

THE DATAI *pledge*



IMPACT REPORT 2024
published by The Datai Langkawi in 2025

When we first envisioned The Datai Pledge, it was — as it remains — our promise to maintain a deep commitment to our rainforest, our ocean, our wildlife, and our people. It is about making a real, tangible difference alongside our hospitality which continues to provide a best-in-class nature-positive luxury experience.

*‘Di mana ada kemahuan,
di situ ada jalan’*

*Where there is a will,
there is a way,*

*as they say in Malay — determination and
perseverance are our pathway to success.*

Dusky Langur © Sanjitpaal Singh / jitspics.com



Contents

Welcome	4
<i>Intro from Chief Executive Officer</i>	5
<i>What is The Datai Pledge?</i>	6
Our History	7
<i>Timeline</i>	8
Pillars, Partners and Projects	10
<i>Intro and Infographic</i>	11
<i>Fish For The Future</i>	12
<i>Pure For The Future</i>	18
<i>Wildlife For The Future</i>	26
<i>Youth For The Future</i>	34
<i>Interconnected</i>	42
Accreditations, Associations, Awards	44
Goals for 2024	46
Goals for 2025	47
The People	50
Credits and Thank Yous	54
Be a Part of the Pledge	55

"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make." — Dr Jane Goodall



Welcome

We hope you enjoy The Datai Pledge's fifth Impact Report which is a snapshot of the relentless dedication and efforts of our team and partners in 2024, and the ripple of impact from the inter-connected thinking of our four pillars.

The Datai Langkawi © SC Shekar / scshekar.com

We have presented all the data in a fresh way which demonstrates how the work of The Datai Pledge presents solutions to challenges and supports conservation in a way that benefits the wider community thanks to the dedication to sustainability of The Datai Langkawi, Malaysia.

In these pages you'll learn about our marine-positive Fish For The Future programme, Pure For The Future's eco-smart operations and community outreach, our extensive nature-regenerating Wildlife For

The Future work and discover the incredible education projects and partnerships made possible by Youth For The Future. Plus, we'll show the power of cross-pollination thanks to all our pillars working together.

We are demonstrating to the world at large, that when you invest in nature, you invest in long-term success for all. And, in the year that The Datai Langkawi hit our 32nd anniversary, we speak from the heart when we say more long-term thinking would be better for everyone.

Introduction

from our Chief Executive Officer

Luxury travel shouldn't just be about hotels that look after you: not when it can also mean supporting inspiring ways to look after everyone. For us, sustainability has never just been a nice-to-do — it's just how we are. We love talking passionately about impact — real, measurable impact — and after more than three decades, The Datai Langkawi is more aware than ever how hospitality like ours can unlock incredible initiatives. We do a lot, and it can be complicated to explain, but when we hear about some of the stories reflected back to us from our guests, we realise how much we're all listening to each other and learning together.

The Datai Pledge also proves that luxury and sustainability are not just compatible, they should be inseparable. Our purpose is to spark positive impact through many projects, small and large, local and global, as supported through our four pillars and their interconnectivity — and we are excited to share with you some of the science, statistics and stories behind our success in 2024.

And to The Datai Pledge team — your hope, your determination, and your passion are the driving force behind all this progress. Thank you for proving that luxury and sustainability are not opposing forces, but rather, the perfect partnership for a better future.

— Arnaud Girodon, CEO of Datai Hotels and Resorts



Arnaud Girodon © SC Shekar / scshekar.com

What is The Datai Pledge?

When The Pledge was conceptionalised in 2019, it was the formalising of our commitment to improving the wellbeing of the environment, wildlife, and local community of Langkawi. We are constantly scaling our conservation and community-based solutions through an extensive programme powered by our pillars, which also keeps our own footprint in check, while maximising the reach of our impact through the 'brainprint' that extends well beyond our walls.

We are vocal about our dedication to conservation, community, and climate action, since we know, curious, conscious travellers are especially keen to see their time spent here as a way to pay it forward. We also work with our industry to bring more progress to life, internationally. So, an enormous thank you to everyone, in every corner of our networks, for your continued support — and to all the change-making non-governmental organisations (NGOs), social enterprises, companies and colleagues who make magic happen through The Datai Pledge every single day.

Datai Bay © Janisview / [instagram.com/janisview](https://www.instagram.com/janisview)



How is The Datai Pledge funded?

The Datai Langkawi is the chief contributor to the funding of The Datai Pledge – this includes a daily contribution added to guest bills (optional, though few decline), and this is used to fund the Pledge's operating expenses and donations to pillar partner NGOs and social enterprises to fund their research, conservation and sustainability efforts. Other contributions come from private donations and corporations, guest contributions, and through hosted activities, adoption programmes and merchandise (100% of profits from purchases at The Lab and a percentage from The Boutique go to the Pledge).



Our History

Ever since the very first imaginings of how to bring The Datai Langkawi to life in this remote ancient rainforest, in the early 1990s, being here has always been about people, and a property, living in harmony with nature.



The BBC's 'Amazing Hotels: Life Beyond The Lobby' came to film episode five of series six of the TV programme in 2024, broadcasting later in the year, showcasing our sustainability and our back-of-house efforts.

Here, in this extraordinary forest, we recognise that with the privilege of this being our home, comes the duty to protect this precious ecosystem. Naturalist, conservationist and advisor Irshad Mobarak recognises how special our land is, right from the start — and that gave way to the genesis of The Datai Pledge — our ambitious multi-faceted initiative that was ideated over many years. As it came to be, it also helped us weave sustainability into our operations, extending far beyond our resort's boundaries. It's been a quiet revolution, happening behind the scenes — we hope one which is now helping set new standards for regenerative hospitality.

It may be but a blink of an eye in the timeline of our planet's history, but in just a few years, our actions have sparked lots of positive impact. The Datai Langkawi's commitment to conservation can be traced back to Irshad's vision. Around five years after joining as in-house naturalist, Irshad saw an opportunity to turn The Datai Langkawi into more than just a beautiful escape. He devised a plan to protect Langkawi's rich biodiversity while educating local youth about the wonders of their backyard.

In 2014, when Khazanah Nasional took ownership and Arnaud Girodon stepped in as General Manager, these dreams began to take shape. Arnaud recognised

that sustainability needed to be embedded into the very fabric of the resort. He expanded Irshad's initial programme, bringing in leading NGOs, researchers, and environmental experts to create something far more ambitious.

The Datai Pledge goes beyond conservation to actively regenerate, educate, inspire — and exponentiate impact.

As a programme conceptualised during our 2018 renovation, sustainability is connected to every aspect of the resort — from buildings and operations to guest experiences. Informed by the United Nation's framework for the Sustainable Development Goals, and just as they promote an interconnectivity, we work with local grass-roots charities, with scientists, artisans, schools, and everyone we connect with, to amplify our impact in ways that keep us all inspired every day.

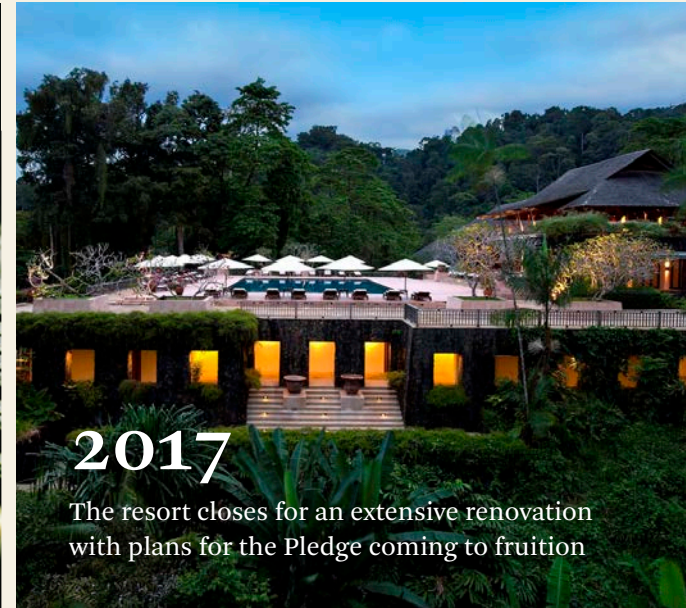


5 Years of The Datai Pledge

Five years of unlocking impact

As we celebrate a landmark five years in 2025, we look back on how far we have come, presenting the highlights from 2024 — and we look forward to all that lies ahead. One of the most rewarding aspects of our journey has been seeing how the interconnectedness of our four pillars — marine protection, back-of-house operations, nature conservation, community engagement — exponentiates impact. Each initiative strengthens the other, causing a ripple effect of positive change that extends far beyond what we ever imagined.

Lily pond at lobby © William Watt / williamwatt.com.au
Dusky Langur © Sanjitpaal Singh / jitspics.com



2020

NGO partnerships with Gaia, Green Growth Asia Foundation, MareCet formalised

We create native tree nursery, first wildlife corridor, coral reef restoration collaborations



2021

We start working with Jane Goodall's Roots & Shoots Malaysia and for one full day, for the first time 100% of waste is successfully diverted from the landfill

2022

Coral Adoption Programme begins, freshwater study completed on three rivers in Datai Bay, we identify 22 tree species listed as Near Threatened to Critically Endangered on the IUCN Red List

We are awarded ASEAN Green Hotel Standard Certification, EarthCheck Eco-Certification Silver, 'Sustainable Spa of the Year' at World Spa & Wellness Awards



2024

Jan. Acoustic device deployed in Datai Bay (first of its kind in Peninsular Malaysia)

May. The Datai Langkawi receives EarthCheck ECO Certification (Silver) 2024

Jul. 1,500 mangrove saplings planted for World Mangrove Day

Oct. GEO Certification awarded to The Els Club Teluk Datai golf course

Dec. SK Temonyong Eco-School achieves Green Flag Award

Dec. 96% of total solid waste of resort and 94% from The Els Club Teluk Datai golf course diverted from landfill

2023

The Datai Langkawi's 30th anniversary celebrations showcase Pledge activities throughout the year and The Els Club Teluk Datai officialises its commitment to The Datai Pledge. The KانشaLife Project becomes an official partner, and we receive an award of appreciation at the United Nations partnership launch of Eco-Schools

Our Pillars, Partners & Projects

The purpose of The Datai Pledge is brought to life through four key pillars — and the magic that happens when these all work together — to protect nature, and engage and benefit the community in doing so, through our operations, our outreach and our stories, as The Datai Langkawi, and through our partnerships.

