resort



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

Ambassador

#### JULIET KINSMAN



The North Star for Condé Nast Traveller first-ever Sustainability Editor, founder of Bouteco, and host of the Evening Standard's award-winning podcast is sharing stories to inspire impact.

Three decades as a journalist and a broadcaster visiting the world's most extraordinary places, has given Juliet an unrivalled understanding of which of the world's best hotels are most eco-friendly. "Spending time in the rainforest with The Datai Langkawi's knowledgeable conservationists, visiting local schools with team members who are such valuable role models, and meeting the dedicated founders of local arts projects and grassroots charity work made possible by the foundation was beyond inspiring," says Juliet. "It's hard to imagine how one resort can achieve so much."

Founding editor of Mr & Mrs Smith and an author of Louis Vuitton City Guides, her 2022 book 'The Bucket List Eco Experiences: Traveling the World, Sustaining the Earth', published by Rizzoli, stars The Datai Langkawi. When it comes to The Datai Pledge, Juliet is proud to showcase our nature regeneration and community outreach in articles and talks around the world. Juliet regularly profiles The Datai Pledge as a case study on how a luxury hospitality business can support social and environmental impact at a property and far beyond, throughout its supply chain, and by working with NGOs on a local and global level. "This is a very special corner of the world spilling with so many stories everyone needs to hear."

instagram.com/julietkinsman julietkinsman.com





#### **ROOTS & SHOOTS MALAYSIA**



Jane Goodall's Roots & Shoots is a dynamic, youth-led action programme designed for young people and the young at heart.

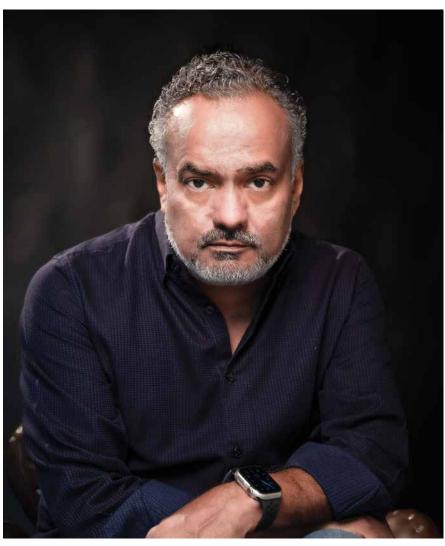
Established in 1991 by the conservationist and environmental icon Dr Jane Goodall, the programme champions the values of compassion and respect for all living beings, alongside fostering intercultural understanding and solidarity. Roots & Shoots empowers young individuals to create impactful change for people, animals and the environment by equipping them with the necessary tools to lead transformative projects.

With a presence in over 100 countries and active engagement in more than 60 countries, Roots & Shoots has a truly global reach. Roots & Shoots was launched in Malaysia in 2015, with its flagship initiative The Roots & Shoots Malaysia Award (RASMA), launched in 2023. Supported by Yayasan Hasanah (a foundation of Khazanah Nasional Berhad), the award enables 85 young volunteers from across Malaysia to collaborate with 38 partners.

Roots & Shoots has partnered with The Datai Pledge to enhance awareness of Malaysia's incredible biodiversity and the imperative to conserve it. Since 2022, RASMA volunteers have been dedicating their efforts to The Datai Pledge.

instagram.com/rootsandshootsmy
rootsandshoots.my

#### S.C. SHEKAR



S.C. Shekar began his career as a photojournalist in the late 1970s, then moved on to specialise in editorial and architectural photography. Over the past three decades, this self-taught photographer has concentrated on socio-documentary photography, focusing on indigenous Malaysian communities (Orang Asli in Malay), creating an unparalleled portfolio of pictures documenting their lives.

