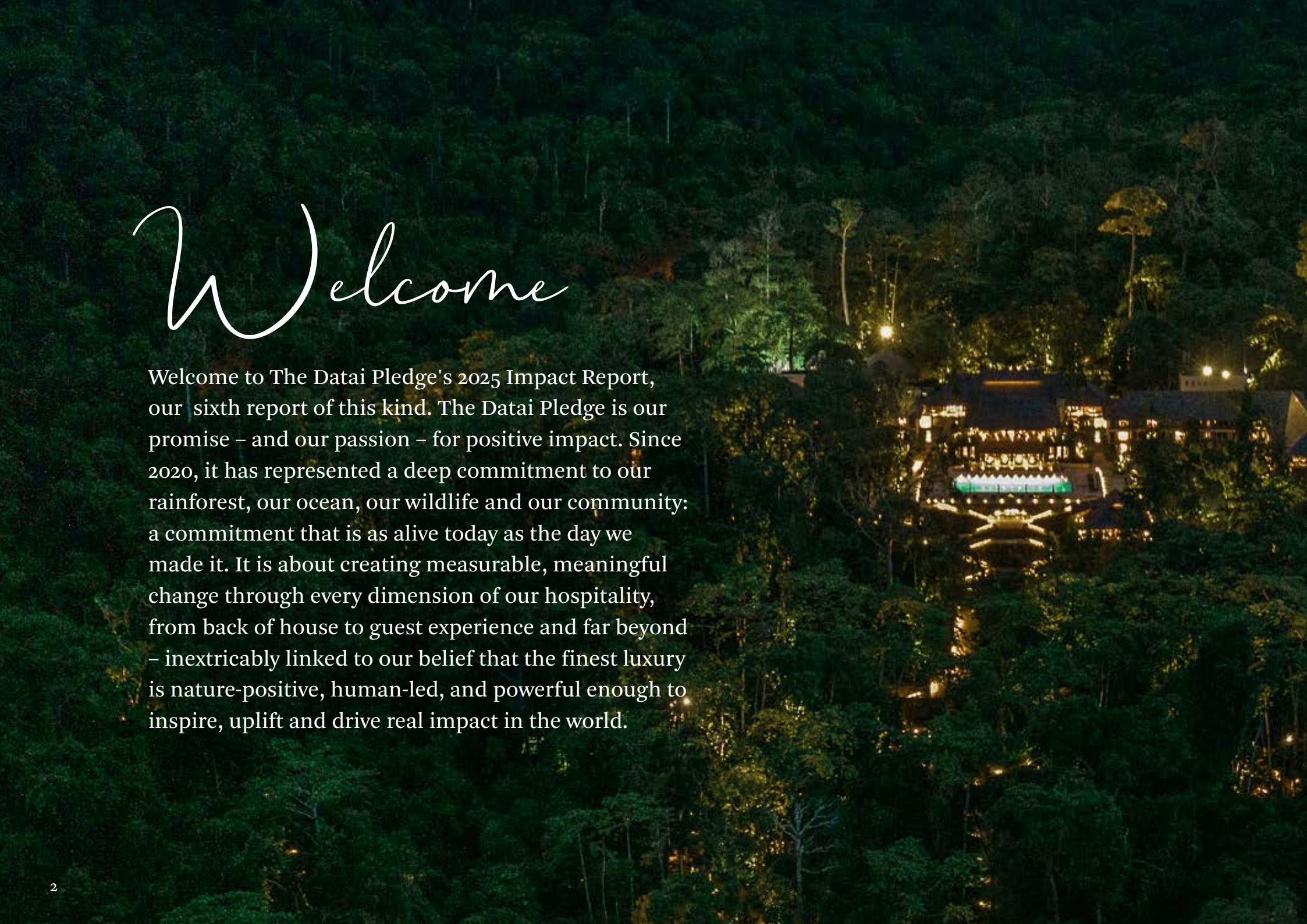


THE DATAI
pledge

Stories + Numbers = Impact Report 2025

GIVING > TAKING = REGENERATION



An aerial night photograph of a resort nestled deep within a dense, dark rainforest. The resort's buildings, including a large central structure and several smaller ones, are brightly lit with warm yellow lights, creating a stark contrast with the surrounding dark trees. A winding path or road, also illuminated, leads through the forest towards the resort. The overall atmosphere is serene and secluded.