Local initiatives, global impact

Through us modelling how luxury hospitality can unlock immeasurable impact, we aim to inspire others. In 2024, we continued to fund and implement research projects that assess the health of our rainforest and ocean, track key species, and quantify our carbon emissions to drive meaningful reductions. We're pushing harder than ever to eliminate waste, reduce what goes to landfill, and find innovative solutions that redefine what it means to be a truly sustainable hospitality brand. Everyone involved does what they do because they are passionate about the results they see, and they make magic happen, by working above and beyond their typical day's work.

Why is this Impact Report for The Datai Pledge so important?

This impact report is just a snapshot of the dedication of our team and partners. One of the most rewarding aspects of our journey has been seeing how the interconnectedness as our four pillars develops — business operations, nature conservation, marine protection, and community engagement.

Our multi-purpose Pledge benefits...

Nature: as we restore and protect the rich biodiversity of Datai Bay, and lessen our negative environmental shadow.

Community: supporting Langkawi's people in embracing sustainability as a livelihood and by making this way of life relatable and accessible — in particular for future generations.

Guests: engaging visitors in meaningful activations that enhance any time spent with us, deepening everyone's connection with the wild, and sparking behavioural change beyond.

Industry: leading the way in responsible, ethical luxury hospitality, using our resort as a model for conservation, research, and innovation, collaborating whenever we can.



Pledge **PILLARS**

‘Seperti aur dengan tebing.’

*‘Like the bamboo
and the riverbank’*

This Malay proverb speaks to symbiosis and how both entities support each other. In the case of The Datai Langkawi, it’s about how we work with marine conservationists and the fishing folk who rely on the seas.

‘We worked with so many inspiring people in 2024 on so many projects, including those who joined us at The Nature Centre for a few months at a time, assisting the team with our marine conservation initiatives. We continued our work with MareCet — pronounced ‘ma-rei-set’, their name is a combination of the words mare meaning ocean in Latin, while Cetacean is the scientific grouping of whales, dolphins and porpoises.’ — Mukhris Ahmad



What? The purpose of this pillar spans conserving marine ecosystems and the health of our oceans, propagating corals, promoting sustainable fishing.

Who? Mukhris Ahmad was our pillar leader in 2024, together with other marine biologists of The Datai Langkawi, working closely with Dr Louisa Ponnampalam, Fairul Izmal Jamal Hisne, and the team of experts at MareCet.



Indo-Pacific Humpback Dolphins leaping,
© The MareCet Research Organization / marecet.org



Dr Louisa Ponnampalam, co-founder of MareCet, our marine research and conservation NGO partner, established in 2012, committed to increasing scientific knowledge and policies.

Why and how?

Safeguarding ocean life, restoring reefs, educating fishing communities about why sustainability matters through the resort's nature team and marine biologists, and through the work of our NGO partner, MareCet, the only non-profit, non-governmental body in Malaysia dedicated to marine mammal conservation and the protection of their habitats, particularly the research and preservation of whales, dolphins and porpoises.

FISH FOR THE FUTURE

Stand-out NUMBERS

Our success in statistics

23 house-reef dives

by our marine biologists to remove ghost nets and carry out surveys

253 coral

nubbins planted in Datai Bay — up 58% since 2023

22 reef stars

— deployed in total up to 2024



5 FADs

(Fish Aggregating Devices)

1 reef dome

CLIMATE CHANGE ALERT

We experienced our fourth global coral bleaching event in 2024, which slowed down the benefits of our work considerably — this is when unusually high sea temperatures stress corals, causing them to expel the colourful algae which they rely on for energy and what gives them their colour — this is a clear indicator of how climate change is affecting marine ecosystems.

Challenge *DAMAGED CORAL REEFS*



Solution *FISH AGGREGATING DEVICES*

FADs are eco-friendly anchored steel frameworks, luring fishers away from vulnerable coral reefs. To prevent fisherfolk from trawling the natural reefs and damaging them, this is part of our ongoing strategy to curb unsustainable fishing, allowing stocks to replenish in the waters of Datai Bay. Recent sightings include Sweetlips, Bluelined Hind, Blackspot Snapper, Red Lionfish, Fusiliers, Bannerfish.

Challenge *OVER-FISHING IN THE BAY*



Solution *STRENGTHENING FISHING-COMMUNITY COMMUNICATIONS*

Fishing on the natural reef can occur in our bay and we're always in two-way community conversations about what's best and we're listening, learning, and co-creating solutions with the local fishing community to show sensitivity and best fishing practices in Datai Bay.

Challenge *VULNERABLE CORAL REEFS*



Solution *STRIVING FOR OECM STATUS*

In 2024, we applied for the framework for Other Effective Area-Based Conservation Measures, which would mean protecting the bay's biodiversity beyond traditional marine parks, giving Datai Bay the recognition and safeguarding it needs.

SPOTLIGHT ON *Acoustic Device Study*

Listening to the Deep

In an exciting move for Malaysia, our team collaborated with MareCet, the country's leading marine mammal research organisation, on a bioacoustics study in Datai Bay. In January 2024, we deployed a specially designed metal pole fitted with an underwater acoustic recorder — a device that 'listens' to the ocean, capturing the hidden soundscape of marine life. It was the first initiative of this kind in the peninsula. This long-term deployment gathered invaluable audio data — from the clicks and whistles of dolphins to the low-frequency hum of boat traffic — offering fresh insights into how marine species communicate and how human activity affects them. Once retrieved every few months, the device's recordings are analysed to build a clearer picture of the biodiversity below the surface. It's a vital step towards better protecting the acoustic environment of our local seas — to protect, we must understand. We salute MareCet's dedicated bioacoustics officer, Dr Saliza Bono, for spending time at the K. Lisa Yang Center for Conservation Bioacoustics at Cornell University in Ithaca, New York in 2024.

What is coral bleaching and why should we care?

Rising ocean temperatures are devastating coral reefs. Coral reefs may cover just 0.2% of the ocean floor, but they're home to a staggering 25% of all known marine life — a kaleidoscopic underwater world vital to both biodiversity and human wellbeing. These natural breakwaters shield coastlines from storm surges, support millions with food and livelihoods, and hold priceless cultural significance. We've lost up to half of the world's coral reefs in the past 30 years. Global warming, pollution and overfishing continue to take their toll — but corals can bounce back, although we need to step up more solutions, and input from visiting experts such as Dr Wee Hin Boo at Universiti Kebangsaan Malaysia in 2024, was a great help. We're also committed to protecting and regenerating our local reef through hands-on coral restoration — from nurturing our house reef's natural ecosystems to expanding our artificial reef structures. The resort propagates corals, helping restore and protect Langkawi's marine biodiversity. What's key is

to understand that the *zooxanthellae algae* that live within the tissue of corals (which are responsible for transforming CO₂ into sugar and oxygen) are essential for the corals to grow. They're also what's responsible for those amazing colours. When the sea heats up over a prolonged period, the host coral becomes stressed and expels the very *zooxanthellae* that are essentially keeping it alive. Its tissue turns white — which is why it's known as 'bleaching' — something we're seeking to counter with our coral propagation scheme. A snorkelling survey carried out on 20 May 2024 in the house reef found that more than 60% of the corals were bleaching. Our Adopt-A-Coral programme saw lots of *Acroporas* used to propagate coral reefs thanks to support of guests of The Datai Langkawi, but all coral-planting activities were put on hold under a directive of the Department of Fisheries in July 2024 due to the fourth global coral bleaching event as confirmed by National Oceanic and Atmospheric Administration.

Challenge *CORAL BLEACHING LINKED TO LA NIÑA AND EL NIÑO*



Solution *ARTIFICIAL REEFS*

We deployed Reef Stars' hexagonal steel structures designed to mimic the role of natural reef; the underwater frames host coral nubbins, small fragments of coral carefully attached by hand. Once secured, these coral fragments grow and flourish, eventually forming thriving habitats that attract marine life just as natural reefs do. It was reported by guests and staff later in the year that some of the Reef Stars toppled over due to severe weather conditions, and fishing nets tangled around some, and because of the strong currents, they were lost.

Challenge *DECREASED MARINE WILDLIFE*



Solution *ENCOURAGING TURTLES BACK*

Creating a turtle-friendlier environment, such as by using softer turtle-friendly LEDs by the beach (strong artificial lighting from resorts can disorient hatchlings and deter females from nesting). By planting more *Scaevola taccada* (also known as beach cabbage, sea lettuce, or beach naupaka), we worked hard to encourage their return to Datai beach.

*‘Sedikit-sedikit,
lama-lama jadi bukit’*

TRANSLATION

*‘Bit by bit, over time,
a little grows into a hill’*

— meaning that our efforts, however small they seem,
will eventually lead to great achievements

What? This pillar is about us integrating sustainability in all aspects of business operations, thinking with circularity, and aiming to turn environmental challenges into creative solutions, all the while, considering always how to support the community through our wider operations and supply chain. Knowledge-sharing – internally and externally is also what makes this pillar tick, reflecting the popular sustainability adage, ‘think global, act local’.



Who? Remi Giromella steered this pillar as Director of Quality Control and Improvement (QCI), working with the support of his team: Farzana Rosaidi, Massya Chanthrasuwan, Zakwan Zamri.

‘I’m a numbers guy and I also love stories. The statistics bring credibility and set a benchmark with whatever you do and this is why we have a mastersheet for operations, but the narratives are very much about the journey to the numbers: the people, the actions, the overall meaning. Sustainability isn’t just a goal — it’s how we do business. We’ve cut 12.6% from The Datai Langkawi’s 2023 baseline carbon footprint, ramped up zero-waste efforts, and hit zero food waste to landfill for 11 months last year, which is a big win for the team! Our partnership with social enterprise The KanshaLife Project, and collaborations with local artists and artisans, and farmers has expanded our impact in the community, and it’s driving real change where it matters most — earning attention for change-makers on the world stage.’ — Remi Giromella, Pillar Leader for Pure For The Future

Why and how? The sustainability department sits under QCI and so is inextricably linked with this pillar through us aiming for energy reductions, circularity in our waste-wrangling ways and extending our impact through supporting Langkawians through our pillar partner the social enterprise The KanshaLife Project, which supports marginalised community members in many spin-off way.