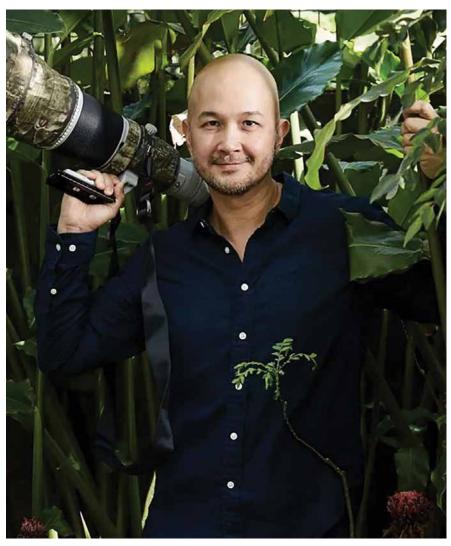
Shekar's work has appeared in many solo exhibitions, notably at Malaysia's National Art Gallery. He has published more than 2 dozen books of photography, covering themes as diverse as architecture, food, culture, portraiture and indigenous people's lives and crafts.

His most recent major project is Grit & Grace: The Grandeur of Monochrome Malaysia, a stunning collection of photos of Malaysia's topography and communities. At The Datai Langkawi's 30th anniversary celebrations in 2023, an interactive gallery showcasing photographs from this photobook was launched. These images, which poetically capture the natural beauty of Malaysia and its indigenous people, are on permanent display at The Datai Langkawi. Shekar is currently working on a book project titled 'Sacred Currents - An Homage to Malaysia's Living & Life - Giving Rivers' scheduled to be published in December 2024.

The award-winning Shekar is the official photographer of The Datai Pledge. He contributes pro bono, and has many of his images used in our Impact Reports.

instagram.com/scshekar scshekar.com

#### PETER ONG



Peter Ong obtained a Master's Degree in International Law in London. After meeting the renowned conservationist Dr Jane Goodall, however, he decided to direct his passion for wildlife and the environment into a career in wildlife photography and conservation advocacy.

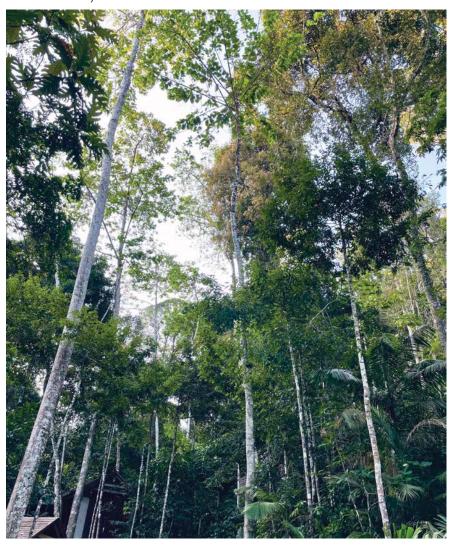
His most recent endeavour included documenting and publishing a book as well as a short documentary, both titled 'Wang Kelian, Perlis - The Forgotten Valley', on the biodiversity and cultural heritage of Malaysia's smallest and often overlooked state of Perlis.

Peter also published another book 'Primus - The Primates of Peninsular Malaysia', with 100 limited edition hardback copies sold exclusively at The Datai Langkawi in support of the conservation work of The Datai Pledge. This publication features, for the first time, all 12 species of non-human primates in Peninsular Malaysia, as well as the journey to discover them, showcasing the variety of stunning landscapes across the country. It also contains a foreword by Dr Jane Goodall as well as reproductions of the first visual records of Peninsular Malaysia's primates, watercolour paintings originally commissioned by William Farquhar in 1803 and now housed in the National Museum of Singapore.

instagram.com/peterthedragon

### **BOUTECO**

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.

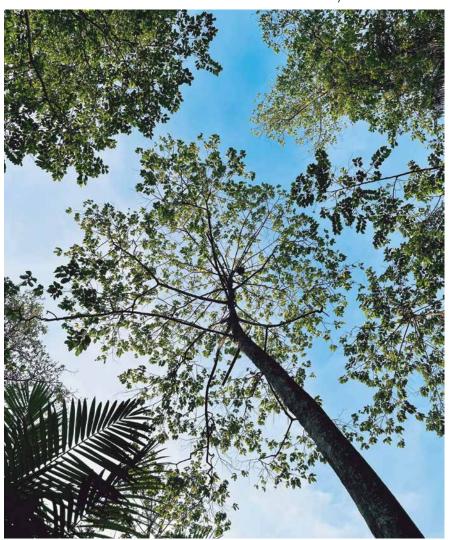
Bouteco Loves is Juliet Kinsman's independent list of the most special sustainable luxury hotels in the world, which showcases The Datai Langkawi as an exemplar in this niche. A new, independent, 'little green book' for discerning travellers, travel agents, journalists and editors, the Bouteco Loves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

instagram.com/boutecohotels 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 philanthropy programme.