Welcome

Welcome to The Datai Pledge's 2025 Impact Report, our sixth report of this kind. The Datai Pledge is our promise – and our passion – for positive impact. Since 2020, it has represented a deep commitment to our rainforest, our ocean, our wildlife and our community: a commitment that is as alive today as the day we made it. It is about creating measurable, meaningful change through every dimension of our hospitality, from back of house to guest experience and far beyond – inextricably linked to our belief that the finest luxury is nature-positive, human-led, and powerful enough to inspire, uplift and drive real impact in the world.



Stories + Numbers

We love that there is a kind of mathematics to sustainability: everything adds up and every action is part of an equation – a plus or a minus, a contribution or a cost, a deposit into the future or a withdrawal from it.

Sedikit-sedikit, lama-lama jadi bukit.

MALAY PROVERB

Bit by bit, over time, a little grows into a hill.

We hope you enjoy The Datai Pledge's sixth Impact Report. Measuring and tracking the efforts of our team and partners is how we hold ourselves to account more than anything, and we love sharing what has been made possible.

Contents

Welcome	
Contents	4
Introduction from our CEO	5
What is The Datai Pledge? How is it funded?	6
Our History	7
Milestones in Mathematics	8
Pillars, Partners, Projects	10
Our Sustainability	12
Feature: Numbers in Nature	15

FISH FOR THE FUTURE	
Purpose and Partner	17
People of the Pillar	18
Challenges and Solutions	19
Feature: Coral and Climate Change	22

PURE FOR THE FUTURE	
Purpose and Partner	25
People of the Pledge	26
Challenges and Solutions	27
Spotlight: Geng Bersih Kampung	31
Feature: Community-Based Farming	32

WILDLIFE FOR THE FUTURE	
Purpose and Partners	35
People of the Pledge	36
Challenges and Solutions	37
Feature: The Native Tree Nursery	40

YOUTH FOR THE FUTURE	
Purpose and Partners	43
People of the Pledge	44
Challenges and Solutions	45

INTERCONNECTEDNESS	
Sea, Science & School	46
Young Reporters for the Environment	47
Future Changemakers / RASMA	48

Nature-inspired Wellness	50
Accreditations, Associations and Awards	52
Goals for 2026	53
Memberships and Partner Organisations	54

Recommendations for Further Reading, Watching and Listening	55
--	----

Feature: How to Tell a Solutions-Led Story to a Child	56
--	----

Be a Part of the Pledge	58
Credits and Thank Yous	59

Introduction *from our Chief Executive Officer*



Arnaud Girodon

Charles Darwin said it beautifully: it is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change. I think about this often. The world of sustainability has shifted enormously – even in the six years since our first Impact Report. The science has deepened, the urgency has grown, and the questions being asked of hospitality businesses have become far more demanding. We have had to adapt – our thinking, our programmes, our storytelling – and I believe we are stronger for it.

“The Datai Pledge is not just about a luxury hotel having a sustainability department. It is a dedicated mission for impact, built on four interconnected pillars, honouring nature and community near and far – with the operations of a very special address at the heart of it.”

In these pages you will find the science and the stories – the numbers that track our progress and the human moments that remind us why it matters. From our ocean-conscious Fish For The Future programme to the wildlife regeneration work of Wildlife For The Future,

the community outreach and back-of-house efficiencies of Pure For The Future and the education partnerships and investment in young people that pay it forward for the next generation through Youth For The Future: everything must add up.

And one of the parts of all of this that moves us the most is truly the generosity of our guests that makes the equation work. Nature, like any business, runs on profit and loss. The marginal gains – one sapling planted, a young person inspired, a local artisan supported – may look small on a page, but their compounding value is immeasurable. And the multiplier effect of you listening, learning and sharing our stories means the world.

We do a lot, and I will be the first to admit it can be complicated to explain. Which is why we believe so deeply in sharing stories – on a walk with a naturalist, in a workshop, around The Nature Centre. Stories cross every barrier. Everyone at The Datai Langkawi is connected to the Pledge in some way, and we hope, during your stay, you feel that connection too.

Thank you for being part of this – simply by spending time at The Datai Langkawi, you make it possible.

— Arnaud Girodon, CEO of Datai Hotels and Resorts

What is The Datai Pledge?

During our resort renovation from 2017 to 2018, we sat down and asked ourselves: how can we truly honour this very special place and its people? The answer came through in The Datai Pledge – our formalised, heartfelt commitment to the rainforest, ocean, wildlife and communities of Langkawi.