Stats NUMBERS

Our success in statistics

96% of solid waste processed — up from 94% in 2023. From this, 147 tons of food waste was donated to local farmers as feed to help cut their costs and to support the community. At The Els Club Teluk Datai, this was 94%, a total of 25 tons, diverted from landfill

144 team members joined workshops

CARBON FOOTPRINT ALERT!

187 metric tons of CO₂ was avoided from waste management, as measured by Pantas Climate Solutions; this is a crucial metric in global climate accountability

Challenge *METHANE-GENERATING SCRAPS THAT CAN'T BE COMPOSTED*



Solution *WE SEND OUR HARDER-TO-THROW LEFTOVERS TO LOCAL FARMERS*

They appreciate it as feed for their chickens or ducks, and some make their way to dog shelters, which saves our neighbours some food costs. Cooked food, meat, dairy need another destiny since only raw fruit and vegetables, coffee grounds, and eggshells can be composted. When the farmer 'Balang' Razi bin Baharum supplies us with fresh chicken, he leaves with leftovers such as rice to use as feed for his livestock.

Challenge *WASTE NEEDING TO GO TO LANDFILL*



Solution *BEING MORE CIRCULAR IN HOW WE PROCESS WHAT WE THROW AWAY*

— since as we know, there isn't really any 'away'. It's not about expanding capacity — it's about reducing what is filtered by our closed-loop thinking and acting. When we know that The Datai Langkawi is producing around 1.6 tons of waste a day, we know that we need to be cleverer at extending the lifecycle of all we use, working wonders with what we send where.

*‘Genggam bara api
biar sampai jadi arang’*

THIS MEANS

*‘Holding onto burning coal
until it turns to ash’*

— and we love this ‘wisdomism’ since it extols
staying committed to a difficult task
until it is completed — which is our unwavering
commitment to diverting all we can from landfill

PURE FOR THE FUTURE

Challenge CONSUMERISM VS HAVING A CONSCIENCE



Solution PURPOSE-LED PROCUREMENT

We've worked with Suri Lifestyle who have created stylish golf-club head covers for The Els Club Teluk Datai using recycled fabric and discarded bed sheets, repurposed with a tie-dyed lining and presented in a drawstring pouch. You could call it meaningful merchandise when purpose-led procurement is at play in this way.

*The Lab was built with a total of
7,968 wine, champagne, beer
and liquor bottles, and the interior
and exterior back wall is made from
280kg of crushed plastic*



*Our Malaysian-made Asher is a clever invention
which lets us burn non-recyclable items safely
and responsibly, to turn it into ash that can be used
as a soil-enriching powder.*



SPOTLIGHT ON *The Lab*

Wander to the edges of The Datai Langkawi's grounds, near The Gulai House and discover a space where creativity and sustainability flourish amid the hotel's herb-filled Permaculture Garden. Look out for this inspired hub of upcycling with its unmistakable exterior studded with thousands of repurposed bottles and crushed plastic — this is our activity centre where guests try their hands at candle- and soap-making workshops or craft keepsakes with local artisans. More than just a place to make, it also sparks thought-provoking conversations about circular

design — ask us questions! Such as 'what exactly does the 3-in-1 recycling machine from The Sea Monkey Project do?' You'll find out that the family behind it were sailing the world, and seeing the devastation of plastic waste, developed this game-changing system to alchemise trash into treasure (seamonkeyprojects.com) — or in our case, curios from ice-cream containers.

Challenge *DECOMMISSIONED BEDSHEETS AND SLIPPERS*



Solution *UPCYCLING THROUGH OUR PURE FOR THE FUTURE PROJECTS*

Many initiatives are developed that also bring revenue to marginalised members of the community who fall outside of the traditional job market. As part of this improved awareness and outreach, we support social enterprises such as, The KانشaLife Project and Suri Lifestyle. Artist 'Kak Liza' Nor Harliza uses recycled linens to create batiks and paintings for use in The Lab. Wiwik Iswandari works wonders with hotel slippers to create cushions and stools.

Challenge *LESS JOB OPPORTUNITIES FOR WOMEN ON THE ISLAND*



Solution *GIVING SINGLE WOMEN AND WIDOWS WAYS OF CULTIVATING FINANCIAL STABILITY*

Since our culture can be to live hand to mouth, these initiatives through The KانشaLife Project and the social enterprise Suri Lifestyle that give single women and widows ways to earn are especially valuable at cultivating financial stability and independence. We aim to widen our impact with more artisan-made creations for sale at the Artisan Collective shop from 2025.

PURE FOR THE FUTURE

The KانشaLife Project

PURE FOR THE FUTURE PILLAR PARTNER

Skaii De Vega is the creative force behind The KانشaLife Project

— a social enterprise that beautifully bridges sustainability and community empowerment. A Belgian-Malaysian artist turned entrepreneur, Skaii is a master of transforming decommissioned materials from The Datai Langkawi into elegant interior design pieces. Her handcrafted homewares not only breathe new life into discarded items, but also provide meaningful employment to single mothers and marginalised communities — with each creation available at The Datai Langkawi's gift shop and The Lab. Through The KانشaLife Project, Skaii also leads inspiring upcycling workshops — from candle-making sessions with Mak Tok to stylish bag-making using repurposed materials — proving that creativity and conscious living can go hand in hand. The Datai Pledge proudly supports KانشaLife's wider impact, including the community initiative Geng Bersih Kampung. This heartwarming garden and activity space nurtures life skills in local youth while promoting environmental stewardship through volunteerism and education — a testament to the power of art and purpose coming together for good.

kanshalife.org

follow them on Instagram [@thekanshalifeproject](https://www.instagram.com/thekanshalifeproject)





Stats NUMBERS

Our success in statistics

223,309

glass bottles crushed in-house

16,772 kg

of fertiliser made from food waste
— up 59.8% from 2023

10,862

recycled candles by The KanshaLife Project
— up 111% from 2023

9,588 kg

used oil converted into biofuel

8,404 kg

of waste collected from beach clean-ups

1,376

guests took part in sustainability workshops
at The Lab — up from 1,185 in 2023

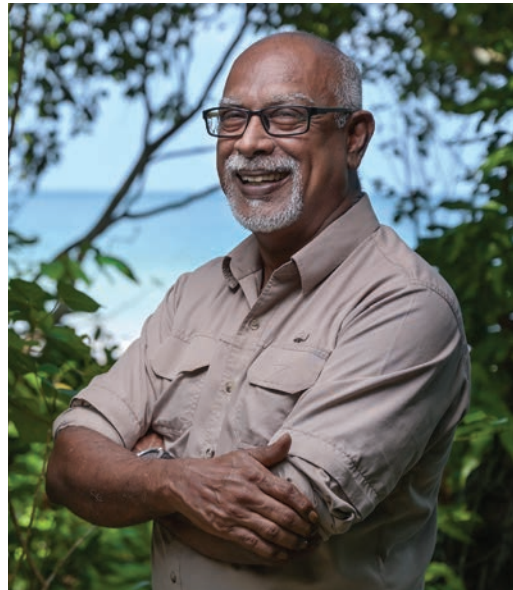


*‘Alang-alang menyeluk
pekasam, biar sampai
ke pangkal lengan’*

A SAYING THAT MEANS

*‘If you reach into the jar
of pickled fish,
go all the way to your elbow’*

— meaning, if you start something,
commit to it until it is done.



What? Conservation of our rainforest and all life on Earth, boosting biodiversity and upping nature-based solutions has always been a priority of our flora- and fauna-positive activity here in Langkawi.

Who? Dev Abdullah, Nature Centre Manager of The Datai Langkawi, Pillar Leader of Wildlife For The Future of The Datai Pledge. Irshad Mobarak, Chief Advisor to The Datai Pledge, one of the first employees of The Datai Langkawi, he became Naturalist in 1996. He has been leading our conservation of nature ever since, and conceptualised The Datai Pledge.

‘Compiling our information for an impact report is always a helpful cause for reflection, and helps us renew our targets to ensure we’re on track. But we must also stay realistic about what’s needed most to achieve that for the next year — seeing so many positive results regarding so many aspects of what Wildlife For The Future does always strengthens our resolve. And, of course, we can always do better. I always want to do more — and while I might say we’re not planting enough trees fast enough to meet my hopes for ambitious results, often, we might go over and above our goals in other areas — such as how we have seen the incredible developments with our seed banks, which are vital in protecting our unique biodiversity.’ — Dev Abdullah, Pillar Leader for Wildlife For The Future.



Dusky Langur family © Sanjitpaal Singh / jitspics.com

Why and how? Protecting and regenerating our rainforest, helping wildlife thrive working with the conservationists of the NGO Gaia, specialists in hornbills and their habitat preservation. Through our dedicated and documented work, we aim to rewild and reconnect forests, safeguard our incredible flora and fauna and tackle habitat loss, the effects of invasive species and other human-introduced challenges for our wildlife.

Stats NUMBERS

Our success in statistics

5,960

saplings planted in our Native Tree Nursery since January 2022

153

tree species recorded (excluding figs and palms) — up from 136 in 2023

857

stray dogs spayed from 2022 to 2024

60

guests received certificates from 'How To Be A Naturalist' nature activity

WORLD MANGROVE DAY 2024

1,500

mangrove saplings were planted at Kubang Badak BioGeo Trail (see page 42)

Challenge

*WE'RE NOT ONLY LOSING TREES
AND PLANT SPECIES IN TODAY'S WORLD
— WE'RE LOSING OUR APPRECIATION
OF THEM*



Solution

*IMPROVING ARBOREAL AWARENESS
AND MAKING HEROES OF OUR TREES*

Our Native Tree Nursery nurtures endangered species, and increases their survival rates before they are returned to the wild. As of 2024, we had identified 44 new threatened tree species, including the Keruing Bukit, once thought to be extinct in Malaysia, with 153 species having been catalogued in total. As we connect more to digital worlds, children are disconnecting from nature – and our many solutions to that include our activities, such as Young Explorer and Ocean's Drifters.