The Datai Langkawi is a founding 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.

the conscious travel foundation.com

# Memberships





#### REGENERATIVE TRAVEL, USA



Regenerative Travel is a travel company that helps travellers, hotels and the travel industry develop a regenerative mindset and foster positive change to create a more equitable future through education, advocacy and collaboration.

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.

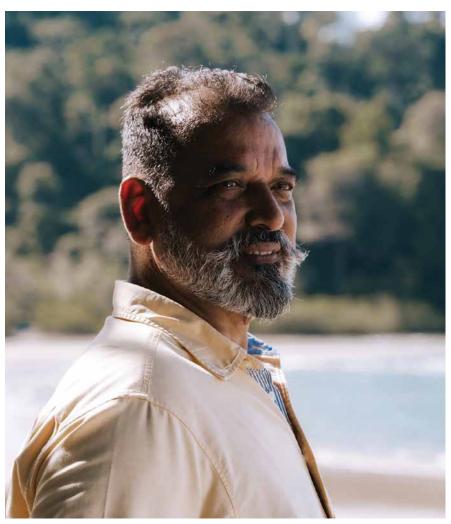
The hotels embody these standards: honours their locale, provides real hospitality that is authentic and respectful, is inclusive and egalitarian, operates responsibly and ethically, respects local and global ecosystems, communicates regenerative values and practices.

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

Advisors

IRSHAD MOBARAK Chief Advisor, The Datai Pledge



Irshad Mobarak is the Chief Advisor of The Datai Pledge, and a leading naturalist, conservationist and educator with over 30 years of experience in the field.

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. He has 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' and he was also recently reappointed as Ambassador of Langkawi UNESCO Global Geopark (LUGGp) by Langkawi Development Authority (LADA) for the years 2024 to 2027.

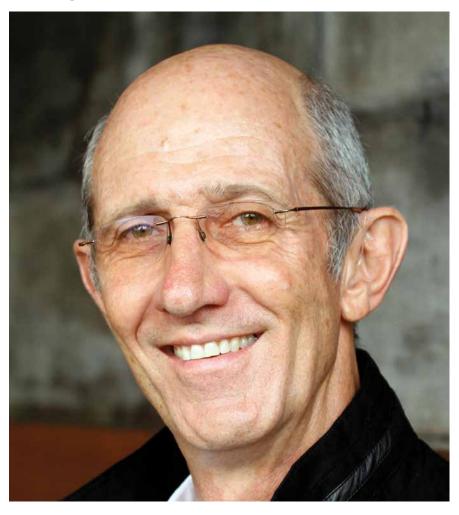
Irshad conceptualised The Datai Pledge, and has been its Chief Adviser since its inception continuing to provide valuable insights on conservation matters. He reviews the approaches The Datai Pledge takes in local communities, rainforest protection and wildlife conservation.

In 2023, Irshad was actively involved in promoting the Wildlife Corridor Project with the local authorities and other stakeholders. He also collaborated with SC Shekar, the acclaimed photographer on the exhibition 'The Grandeur of Monochrome Malaysia' for the resort's 30th anniversary celebrations, narrating interactive videos.

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 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



## 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 worked at Maybank Group from 1997, serving as its President and Chief Executive Officer from 1994 to 2008. He was then appointed as a Minister, in charge of the Economic Planning Unit and the Department of Statistics from 2008 to 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, a member of the Board of Wearnes-StarChase Ltd, Singapore, and a Non-Executive Director at Hap Seng Plantations Holdings Bhd.