What started as a promise has grown into something we're genuinely proud of: four interconnected pillars, driving conservation and community impact that reaches far beyond our gates. We work hard to reduce the negative footprint of what we do while stretching the reach of why we do it – a balance that keeps us thinking forward, ever open to new ways of enabling positive impact.

If anything in these pages moves you – a stat that surprises you, a story that stays with you, a project you'd love to see up close – please say the word. We always love to connect people with the Pledge in action. In this Impact Report you'll find lots of ways you can engage in activities and experiences and support our work.

“

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. — Jane Goodall, 1935–2025



How is The Datai Pledge funded?

The Datai Pledge began as a trust – but since we like to move quickly in our impact, and nature's and our community's needs are a priority, we restructured it as a dedicated department, much like a CSR or ESG team and framework within The Datai Langkawi, giving us the agility to act, adapt and respond as the requirements demand.

Funding comes from several directions. A small daily contribution is added to guest bills – optional (though we're delighted that very few people decline) – and this goes directly towards the Pledge's programmes and philanthropic donations to our pillar partners. Private donations, corporate contributions, and income from hosted activities and adoption programmes all play their part. And then there's The Lab, where 100% merchandise profits go straight to the Pledge, with a percentage from The Boutique also contributing. So if you've ever picked up a meaningful Malaysian memento on your way out, know that it carries on doing something good long after you've headed home.



Our History

Millions of years ago, and the rainforest that surrounds The Datai Langkawi was already ancient. Long before us humans as a species had learned to write, farm, explore – even to wonder at the stars or the sea – this ecosystem was quietly perfecting itself, layering its canopy, threading its roots, learning its rhythms.

In the grand sweep of natural history, human existence is barely a footnote. And in the three-decades-plus years since The Datai Langkawi first opened its doors? A blink within a blink.

And yet. In the story of Langkawi, that blink has mattered.

When the resort first took shape in the early 1990s – one of the first true luxury properties to be shaped, carefully and sensitively, within this remote and remarkable forest – it made a choice about what kind of presence it wanted to be. That instinct, present from the very beginning, is what everything since has grown from.

A man who perhaps understood it most clearly was Irshad Mobarak, the naturalist who joined The Datai Langkawi at the start of our journey and immediately saw what this place could become – not just a beautiful retreat, but a force for the protection of Langkawi's extraordinary biodiversity. And long may this journey continue.

Irshad Mobarak's vision planted a seed. When Khazanah Nasional took ownership in 2014 and Arnaud Girodon arrived as General Manager, that seed found the conditions it needed to thrive. Sustainability stopped being an aspiration and became part of the architecture, infrastructure, culture – considered across operations, guest experiences and, during the 2017/2018 renovation, conceptualised into what would become The Datai Pledge.

What has followed is something we could not have fully predicted: four interconnected pillars – ocean, wildlife, community, sparking a love of nature in the next generation. Historians who one day look at which businesses shaped – and regenerated – the natural world they inhabited, we hope The Datai Langkawi will be remembered as one that chose, at every turn, to give more than it took.



Milestones in mathematics

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 of our journey – and we look forward to all that lies ahead. One of the most rewarding aspects 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.



2017 Resort closes for extensive renovation
+ time to reimagine = foundations of the Pledge taking shape

Resort reopens + sustainability embedded
at its heart = The Datai Pledge begins to be realised **2018**

2019

Pledge fund activated + first NGO connections
+ The Lab and Permaculture Garden open
= conservation and community starting to scale



2020

The Datai Pledge officially launched
Gaia + Green Growth Asia Foundation
+ MareCet = formalised NGO partnerships;
Native tree nursery + first wildlife corridor
+ coral reef restoration
= the ecosystem being restored



2021

Partnership with Jane Goodall's Roots & Shoots Malaysia + one landmark day = 100% of waste diverted from landfill for the first time

2023

30th anniversary + Pledge activities
= celebrations of impact throughout the year;
The Els Club Teluk Datai + joining the Pledge
= new benchmark for golf course;
KanshaLife Project + as partner
= more community impact



2024

First acoustic device + Datai Bay
= more marine measurement;
Planting + 1,500 mangrove saplings
= World Mangrove Day to remember;
EarthCheck ECO Silver renewed