Challenge

*DOGS DISRUPTING
DELICATE ECOSYSTEMS*



Solution

*POPULATIONS OF STRAY DOGS
NEED TO BE MANAGED*

We actively support the dog kennel co-hosted by Ecomy (Ecotourism & Conservation Society of Malaysia) and the Langkawi Municipal Council. Through regular donations, we help ensure these dogs are cared for in a way that reduces their impact on the island's biodiversity, creating a safer, more balanced environment for all species to thrive.

SPOTLIGHT ON

Spaying Stray Dogs

Dogs might not seem like a conservation issue, but their impact on wildlife is huge in Langkawi. Many were brought in by farmers to guard the crops, but outside fruiting season, they end up feral in the rainforest, where they hunt endangered species such as the Greater Mousedeer and Sunda Pangolin. And with an estimated 3,500 strays on the island, the problem is only growing. NGO EcoMy (until 2025) has been managing Langkawi's stray population along with other volunteers, veterinarians and local authorities, who have neutered more than 857 dogs between 2022 to 2024. More funding will be essential to scale up the programme, including hiring a full-time vet to accelerate neutering efforts. Only by locals, conservationists, and authorities working together will Langkawi truly find a balance in protecting its precious wildlife that makes this island so special.

What are barriers to biodiversity?

We like the term 'HIPPO' to explain this, which stands for **habitat loss**, **invasive species**, **pollution**, **(human) population** and **overharvesting**.



Oriental Pied Hornbill © Marion Payr / marionpayr.com



THE INSIDE SCOOP ON POOP

Why is faeces collection important? Scrutinising the scat of hornbills, can uncover who's eating what, offering a fascinating glimpse into the island's delicate food web. Through DNA analysis of excrement, conservationists can identify who's eating what — and from this, identify the presence of rare species, such as the elusive flying gecko. This means tracking population trends, imbalances in the ecosystem, and whether certain species are under threat.

Challenge *HABITAT LOSS FROM DEVELOPMENT AND INFRASTRUCTURE*



Solution *MAKING WILDLIFE CORRIDORS AN ESSENTIAL PART OF DEVELOPMENT*

Wildlife corridors are essential lifelines to tackling habitat fragmentation as they allow a bigger orbit for animals to be able to mate with genetically diverse populations. A less obvious knock-on effect with animals having difficulty in migrating, is the effects of a diminished gene pool, which means they have less resilience to disease. A genetic bottleneck might otherwise threaten populations with local extinction — and at The Datai Langkawi, we're always aiming for improved long-term ecological balance and rich biodiversity.

Challenge *APEX PREDATORS CAN BE HARD TO TRACK*



Solution *CAMERA TRAPPING IS VITAL FOR UNDERSTANDING PREDATORS*

Vital for protecting Langkawi's elusive apex predators, such as rarely-seen Clouded Leopards (last spotted in the early 1990s) strategically placed motion-activated cameras in the rainforest allow conservationists to gather crucial data to track their movements and interactions with other wildlife. Staying alert to apex predators also helps us keep an eye out for habitat loss and poaching.

SPOTLIGHT ON *Trans-island Corridor*



Can we create the world's first trans-island wildlife corridor?

Spanning from the north down to Kilim, we're proposing and designing overpasses and underpasses to help wildlife move safely, ensuring a thriving future for the island's forests and fauna. Irshad Mobarak and the nature team have actively promoted the Wildlife Corridor Project with the local authorities and other experts.

Challenge

*ILLEGAL HORNBILL TRAFFICKING HAPPENS DUE TO
A DEMAND FOR EXOTIC PETS AND THEIR ICONIC CASQUES*



Solution

METAGENOMICS STUDIES CONDUCTED BY GAIA

Metagenomics studies conducted by Gaia with the authorities to establish a DNA database is vital to track evidence to combat wildlife crime. Microorganism analyses with Sunway University, Malaysia, from faecal samples from five nests of Oriental Pied Hornbills allowed us to also identify the 57 plant species that make up their diet, which then informed future forest restoration. Our commitment extends to funding educational and fundraising materials for community outreach programmes in schools and cultivating the hornbills' preferred food plants, reinforcing our mission to protect Langkawi's biodiversity for generations to come. Guest activities supported these efforts, while forest restoration projects helped safeguard the habitat of hornbills.

Challenge

LIMITED NATURAL NESTING CAVITIES
FOR THREATENED HORNBILLS



Solution

INSTALLATION OF ARTIFICIAL HORNBILL NEST

Great Hornbills rely on the natural cavities of old growth trees in the rainforest to breed, as they are unable to excavate their nest cavity, leaving them vulnerable to habitat loss. After intensive research, a special box was created with social enterprise Gaia, NGO Hutan and the local community of Sukau, weighing 40kg and sized 36 x 22 inches. These ground-breaking homes were created and installed for these birds ranked 'Vulnerable' by the International Union for Conservation of Nature.

SPOTLIGHT ON NATURE WALKS

*'Tak kenal
maka tak cinta'*

*'How can
you love something
you don't know?'*

Our naturalist-led walks through
the jungle aren't just a joy —
they're a sustainability win, encouraging slow,
low-impact travel for guests,
deepening everyone's connection with nature,
and proving that the best way to explore a place is on foot.

Better understanding nature
leads to an appreciation
and love for the natural world.

‘Melentur buluh biarlah dari rebungnya’

THIS MEANS

*‘Bend the bamboo
while it’s still a shoot’*

— that is to say, when you teach or shape a person’s character,
it’s better done from a young age.



What? Inspiring the next generation to love nature through hands-on education on environmental issues means cultivating a respect for the natural world in children, which will make them care more deeply about sustainability and climate solutions.

Who? Johan Abdullah, Human Resources Consultant, Datai Hotels and Resorts, up to 2024, then Tan Chin Wen, The Datai Pledge Manager in 2024. (In 2025, Shakira Mobarak took over as pillar leader).

Why and how? Inspiring the next generation to protect nature through education, happens through the work of our NGO partner Green Growth Asia Foundation (GGAF). GGAF’s aim is to champion ‘green projects’ that drive economic growth through education for sustainable development and social inclusivity.



Stand-out NUMBERS

Our success in statistics

192 students and **53** teachers took part in
6 projects through **3** Eco-Schools in Langkawi:

Sekolah Kebangsaan Temonyong: a primary school in Mukim Kedawang also achieved the Green Flag Award in 2024

Sekolah Kebangsaan Kelibang:
a primary school in Jalan Padang Matsirat

Sekolah Menengah Kebangsaan Tunku Putra:
a secondary school located in Padang Matsirat

RASMA Roots & Shoots Malaysia — The Roots & Shoots Malaysia Award is a Malaysian youth environmental achievement award initiative — 10 volunteers participated in the four-week volunteering programme between 2021 and the end of 2024. Dr Jane Goodall attended the 2024 graduation ceremony in Kuala Lumpur

SPOTLIGHT ON *School Visits*



‘Belajar sambil lewa umpama bunga yang tidak pernah berkembang’

This proverb captures the essence of how learning half-heartedly is comparable to a flower that never blooms

MEANING THAT

incomplete learning leads to unrealised potential



University of Oxford’s ESG Framework for Tourism Businesses

Researchers from the University of Oxford came to us through a project with United Nations Tourism thanks to Regenerative Travel (regenerativetravel.com). SDG Impact Lab Fellow’s Amy Booth spent time at The Datai Langkawi to inform the development of an environmental, social, and governance framework for tourism. “This visit offered valuable insights into how tourism can drive both environmental conservation and community empowerment.” sdglab.uk

Challenge *LACK OF AWARENESS AROUND NATURE IN SCHOOLS*



Solution *TEACHING BIGGER-PICTURE ECOLOGY VIA BEEHIVES*

Introducing school children to beekeeping opens their eyes to the intricate web of life. Having young ones get up close to hives is a hands-on lesson in how these small pollinators play a crucial role in nature's mighty interconnectedness and their role as a keystone species in food systems, plant health, and overall ecological balance — making abstract environmental concepts tangible and relatable.

Challenge *LACK OF MEDIA COVERAGE OF ENVIRONMENTAL ISSUES AND STORIES ABOUT NATURE*



Solution *WORKING WITH YOUNG REPORTERS FOR THE ENVIRONMENT (YRE)*

The national YRE programme in Malaysia is run by Green Growth Asia Foundation — enables young people to engage with sustainable solutions through journalism, photography, and video reporting. In 2024, The Datai Pledge worked with them to host edu-tours to The Nature Centre and The Lab and helped with their Short-Film Competition & Award Festival in July 2024.

Challenge *PASSIVE, QUIET STUDENTS*



Solution *ENGAGING YOUNG PEOPLE IN HANDS-ON LEARNING PROJECTS*

The Eco-Schools projects saw first-year students who started quiet and shy grow confidence to speak up, and by the third year, many were excited to share their stories that spilled forth thanks to igniting a passion for nature. Taking lessons into nature doesn't just teach science — it cultivates the kind of curiosity and soft skills that often no classroom can.

Challenge *INSENSITIVE HONEY HARVESTING*



Solution *ETHICAL BEE-KEEPING*

Conventional beekeeping can do more harm than good — often involving forced honey production and overharvesting, which puts stress on bee colonies. In some cases, entire trees are cut down just to access the liquid gold, disrupting plant pollination and damaging local biodiversity. When practised without care, it prioritises yield over the wellbeing of bees. At The Datai Langkawi, the *kelulut* stingless bees are cared for in a way that honours their role in the local ecosystem through a thoughtfully designed beekeeping set-up with small, respectful harvests of honey packaged and sold in the gift shop. The proceeds are then channelled directly into sustainability initiatives — a sweet, circular system that gives back more than it takes.