DATO' PADUKA AMMAR BIN DATO' SHAIKH MAHMOOD NAIM

Dato' Paduka Ammar is currently a member of the Board of Northern Gateway Sdn Bhd. His previous positions include the following: former State Secretary of Kedah from 2018 to 2022 and Finance Officer of Kedah from 2017 to 2018. The accomplished Dato' Paduka Ammar holds many awards, orders, decorations and medals gained from 1999 to 2022. These include 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.



LYNETTE YEOW SU-YIN

Lynette Yeow was a director of Themed Attractions Resorts & Hotels Sdn Bhd (now known as Destination Resorts and Hotels Sdn Bhd) from 27 March 2015 to 31 December 2020. She has been a corporate lawyer since January 1995 and is a consultant at a law firm in Kuala Lumpur. Lynette is currently an independent non-executive director of Malaysia Building Society Berhad, 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 our communities.

### Board of Trustees



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 the resort's unparalleled success, winning many coveted international awards and 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. A few months after the refurbishment of the resort in 2018, The Datai Pledge, his brainchild, was soft-launched.



STEPHANIE SAW

Stephanie has been the Group Managing Director & Chief Executive Officer of Destination Resorts & Hotels Sdn Bhd since 2019. She has been resolute in her focus on aligning commercial strategies and operational initiatives with sustainability. Prior to this, she had spent 12 years in the Investments Division of Khazanah Nasional Berhad, predominantly in the hospitality investment sector. She started her career with Renong Berhad group in various treasury, corporate finance and strategic financial management roles.



KARINA RIDZUAN

Karina is Director of Group Business
Services at Destination Resorts &
Hotels Sdn Bhd (DRH). She oversees
a portfolio of Group functions, including
Legal, Secretarial, Event Development as
well as Human Capital. She started her
career with Petronas. Just prior to joining
DRH, she was Chief Executive Officer
of Dewan Filharmonik Petronas and the
Malaysian Philharmonic Orchestra.
She has more than 20 years of experience
working in finance and intellectual
property law.

Pillar Leaders



REMI GIROMELLA

Pure For The Future

A French National, Remi moved to Malaysia to further his studies before joining The Datai Langkawi, where he quickly rose up the ranks to become Director of Quality Control and Improvement. 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. These include new initiatives that reuse, reduce and recycle waste at The Garden, The Lab, Sorting Centre, Recycling Centre and Bottling Plant, 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.

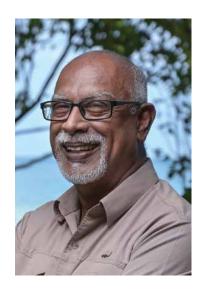


AHMAD MUKHRIS MAHADZIR

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 the 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 and non-governmental organisations on research projects. He is passionate about creating awareness on the importance of protecting the marine ecosystems and on improving the welfare of those whose livelihoods depend upon it.

Pillar Leaders



MUHAMMAD FIRDAUS DEV ABDULLAH

Wildlife For The Future

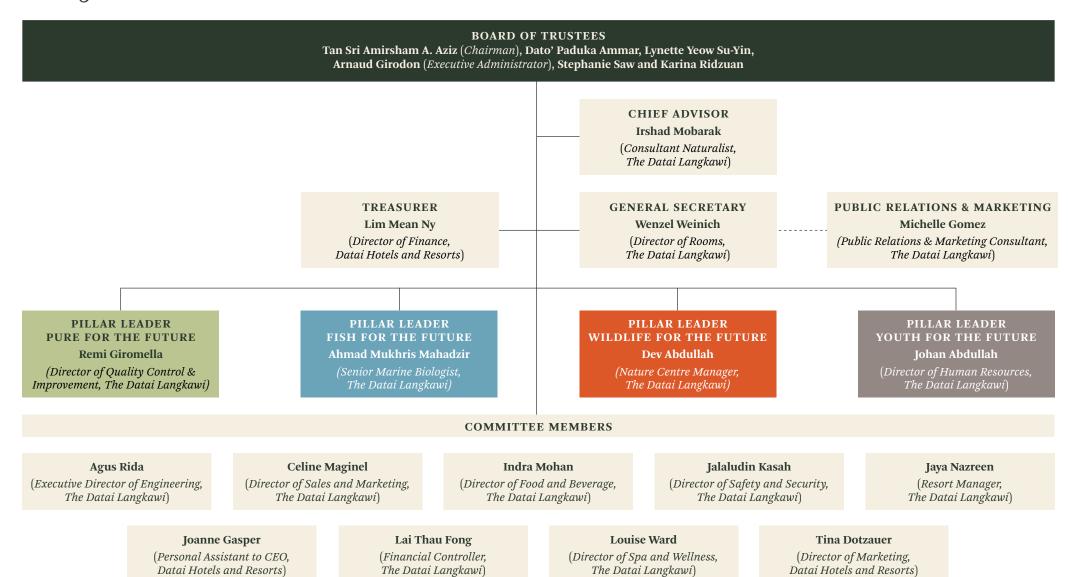
Dev is a seasoned naturalist with experience gained at several resorts. He cites The Datai Pledge's Chief Advisor, Irshad Mobarak, along with botanist, David Bellamy, and Dr Bernard D'Abrera, one of the world's leading lepidopterists (butterfly specialists), as major influences which led him to understand 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 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