2022

Coral Adoption Programme + freshwater study across three rivers in Datai Bay + 22 tree species identified on the IUCN Red List = science informing every decision;

ASEAN Green Hotel Standard + EarthCheck Eco-Certification Silver + Sustainable Spa of the Year = official recognition

2025

- Totalled 10,107 participants in our nature walks and conservation talks.
- Raised over MYR 700k in Datai Pledge funds.
- Certified EarthCheck GOLD.
- 100% solid waste was diverted from landfill for 281 days.
- Launched our Solutions-Led Storytelling campaign and Regenerative Travel Learning Series.
- Two new Eco-Schools added to our partnership and the AIESEC university volunteer programme came to life.
- Spoke about The Datai Pledge at NoVacancy Asia 2025 (Bangkok), PURE Life Experiences (Morocco), Regenerative Travel Summit (Singapore), EarthCheck's Inner Circle Forum and Sleeper Sessions (Langkawi), showcasing our work with the international travel community.



EARTHCHECK
GOLD CERTIFIED
2025

Our Pillars, Partners & Projects

Behind every conservation moment, every guest encounter that sparks something, every milestone in this report, there is usually a very large amount of paperwork. The Datai Pledge runs on passion – but it also runs on people, across every corner of this resort, who are willing to go well beyond their job descriptions because they genuinely care.

In 2025, governance changed so that The Datai Pledge fell under the management at a property level, but we continued funding and implementing research focussed on the health of our rainforest and ocean, following key species, and measuring our carbon footprint so we can keep reducing it. We pushed further on waste – not just reducing what goes to landfill but questioning why it exists in the first place.

Why does this report matter? Because impact without evidence is just intention. This report is our attempt to show the work – not just the wins, but the effort, the experimentation, and the ongoing commitment to doing more and doing it better.

WHO BENEFITS — AND HOW

Nature — through active restoration and protection of Datai Bay's extraordinary biodiversity, and a genuine reckoning with our own environmental footprint.

Community — by supporting the people of Langkawi to see sustainability not as an external imposition but as a way of life with real opportunity at its heart, especially for younger generations.

Guests — through experiences that do more than delight; that deepen a connection with the wild and, we hope, travel home with people long after they leave.

Our industry — because if what we're building here can help shift the dial for luxury hospitality more broadly, then the paperwork was really worth it.



Pledge PILLARS

Our Sustainability

To sneak a peek behind the scenes, you can tour our facilities and functions as part of The Datai Pledge programme to see how we really tick and to get a sense of our closed-loop system in operation.



Asher

Non-recyclable waste that cannot be diverted through composting or recycling requires a final-stage solution that keeps it out of landfill – at The Datai Langkawi, it goes into this state-of-the-art solid waste incinerator, which processes this residual waste on-site. Byproducts are steam and non-toxic neutral ash repurposed as a soil-enriching powder or mixed into concrete for resort repairs.

Water Autonomy

Volume of water used in operations, typically measured per guest night as a key efficiency indicator. The Datai Langkawi tracks water consumption through EarthCheck benchmarking, drawing from a combination of local mains and deep well water systems, with regular quality monitoring for operational safety and environmental compliance.

Employment

The proportion of a workforce drawn from the surrounding community is a direct measure of local economic embeddedness. Of The Datai Langkawi's 533-strong team, 510 (96%) are local Malaysian employees. Of 134 management roles, 111 (83%) are held by local Malaysians.

Sustainable seafood

Sourced in ways that do not deplete fish stocks or damage marine ecosystems, The Datai Langkawi is strictly committed to avoiding endangered, protected, and overexploited species in its procurement, working with suppliers to embed responsible sourcing practices that support marine biodiversity.

Third-party auditing and verification

Independent assessment of sustainability performance provides credibility that self-reporting alone cannot. EarthCheck conducts annual auditing and environmental benchmarking at The Datai Langkawi. The Long Run membership provides additional external accountability. The resort is also pursuing TRUE Waste certification (GBCI) to independently verify waste diversion and recycling performance.

Carbon footprint measurement

The systematic tracking of greenhouse gas emissions across an organisation's operations. The Datai Langkawi measures emissions quarterly across electricity, LPG, waste, business travel, transport, and procurement, using Pantas Climate Solutions – a Malaysian third-party carbon consultant – alongside EarthCheck benchmarking. In 2025, total emissions fell by 0.34% and carbon intensity per occupied room decreased by 2.68%.