*“AI can’t replace perseverance,
passion, or the human skills needed
to connect the dots in a social setting.*

*Through our partnerships, we love discovering talent and matching the right
volunteers with the right opportunities — while supporting them
through any challenges that might hold them back.*

*Whether it’s time commitments, remote access, or mentorship,
we’re here to guide, encourage, and ensure they can fully engage
in making a difference. In addition to my work for The Datai Pledge,
I very much enjoy volunteering to support RASMA to help enable
more volunteering and learning in sustainability and conservation.”*

— Tan Chin Wen, Pillar Leader for Youth For The Future

Sea, science, school

Modelling our inter-pillar cooperation, MareCet, our Fish For The Future NGO partner, will be teaming up with our Youth For The Future partner GGAF in 2025 to share their expertise in marine conservation, offering students insights. We want The Datai Pledge to be a connector where the interconnectedness between pillars supports our NGOs in educational outings with world-leading marine experts such as Dr Louisa Ponnampalam.

Challenge

*DIFFERENT NEURODIVERSE
LEARNING NEEDS ARE
A GLOBAL CHALLENGE*



Solution

*FLOURISHING THROUGH INCLUSIVE
CONSERVATION-EDUCATION CURRICULUM*

In 2024, funds were raised and allocated to this project for 2025, which is very much tied into The Datai Pledge's commitment to improving education around conservation with plans for a nature-based therapy programme by our pillar partner, Green Growth Asia Foundation in Kuala Lumpur, designed to support children with disabilities and neurodiversity, deepening well-being, sensory engagement, and a better connection to nature.

'Edutaining' special projects at Eco-Schools

What better way to walk the talk of our commitment to helping increase the environmental literacy of local children than educational and entertaining activations?

Kedah Eco-Schools Unity Camp had 37 students and 10 teachers taking part across two days with interactive challenges, such as gamifying ways to learn about the importance of capturing carbon.

Mudball Workshop brought together 28 students and 7 teachers to quite literally make balls from mud — all the while having fun setting off a cascading effect of awareness through their communities.

Microplastic Workshop

for 30 students and 7 teachers led by Associate Professor Dr Sarva Mangala Praveena from Universiti Pertainian Malaysia; students engaged in activities that demonstrated how microplastics affect water quality and wildlife. They explored practical solutions and gained tools to tackle this issue.

Eco-Entrepreneurship Workshop

for 40 students and 10 teachers helped the students understand what it means to develop eco-conscious business strategies, and implement sustainable solutions such as reducing waste and carbon footprint and prepare students to complete entrepreneurial projects all while setting off a ripple effect of awareness through their communities.

Water Conservation Workshop

for 28 students and 7 teachers — this gave an overview of all the key considerations when it comes to the need for better conservation of this precious resource, the water cycle, and the importance of conducting water audits. Interactive discussions imparted insights on how to manage water sustainably and techniques required to track and assess usage in different environments.



Interconnectedness

**‘Berat sama dipikul,
ringan sama dijinjing.’**

**‘Heavy loads are carried
together, light loads are shared.’**


This represents how true teamwork is about sharing both struggles and successes.

The Datai Pledge was conceived for all four pillars to work together — each initiative strengthens the other, unlocking a ripple effect of positive change that extends far beyond what we ever imagined.

How is holistic thinking happening across the Pledge’s works?

This is recognising that true responsibility means valuing people, planet, and place, in equal measure, and that sustainability is about joined-up thinking. From how a business connects with its community to the life cycle of every link in its value chain. Through our conservation work and our operations, we hope we’re modelling a shift from short-term thinking to long-term imaginations, so that nature is regenerated — not just sustained.

COLLABORATIONS IN ACTION



Fish For The Future x Youth For The Future
Ramadan community dinner
A plastic-free celebration

In 2024, The Datai Pledge team hosted a dinner with the local community, with no agenda but to deepen our connection. This relaxed supper by the jetty at Kubang Badak, was plastic free: by inviting everyone to come and have dinner, we were aiming to bridge gaps, say hello and open doors to our fellow Langkawians: it led to the mangrove-planting event a few months later. And members of our team have since noticed that the next time we went to eat here, our fellow community takes more pride too now in limiting single-use items.



**Fish For The Future x Youth For The Future
x Wildlife For The Future**
Solutions-led collaboration for World Mangrove Day
Carbon sequestration and community building

On 26 July 2024 our activity with just under 200 participants including local students had us all planting 1,500 Rhizophora saplings — and just like we need young mangroves to grow to help prevent coastal erosion and provide habitat for wildlife, we hope to encourage our local community to grow up to care about the environment.

What is *coopetition*

How does The Datai Pledge model cooperation between competition when working to tackle challenges?

Sustainability is not just about ticking green boxes; it's about embedding care, consciousness, and circular thinking into everything we do as a luxury hotel, a golf course, and as a platform for positive change. The ultimate goal of 'coopetition' is when competing brands open-source ideas and share resources, and advance a whole region or industry when it comes to impact. In May 2024, a stakeholder meeting concerning dog management on this island was held in The Datai Langkawi, bringing together representatives from lots of different organisations — Ecomy, Forestry Department, Majlis Perbandaran Langkawi (Langkawi Municipal Council), TNR Langkawi, Rotary Club, Lions Club and The Datai Pledge, and the collective outcome of this get-together informed decision-makers from the island about how best to tackle managing the dog population, which we talk about in our Wildlife For The Future section.

“The Datai’s commitment to sustainability is outstanding.” — TripAdvisor

Talking our Walk with Leading Hotels Of The World

Joining the dots between what we do and what is communicated to the wider world, this collection of more than 400 independent luxury hotels in over 80 countries launched a Sustainability Leaders Collection and The Datai Langkawi was placed first under Community Champions.

Virtuoso’s 2024 Sustainability Study

This global network of more than 20,000 travel advisors, which partners with over 2,200 of the world’s best companies, such as hotels, cruise lines, tour operators, and more, collected data for their own impact report, to share across their channels.

“Our children loved the activities... learning about the rainforest, its wildlife, the sustainability, recycling — they enjoyed it all and kept asking to do more...” TripAdvisor

Our ‘Consciously Datai’ experience was launched in 2024

CONSCIOUS CONVERSATIONS

WITH OUR CITIZENS OF THE WORLD

What was great about launching our ‘Consciously Datai’ offer which included activities encouraging a deeper connection with nature and also with the back of house. One of the benefits of welcoming so many interesting guests is that we also learn from them, too. This package was designed to inspire participation by guests in our vital regeneration projects and empower them to make a positive contribution through tree planting, upcycling workshops, and expert-led walks. Whether joining our team in the permaculture garden, or meeting management at the weekly cocktail evening, we hear of guests going home and sharing what we do with their neighbours — such as they’ve gone home and taken our eco-awareness as inspiration to create a carbon group for their community.

“World class environmental and sustainability credentials.” — TripAdvisor

Accreditations, Associations, Awards

Our purpose-led partnerships are about more than sticking on logos or marques for the sake of it — we've enjoyed working with these respected and trusted organisations, which have a recognised system of acknowledging our eco efforts. We've valued working with some of the most respected organisations in the world when it comes to advancing our impact, and thanks to our commitments and the achievements of The Datai Pledge, we're thankful to have earned recognition for our eco-conscious efforts.



EarthCheck ECO Certification- Silver (2019–2024)

We're proud to be the world's first and only land-based tourism project to receive this prestigious certification proving that our commitment to rigorous sustainability standards has endured year after year.

ASEAN Green Hotel Standard (2020–2024)

A benchmark for eco-friendly hospitality in Southeast Asia, recognising our dedication to conservation, cultural preservation, and sustainable operations.

GEO Certification (2024)

The Els Club Teluk Datai became the first golf course in Malaysia to be awarded GEO Certification, the globally recognised accolade.

Malaysia Green Hotel Certification (2019–2026)

This national seal of approval from Malaysia's Ministry of Tourism, Arts and Culture, acknowledges our work in energy efficiency, waste reduction, and community partnerships.

GBAC STAR Facility (2024) Awarded for our exceptional hygiene, waste management, and sustainability protocols, ensuring the highest standards for guests and the planet.

Coral Conservation Initiative in Langkawi UNESCO

Global Geopark (2024) Awarded for our marine conservation, rainforest preservation, wildlife protection, as well as community engagement.

Luxury Travel Mag Awards — Winner of Sustainable, Luxury Resort (2024) For our approach to design, cultural sustainability, eco-tourism experiences, and the preservation and protection of the land.

Memberships and partner organisations

BOUTECO

We work closely with this purpose-led non-profit communications consultancy, which shares stories to inspire impact. Founder Juliet Kinsman is a leading solutions-led storyteller, working as a journalist and speaker to help amplify messages that help communicate key sustainability and climate messages from luxury travel. The Datai Langkawi is a proud sponsor of the independent list. Of boutique, eco and sustainable luxury hotels through [BoutecoLoves.com](https://boutecoloves.com)



Our partnership flourished in 2024 with this incredible initiative empowering young people to engage in hands-on projects that protect the environment, support wildlife, and uplift local communities, inspired by Dr Jane Goodall's vision of compassionate leadership.



THE CONSCIOUS
TRAVEL FOUNDATION

We are a member of this community that promotes meaningful, positive impact travel through education, collaboration and thought leadership, and helps fund grassroots projects around the world.

"It's been a pleasure to support The Datai Langkawi through another year of membership in our community — a space where emerging changemakers and industry leaders like The Datai connect in a genuine exchange of ideas and experience. Throughout 2024, they've generously shared their pioneering sustainability work and participated in our learning programme, while also deepening their impact by taking part in our Member Directed Giving scheme—donating half of their membership fee back into the grassroots projects supported by The Datai Pledge. Their generous support of our fundraising auction for the second year running and their ongoing insight and commitment continue to inspire our network and shape the way we grow the Foundation and our collective impact." — Olivia Cryer, The Conscious Travel Foundation



REGENERATIVE
Travel

We've been key partners sharing the overarching goal to foster collaboration and synergy among all key stakeholders in the travel industry, uniting hotels, travel agents, tour operators and DMCs (Destination Management Companies), under a unified vision.