### 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 Divison), 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), En 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; Alvin Chelliah (Chief Programme Officer at Reef Check Malaysia); Turtle Conservation Society (TCS); 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 Ariffin (Operational Manager), Fuze Ecoteer: Hidayah Halid (Perhentian Marine Research Station Manager), Nicole Lim, Siva Prakash and Izzatul Najwa Radzwan (former Pillar Leaders),

Jonathan Chandrasakaran (former Marine Biologist, The Datai Langkawi), Aysha Zamuel (Eco-Schools Programme Coordinator, Green Growth Asia Foundation), Cikgu Suzana and teacher Gurpreet (Sekolah Kebangsaan Temonyong, Langkawi); Pak Long (artisan and beekeeper), Harith Ridzuan (The Green Factory), Skaii de Vega (Kanshalife), Gaia, Sahabat Alam Langkawi (former Pillar Partner), Choo Beng Teong (artist), Dr Yap Jo Leen (Langur Project Penang) and Dr Shamsul Khamis (Senior Lecturer, Universiti Kebangsaan Malaysia).

We are also grateful to S.C. Shekar, Sanjitpaal Singh, Tom Reynolds, William Watt, 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 guests (who contributed from 25,810 room nights stay) to The Datai Pledge in 2023. You continue to inspire us in our work.



The Datai Pledge team with Juliet Kinsman



Oriental-Pied Hornbill



There are a number of ways in which you can be part of The Datai Pledge and help make a positive impact on the environment, wildlife and communities of Langkawi. Your contribution will make a big difference.

#### - Donate

Guests of The Datai Langkawi have an opt-in contribution to The Datai Pledge at check-out of their stay. Other donations can be made via:

- Cash:
   Please liaise with Reception at the resort who will provide you with a receipt.
- Money Transfer:
   Payable to Teluk Datai Resorts Sdn Bhd
   Bank Account Number 0020-7211-9836
   Bank Malayan Banking Berhad
   Bank SWIFT Code MBBEMYKL
- Participate in our many activities
   Join in any nature and sustainability-led activities
   at The Datai Langkawi, including visits by our NGO
   and social enterprise pillar partners MareCet
   (dolphin research trips), Gaia (search for hornbills),
   The Kanshalife Project (sustainability workshops) and
   Green Growth Asia Foundation (activites and talks).

### Adopt

Initiatives to choose from: Adopt a Coral and a Tree with upcoming programmes to Adopt a Dolphin and an Artificial Hornbill Nest. Participants will be given a certificate and updates.

A portion of proceeds from activities and retail outlet merchandise at The Datai Langkawi (The Nature Centre, The Lab, The Boutique) and The Els Club Teluk Datai (Golf Shop) contributes to The Datai Pledge.



Datai Bay



Dusky Langur (Photo: Sanjitpaal Singh / Jitspics.com®)

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

info@thedataipledge.org

Manager: Tan Chin Wen chinwen.tan@dataihotels.com

Press:
Michelle Gomez
michelle.gomez@dataihotels.com