Waste management

An integrated approach to reducing, reusing, recycling, composting, and responsibly processing waste generated through resort operations. The Datai Langkawi coordinates waste management through its Sorting Centre, Organic Waste Centre, and The Lab, with glass recycling, upcycling, on-site composting, and residual waste treatment through The Asher. TRUE Waste certification is underway in support of long-term zero waste to landfill goals.

Zero waste to landfill

The direction every operational decision at The Datai Langkawi is oriented towards – through composting, recycling, upcycling, and collaboration with local community. The honest version of zero isn't a claim. It's a commitment to keep closing the gap.



Training and development

Investment in staff skills and sustainability literacy ensures that environmental commitments translate into daily operational practice. The Datai Langkawi runs ongoing training across all departments, with the HR team working closely with the Sustainability and Kitchen teams on responsible workplace practices, including No Bin Day waste reduction initiatives and a sustainable staff dining programme.

The Datai in Data

Our Property's Sustainability Metrics

These figures are drawn from verified sources: the 2025 GHG Report (prepared by Pantas Climate Solutions), the EarthCheck Audit, and The Datai Pledge mastersheet, supplemented by departmental records (Front Office, Housekeeping, Nature Centre, Watersports, Concierge, Reservations). Where a figure is derived, the calculation is shown in full so every number can be traced back to its source.

ENERGY INTENSITY

202.7 kWh

per occupied room. The maths:
6,672,395 kWh purchased
electricity ÷ 32,917 occupied rooms

**Source: GHG Report pages 24, 106*

WATER CONSUMPTION

1.015 m³

per guest night. The maths:
72,804 m³ municipal water
÷ 71,741 guest nights

**Source: EarthCheck Audit pages 20, 22–23*

ENERGY INTENSITY

8% Reduction

The maths: 2024 | 7,088,116 kWh ÷ 32,037 occupied rooms = 221.25 kWh
per occupied room. 2025 | 202.70 kWh per occupied room.
Reduction: (221.25 – 202.70) ÷ 221.25 = 8.38%, rounded down to 8%

**Source: GHG Report pages 10, 24, 105–106*

EMPLOYMENT

96.77%

Local Langkawi and
Malaysian employment

**Source: HR records (510 of 533 staff
are local Malaysian employees)*

BIOFUEL

10,271 kg

Used cooking oil from our
kitchen operations was collected
and transformed into biofuel.

**Source: The Datai Pledge mastersheet*

COMPOST

12,903 kg

Compost outputs includes
composted food waste;

**Source: The Datai Pledge mastersheet*

RECYCLING

70,244 kg

Solid recyclable waste was
sold to third-party recyclers
for repurposing.

**Source: The Datai Pledge mastersheet*



Numbers in Nature

Charles Darwin and Alfred Russel Wallace – the twin architects of evolutionary theory – were, it turns out if you look into their history, hopeless at mathematics.

Darwin admitted as much himself, confessing a lifelong regret at never mastering it. No matter: what both men possessed in abundance was something rarer than numerical fluency. They could see patterns and mechanisms in the gloriously messy, teeming, qualitative world of living things.

Equations came later to ecology and conservation. Darwin's own cousin, Francis Galton, began applying statistics to heredity in the 1860s, laying the foundations of what we now call biometrics. Gregor Mendel – a low-key contemporary working with pea plants and ratios – got there too, although nobody really noticed until 1900. Darwin and Wallace gave us the logic of evolution. The mathematics had to catch up.

Which brings us, rather wonderfully, to Irshad Mobarak, Langkawi Naturalist and The Datai Pledge Conservation Consultant. He may have started his career in banking, but for the past 33 years he has been doing something far more valuable: counting. Flora, fauna, and everything in between, across the landscapes of Southeast Asia's first UNESCO Global Geopark.

He was the first person in Malaysia to spot – and record – the elusive mountain hawk-eagle in Langkawi. No algorithms required. Just patience, knowledge, and the same quality Darwin would have recognised instantly: the ability to truly look.



Hotel + Marine = Ocean
Guests + Biologists = Advocates



FOR THE FUTURE

Fish For The Future

In partnership with  MareCet

Purpose

To understand the marine world of Datai Bay and the oceans beyond well enough to help protect these waters, restore and advocate for them. That includes propagating corals and returning them to the reef, working with local fishing communities to shift towards practices that give the ocean a stronger fighting chance, and – perhaps most importantly – telling the story of why any of this matters in ways that move people, not just inform them. We cannot ignore rising ocean temperatures, and this makes some of our efforts ever more challenging.