"We're proud to partner with The Datai Langkawi as a key case study in our Learning Series training programme. The Datai offers a powerful example of how tourism businesses can foster deep partnerships with local stakeholders to protect biodiversity, uplift community livelihoods, and implement meaningful climate action. Its destination-centered approach to hospitality demonstrates how operations can align with the surrounding environment, culture, and governance — setting a benchmark for regenerative tourism in practice."
— Amanda Ho, Regenerative Travel



Sustainability is a long road, where you never reach a final destination, you stay on the journey, with lots of crossroads and occasional barriers. Reflecting on what our targets were in 2023, we're happy to say we've hit a lot of green lights, occasionally having to pause, sometimes having to stop and look at the map as we ponder the best route to take.

● *Going carbon neutral*

The Datai Langkawi is proud to have established a robust Carbon Management Plan to slash emissions across operations (Scope 1, 2 & 3) — but it's not smooth-sailing, and we have some work to do to achieve Carbon Neutrality.

● *Winning the waste game*

With a goal of diverting 98% of solid waste from landfills, The Datai Langkawi and The Els Club Teluk Datai golf course are redefining zero-waste luxury — and we achieved almost 96%.

● *Enhancing community spaces*

Through an official partnership with The KanshaLife Project, The Datai Langkawi is financially and materially supporting local initiatives, including going over and above our goals to upgrade the facilities of the community centre Geng Bersih Kampung, and expanding Mak Tok's candle workshop.

● *Championing local artisans*

Deepening our ties with Langkawi's creative talents, The Datai Langkawi has renewed its membership with Friends of Langkawi Geopark, also known as FLAG, and sponsoring skills training for single mothers at Suri Lifestyle.

● *Greener schools, brighter futures*

The Datai Pledge has renewed its pillar partnership with Green Growth Asia Foundation, rolling out new sustainability programmes through our Eco-Schools programme, advancing the knowledge of environment and sustainability with six additional projects.

● *Accelerating local learning*

At SK School Temonyong the enthusiasm has been infectious and we have seen so much turn around in only two years with a significant trickle-down of knowledge.

● *Diving into more marine conservation*

Stepping up efforts to protect marine life, by installing clever coral-supporting Reef Stars structures, we reinforced the ecological security of Datai Bay together with regular coral surveys under the Reef Care programme. And in the spirit of sharing some of the shadows, as well as the sunshine, in June 2024, due to official directives around coral bleaching all planting activities had to be put on hold.

● *Wildlife watch*

By working with academic institutions, such as Sunway University and National University of Malaysia in KL, by cataloguing and studying local animal populations we've been deepening the understanding of Langkawi's remarkable fauna and get it on record.

● *Restoring the rainforest*

We have a long-term plan, to install artificial canopy bridges and plant native trees. The Datai Langkawi has been reconnecting fragmented forests and creating safe pathways for wildlife.

● *A helping hand for stray animals*

The resort is helping work on human solutions to Langkawi's stray dog challenge by supporting the Trap, Neuter and Release efforts, as this is a growing challenge with no easy quick-fix.

Hopeful Horizons

*OUR DREAMS, HOPES
AND GOALS FOR THE FUTURE (2025)*

Setting out our new aims, while setting ambitious targets for the future:

1. Solutions-led storytelling
2. Decarbonisation
3. Zero waste to the landfill
4. Tree library
5. More Eco-School partnerships
6. Achieve higher-level certifications
7. Up hands-on learning for children
8. Renewable energy
9. Tackle light pollution
10. Advance cross-pillar interactions

TRUE Zero Waste certification

A globally recognised standard that verifies businesses are minimising waste sent to landfill, incineration, or the environment by redesigning processes, reducing consumption, and maximising reuse, recycling, and composting

EarthCheck Gold – requires five years of proven sustainability gains in energy, water, waste, community, and biodiversity.





Solutions-Led Storytelling

Looking ahead to 2025, we are sharpening our focus on solutions-led storytelling — with the aim of making complex sustainability issues accessible, relatable, and inspiring. We want to share our journey in a way that not only informs but also empowers others to take action. Because sustainability isn't about doing one thing perfectly; it's about everyone doing something better. Raising awareness about key issues bringing data, stats and science to life through a compelling look, feel and voice so that vital information connects with heads and hearts across all our audiences, and converts into behavioural change.



As humans, stories are our way of making sense of the world. And stories from The Datai Pledge are our way of making sense of sustainability, for all the world to see.



Hear - Head - Heart - Hands
is our solutions-led storytelling mantra

Why are these our goals?

Challenge: BOTANICAL WISDOM

We're losing the knowledge of our rich botanical diversity as held by our ancestors, which is not just a nice thing to know, but an awareness that has manifold benefits.

Solution: HERBARIUM AND TREE TAGGING

Creating a comprehensive catalogue and library of all tree species within The Datai Langkawi's grounds are key goals for 2025. Serves as a vital resource for research, conservation, education.

Challenge: COMPLEX SUSTAINABILITY SCIENCE**Solution: SIMPLE DIGESTIBLE ACTIONABLE DATAI-LED MESSAGES**

Challenge: LIGHT POLLUTION

Disrupting nocturnal wildlife especially, species such as nesting sea turtles, bats, and fireflies rely on natural darkness to navigate, hunt, and reproduce and they are harmed by our human-charged nightscapes.

Solution: REDUCE ARTIFICIAL LIGHTING

By using warm, low-intensity lights, and shielding fixtures to direct light downward, we'll help restore ecological balance, allowing wildlife to thrive — with the added benefit of being able to enhance stargazing experiences within natural environments.

Challenge: ACCESS TO RENEWABLE ENERGY**Solution: SOLAR PANELS AT THE GOLF CLUB**

Challenge: DECARBONISATION BARRIERS

Solution: SCOPE 2 IN 2025 AND SCOPE 3 IN 2026 – ESTABLISHING TWO-YEAR CARBON REDUCTION PLANS Measurable objective to reduce CO₂ – each of the departments has their own plans. Empowering teams to find their own solutions, such as F&B (Food & Beverage) teams working with local farmers, Housekeeping refining and implementing SOPs, to Front Office implementing energy saving measures such as the use of EV cars."

ZERO WASTE TO THE LANDFILL**Challenge: LACK OF APPRECIATION FOR AGE-OLD CULTURE****Solution: RAISING AWARENESS AROUND ARTISANS AND THEIR ARTS AND TECHNIQUES**

Challenge: LACK OF AWARENESS around the fact that consumerism and consumption are among the greatest causes of climate crisis.

Solution: BRINGING MORE GUESTS, MEMBERS OF THE MEDIA, AND KEY OPINION LEADERS TO THE LAB AND OUR PERMACULTURE GARDEN and get them to do more activities as part of The Lab's curriculum and learn through fun, creative upcycling experiences.

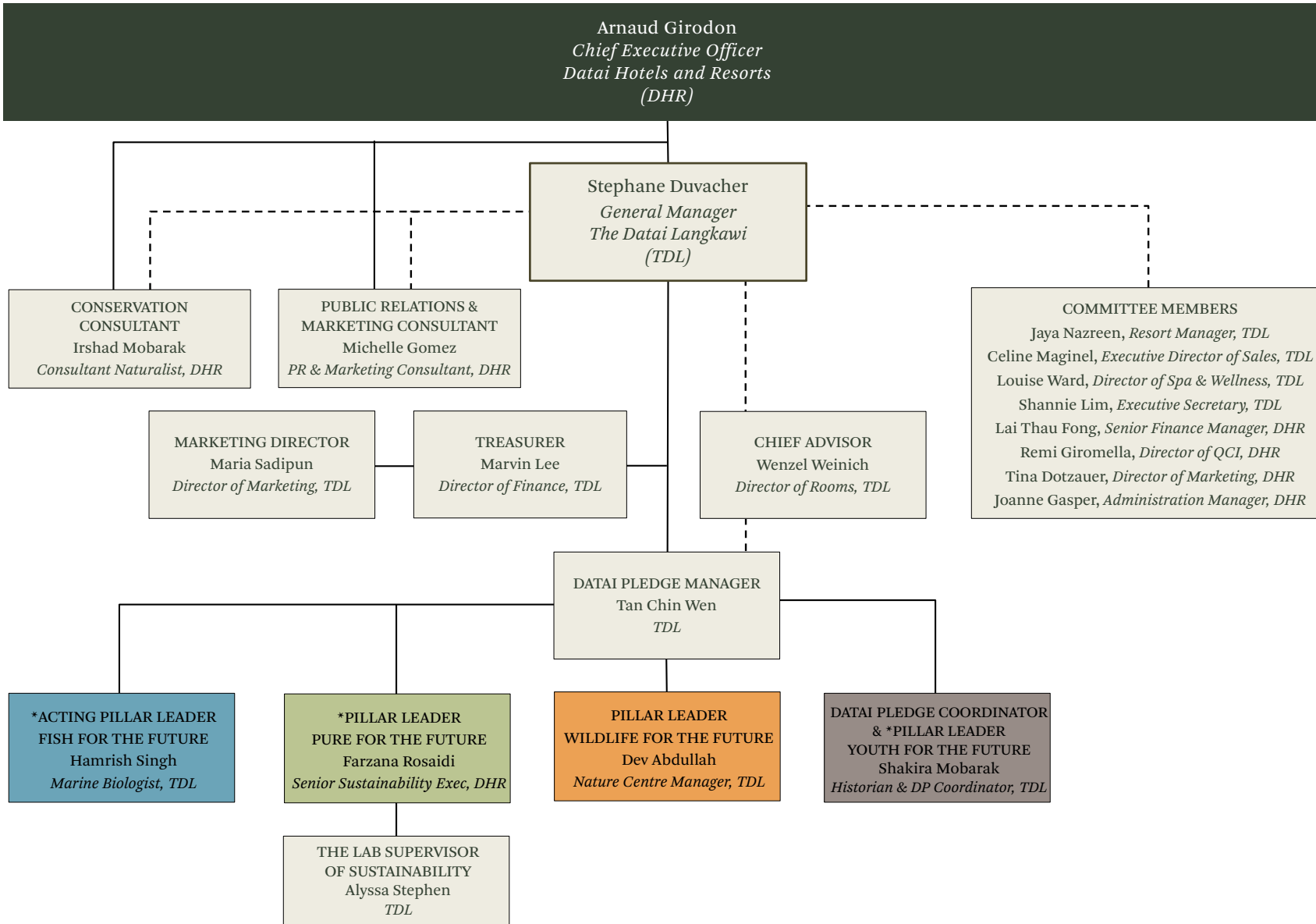
What are our KPIs? Key Performance Indicators were strengthened in 2024. A little like keeping count of your steps or calories, they are a way to measure progress toward our impact goals. It helps us move beyond good intentions to real, measurable change so that The Datai Pledge can chart how we're striving for real, trackable progress toward a better future.

What is data-led visual storytelling? We're working on an extensive communications campaign which aims to bring the data, stats and science behind the sustainability of The Datai Langkawi to life. We hope this report models this approach to explaining the metrics behind our impact, presenting the key numbers that people need to know — as we share more visual stories which let a wider audience quickly and directly understand the importance of impact in a way that raw data cannot. Our first report was closer to a conventional academic and science- and evidence-based report, but by working with the communications consultancy Boutecco we want to unlock more impact through all that we say when talking our walk.



The People Powering The Datai Pledge

Advisors, partners, collaborators, team



**Role changes: Pillar Leader for Fish For The Future was Mukhris Ahmad (October 2022 to March 2025); Pillar Leader for Pure For The Future was Remi Giromella (January 2019 to May 2025); Pillar Leader for Youth For The Future was Johan Abdullah (January 2019 to September 2024); Pillar Leader for Youth For The Future was Tan Chin Wen (October 2024 to May 2025)*

The People of The Pledge

Sustainability, just as with hospitality is all about teamwork. It's the collective effort of the people here — and many others behind the scenes that make the magic of The Datai Pledge happen.



IRSHAD MOBARAK
Conservation Advisor

Malaysia's most celebrated naturalist, originally a banker, Irshad left the corporate world more than three decades ago to pursue his passion for nature. Inspired by figures such as Alfred Russel Wallace and David Bellamy, he made Langkawi his home and life's mission and we're lucky to have had him helm our impact-led initiatives across all that we do.



TAN CHIN WEN *The Datai Pledge Manager, and Pillar Leader for Youth For The Future (Oct 2024 to May 2025)*

True champion of the wild, dedicating her time to protecting Malaysia's rich biodiversity while lifting up young people, too. As a naturalist at The Datai Langkawi — and leading The Datai Pledge from March 2024 — Chin Wen is as adept at guiding guests as championing conservation projects with students, also volunteering with Jane Goodall's Roots & Shoots Malaysia.



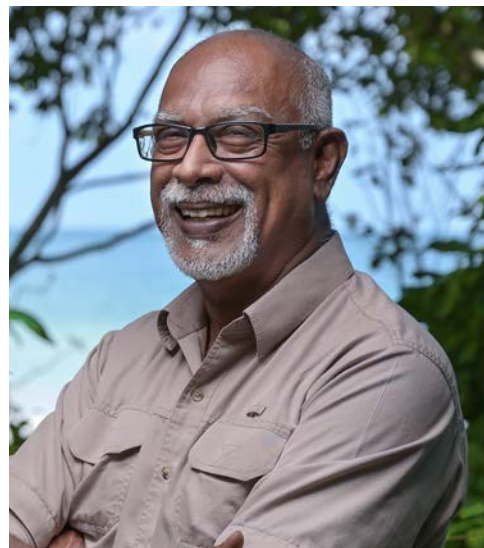
JOHAN ABDULLAH *Pillar Leader for Youth For The Future (Jan 2019 to Sept 2024)*

Human Resources Consultant to Datai Hotels and Resorts, Johan was the Pillar Leader of Youth For The Future from its inception in 2019 until October 2024. In the hospitality industry since he was 18, Johan is passionate about human capital development and his dedication comes through from practical solutions to encouraging young people to take climate action.



MUKHRIS AHMAD *Pillar Leader
for Fish For The Future (until March 2025)*

Ever jovial, Mukhris enjoys raising awareness about the importance of protecting marine ecosystems and supporting the communities that depend on them. As Senior Marine Biologist he worked closely with local communities, government bodies, and NGOs on projects that promote sustainable practices for the benefit of our ocean.



DEV ABDULLAH *Pillar Leader for Wildlife For The Future*

Our resident naturalist and Nature Centre Manager is the driving force behind Wildlife For The Future leading efforts to protect and restore Langkawi's rainforests, reconnecting fragmented habitats, safeguarding endangered species and inspiring a deeper appreciation for nature through education, research, and hands-on conservation.



REMI GIROMELLA *Pillar Leader for Pure For The Future (until May 2025)*

Director of Quality Control and Improvement at Datai Hotels and Resorts, Remi is a thought leader and trouble shooter at driving initiatives to reduce the resort's carbon footprint, enhance eco-conscious operations, and working towards carbon neutrality, ensuring sustainability is woven into every aspect of the guest experience while supporting the local community.

*“People will forget what you said, people will forget what you did,
but people will never forget how you made them feel.” — Maya Angelou*

Our Team

As well as the dedicated pillar leaders, sustainability professionals, naturalists and the many others powering The Datai Pledge as part of their job, and on top of their regular work commitments, just as with a thriving ecosystem where every species plays a crucial part in biodiversity — each link, no matter how small, contributes to making the magic happen.



ALYSSA STEVENS
*The Lab Sustainability Supervisor
The Datai Langkawi*



FARZANA ROSAIDI
*Sustainability Executive
The Datai Langkawi*



FUAD AHMAD
*Assistant Nature Centre Manager,
The Datai Langkawi*



HAMRISH SINGH
*Marine Biologist
The Datai Langkawi*



IZZATI NOH
*Naturalist and Arborist
The Datai Langkawi*



RIDZUAN WAGIMAN
*Naturalist
The Datai Langkawi*



SHAKIRA MOBARAK
*Historian &
Datai Pledge Coordinator
The Datai Langkawi*

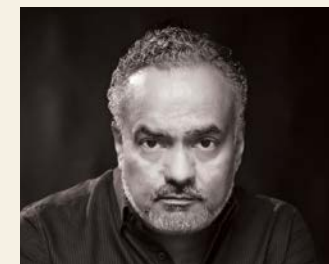


ZAKWAN ZAMRI
*Assistant Manager
of Sustainability
The Datai Langkawi*



JULIET KINSMAN
Solutions-led Storyteller

Sharing stories to inspire impact is the North Star of this award-winning London-based journalist, consultant and broadcaster, founder of purpose-led storytelling consultancy, Bouteco, and Condé Nast Traveller's first-ever Sustainability Editor.



SC SHEKAR
Official Photographer

The renowned photojournalist's socio-documentary photography conveys the beauty of Malaysia and indigenous spirit through many books such as 'Grit & Grace – The Grandeur of Monochrome Malaysia' and through his exhibition at The Datai Langkawi.

Credits and Thank Yous

This Impact Report has been compiled by the pillar leaders and the Datai Langkawi team, including Michelle Gomez, authored by Bouteco, edited by Juliet Kinsman, and design and art direction by Geminesse Padamada.

Mohd Nahizam aka Pak Long (Artisan/Beekeeper); Hew Nyet Ching aka Beatrice (Glass Crafting Artisan); Suri Lifestyle: Amer Asyraf, Sally Ahmad; The Green Factory: Harith Ridzuan, Aiga Halim; Jejari Rambai Enterprise: Nor Haliza Binti Ariffin; Kamarul Faizy Roslan aka Faizy Crystal (Glassblower); Piet Van Zyl and Mark Garrett, Pantas Climate Solutions: Arman Iskandar (Business Analyst); The Sea Monkey Project: Carlos Steenland; Razi bin Baharom (Chicken Farmer); The TreeHouse Society: Kiran Kree; Geng Bersih Kampung (GBK): Zuraidah Zainal Abidin aka Kak Zu, Suzana Salim, Wiwik Indirawati, Nur Qistina binti Abdullah, Nur Rania Khalysa binti Mohd Zamri, Nur Dhamirah Fayyadhah binti Mohamad Faizal; Friends of Langkawi Geopark (FLAG): Dato' Kamarulzaman Abdul Ghani; Pamarai: Pang Swee Lei; Department of Fisheries Malaysia: Izarenah Md Repin (Fisheries Officer, Marine Park and Marine Protection Management Division), Azlan Mohd Nor (Head of Ecosystem Conservation and Biodiversity Division), Shahrul Ngah (Fisheries Officer), Mohamad Zazmi Mohd Ali (Fisheries Officer), Dato' Haji Munir bin Haji Mohd Nawli (former Director General), Noor Hasmayana Yahaya (former Head of Fisheries Resources Management), Tuan Haji Abdul Halim bin Marzuki (former Director of Department of Fisheries Kedah), Azahar bin Ahmad (former Head of Fisheries, District of Langkawi); Dorken Reef: Mohd Yusoff Ariffin (Coordinator), Dr Muhammad Hamizan Yusoff (Marine Ecologist), Suhaime Salleh (Photographer), Tg Husin Th Kadir (Photographer), Khairul Aswat (Photographer); Fisheries Research Institute Batu Maung: Mohamad Saupi Ismail (Director of National Marine Park Research Centre), Haji Zainuddin Illias (Coral Reef Ecologist), Daud Awang (Head of Marine Research Station Pulau Layang-Layang), Izarenah Md Repin (Fisheries Officer, Marine Park and Marine Protection Management Division), Azlan Mohd Nor (Head of Ecosystem Conservation and Biodiversity Division), Shahrul Ngah (Fisheries Officer), Mohamad Zazmi Mohd Ali (Fisheries Officer), Azahar bin Ahmad (Head of Fisheries, District of Langkawi); Universiti Sains Malaysia (USM) - Centre For Marine and Coastal Studies (CEMACS): Professor Dato' Dr Aileen Tan Shau Hwai (Director), Dr Abe Woo Sau Pinn (Senior Lecturer); Universiti Teknologi Mara Perlis (UiTM): Jamil Tajam (Senior Lecturer, Sustainable Marine Technology); Rimbun Dahan Turtle Hatchery: Fadhil Ariffin (Operational Manager); Fuze Ecoteer: Hidayah Halid (Perhentian Marine Research Station Manager); Reef Check Malaysia: Alvin Chelliah (Chief Programme Officer); Universiti Kebangsaan Malaysia (UKM): Dr Wee Hin Boo (Coral Reef Ecologist); Kubang Badak Fishing Community; Turtle Conservation Society (TCS); Forest Research Institute Malaysia (FRIM); Malaysian Primatological Society: Dr Nadine Rupert (Doctorate Researcher), Ben Galea; Jabatan Kerja Raya Malaysia aka Malaysian Public Works Department (JKR); Universiti Kebangsaan Malaysia (UKM): Dr Shamsul Khamis; Universiti Tun Hussein Onn Malaysia (UTHM); Langur Project Penang (LPP): Dr Yap Jo Leen (Founder and Director); Department Forestry Office Langkawi: Akram Gimin (District Forestry Officer), Affefah Amanee Ahamed; Kedah Forestry Department: Qistina Azman Shakireen, Mohd Syukur Sabarudin, Izzat Mohd, Panjang Tan; Global Peace Foundation Malaysia: Dr Teh Su Thye (CEO); Allen Jeyarajasingam (Author and Ornithologist); Rimbun Dahan Turtle Hatchery: Fadhil Ariffin (Operational Manager); Fuze Ecoteer: Hidayah Halid (Perhentian Marine Research Station Manager); Ecotourism & Conservation Society of Malaysia (ECOMY); Majlis Perbandaran Langkawi aka Langkawi Municipal Council; 4 PAWS: Rozy Putra (Owner); Langkawi Community Project Trap Neuter & Release (TNR): Juliana Tang (Founder); Choo Beng Teong (Artist); Jabatan Pendaftaran Negara (JPN) Kedah: Zuherly bin Zokapali (Assistant Director for Student Development Sector); Sekolah Kebangsaan Temonyong: Ahmad Yani bin Ghazali (current Headmaster), Nur Suzanalita bt Azhar (previous Headmistress), Gurpreet Kaur (Teacher); Sekolah Kebangsaan Kelibang: Kurshiah bt Ahmad (Headmaster), Mohd Redzuan bin Md Isa (Teacher), Nur Faqihah bt Ismail (Teacher); Sekolah Menengah Kebangsaan Tunku Putra: Yusof bin Nayan (Gurubesar), Muhammad Faizal bin Mohamad (Teacher), Suzilaikha bt Husin (Teacher), Nur Aina bt Zainuddin (Teacher); Roots & Shoots Malaysia: TP Lim (President), Peter Ong (Head of Education), Keilly Lim (Project Manager); Universiti Putra Malaysia: Associate Professor Dr Sarva Mangala Praveena (Department of Environmental and Occupational Health, Faculty of Medicine and Health Sciences); The Datai Pledge Interns: Raihanah Saifulbahri, Nina Gomez Nielowik, Akmal Danish Noor Afindi; former Pillar Leaders of The Datai Pledge: Jonathan Chandrasakaran, Nicole Lim, Siva Prakash, Izzatul Najwa Radzwan.

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Be a part of The Pledge

*How you can be
a supporter and a solutionist*

Every stay at The Datai Langkawi is an opportunity to give back, and we'd love for you to be part of our mission to protect nature and uplift local communities — whether that's sharing stories, or making a donation. None of what we do would be possible without the unwavering support of our guests.

Your belief in what we do fuels our momentum, and for that, we are deeply grateful.

thedatai.com/sustainability

DONATE

*At check-out, guests are invited to contribute to The Datai Pledge, or support by donating via:
Cash – simply speak to Reception, and we'll provide a receipt.*

Bank Transfer – Teluk Datai Resorts Sdn Bhd
Account No. 0020-7211-9836
(Malayan Banking Berhad, SWIFT: MBBEMYKL)

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

Datai Bay, © Géraldine Bruneel / geraldinebruneel.com

PURPOSE-LED PURCHASE

*A portion of proceeds from purchases at
The Nature Centre, The Lab, The Boutique
and The Els Club Teluk Datai golf course*

ADOPT

*Plant a tree, restore coral reefs through our
conservation efforts – you'll receive updates
on the impact you've made.*

Press: Maria Sadipun maria.sadipun@dataihotels.com

JOIN US!

*Take part in our inspiring sustainability
and nature activities, from rainforest walks,
dolphin research trips to hornbill-spotting,
hands-on sustainability workshops in The Lab
— check the Rainforest Times and Nature Trails
— the in-room weekly newsletters.*

info@thedataipledge.org

ARTISANS & ACTIVITIES

Consciously connect with The Pledge

Staying at the hotel? Planning a visit? Speak to our concierge or browse The Datai app to book experiences which engage you personally with the impact of The Datai Pledge and discover the creatives behind some of our purpose-led curios in The Boutique and The Lab.



REBECCA YAU
local upcycling artist

Alchemising discarded fabric, plastic, metal, and other items to transform them into unique vintage and handmade items — join her for hands-on workshops and buy her creations.



PAK LONG
beekeeper and propolis soapmaker

Join our local artisan and bee specialist and make soap from propolis harvested from our stingless bees. It's also good for you! The propolis used to build hives is also anti-inflammatory.



BEATRICE HEW
glass artist

Learn to upcycle bottles with a special cutting tool and magic them into your own decorative artworks.



HARITH 'THE GREEN CARPENTER' RIDZUAN
founder of The Green Factory

Work wonders with timber in this workshop with this green design guru and sustainability educator.



'MAK TOK' UMMI KHALTUM
candlemaker

Our candle-conjurer from social enterprise The KanshaLife Project transforms the resort's wax leftovers into beautiful new creations.



Faizy Crystal's beautiful hand-blown glass creations are legendary in Langkawi — he fashions our crushed glass into meaningful mementoes such as charming hornbills and geckos available in the gift shop.





Nature-led activities

BY THE NATURE CENTER

Journey Through The Forests

This 400-metre walk takes you through a littoral forest and along an elevated walkway over mangrove habitat into lowland rainforest and our iconic Canopy Walk.

Mysterious Mangroves

A guide-led kayaking tour of this fantastically important ecosystem and a fascinating glimpse into why nature is not only captivating but crucial to protect.

Mandi Embun

Meaning 'bathing in forest dew' in Malay, it includes stretching and a wild swim in Crystal Creek.

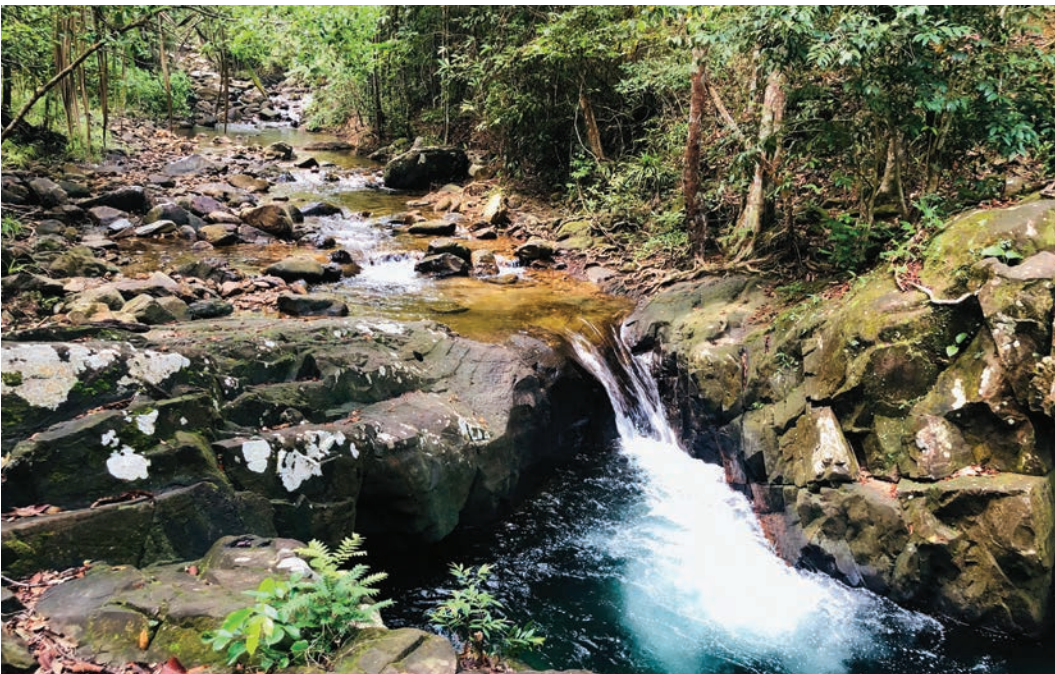
Butterfly Walk

A 60-minute mid-morning walk through the flora that draw these flutterers in honour of how our corner of the world is host to hundreds of species.

Beach Walk

Showcasing the stories and adaptation of the many shades of sand-loving species and coastal creatures that live on and around this shoreline.

Birdwatching Walk
Botanical Wonders
Coral Adoption
Coral Fragmentation
How To Be A Naturalist
Jungle Voices
Mini Beast Discovery
Ocean's Drifters
Ocean's Whisper
Rainforest After Dark
Rainforest Awakening
Tree Adoption
Trek To Crystal Creek
Young Explorer



Nature walk © Jon Low Studios
Kayak in the mangroves © Eric Martin

We hope you enjoyed

these stories and solutions from The Datai Pledge and that this information and inspiration helps more sustainability blossom.

*‘Bersatu kita teguh,
bercerai kita roboh’*

THIS MALAY PROVERB TELLS US

*United we stand,
divided we fall*

Please help us share our collective love for nature, supporting local communities and conservation, ask any of us about The Datai Pledge and what we do, why, and how, and share your own stories with us.

Follow us   @thedataipledge #TheDataiPledge
And help us spread ‘the Datai effect’.

thedatai.com/sustainability



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THE DATAI
LANGKAWI

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