Partner

MareCet is Malaysia's only non-profit, non-governmental organisation dedicated to marine mammal conservation – focused on the research and protection of whales, dolphins and porpoises, and led by Dr Louisa Ponnampalam and Fairul Izmal Jamal Hisne.

Their research was instrumental in securing recognition of Langkawi's waters as an IUCN Important Marine Mammal Area – an internationally significant designation that underscores the importance of what we are protecting here.





Barry Chin

Pillar Leader, Fish For The Future

Marine Biologist, The Datai Langkawi

‘Ever since I was a kid – around eight or nine years old – I knew I wanted to be either a palaeontologist or a marine biologist. Palaeontology would have taken me to China to study, and even though I’m Chinese, my Mandarin isn’t exactly the strongest, so the sea became my calling instead.

And honestly, what a place to end up. In Borneo, where I worked for a while, we’re blessed with some of the top five sunsets in the world – so imagine finishing every single dive and surfacing to that. It felt like a dream come true.

Back in those days too, marine biology wasn’t really talked about in the way it is now. It was more about dive guides and the diving industry,

and at the time, business was booming with the explosion of underwater photography and videography. That world completely drew me in – seeing all of this untapped potential beneath the surface. That’s really what entranced me and set me on this path.’



“...the explosion of underwater photography...that world drew me in” — Barry Chin

Challenge *RELIEVING FISHING PRESSURE ON NATURAL REEFS*



Solution *FISH AGGREGATING DEVICES*

Fish Aggregating Devices – anchored steel frameworks positioned to draw fishing activity away from vulnerable coral reefs – are central to our strategy for reducing unsustainable fishing in Datai Bay. Sweetlips, Bluelined Hind, Blackspot Snapper, Red Lionfish, Fusiliers, Bannerfish and Grouper are now regularly sighted around the FADs.



The clownfish

The clownfish – yes, the kind made famous by *Finding Nemo* – cannot thrive alone. Unlike their solitary big-screen persona, clownfish are deeply social creatures that need companions to stay healthy, which is why you'll always spot them in pairs or groups in The Nature Centre's tank. Nemo, it turns out, would never have been on his own in the first place.

Challenge *CORAL PROPAGATION HAMPERED BY VISIBILITY*



Solution *DELIBERATE STEPS BACK*

Changing currents and unpredictable weather in Datai Bay have made consistent coral restoration increasingly difficult. Rather than continuing regardless, the team took a deliberate step back – analysing dive conditions, current patterns and timing more closely. The result is a more strategic approach: fewer dives, better conditions, so we can get more reliable data and results.

Challenge *INCOMPLETE MARINE DATA DUE TO POOR VISIBILITY*



Solution *NEW PARTNERSHIP*

Partnering with Universiti Kebangsaan Malaysia, we commissioned a full fish study of Datai Bay and its rivers – enlisting specialists who brought technology we hadn't previously had access to. Using wi-fi signal as a scanning tool, the team produced detailed 3D readings of the bay floor, mapping its topography with remarkable precision.

Challenge *BAY CONDITIONS INHIBIT CORAL CULTIVATION*



Solution *CONVERTED SEABANK*

Rather than invest in a costly aquarium setup, we converted a seabank into a dedicated coral pool, creating an on-site propagation and preservation station steps from the water's edge. It provides a controlled environment where coral can be nurtured before reef deployment, and where guests can observe – and engage with – living coral directly.

Challenge *GUESTS APPROACHING OTTERS*



Solution *KEEPING OUR DISTANCE FROM WILD ANIMALS, ALWAYS*

A family of smooth-coated otters hunts in the bay. But these are wild predators, not photo props. Otters are territorial, fast, and bite hard when threatened. Approaching them stresses the animals, disrupts their hunting, and can trigger aggression. The best otter encounter is always from a distance, watching them do what otters do best: be wild.

Coral, The Climate and Warming Ocean Waters

'For hundreds of millions of years, corals have existed on this planet – and yet in the span of just 250 years, since the Industrial Revolution, human activity has driven ocean temperatures to a point where corals simply cannot keep up. A rise of just 0.5 to 1.5 degrees Celsius is more than enough to push the entire system past its tipping point.' — Barry Chin

As reported in our previous Impact Report, 2024 brought the fourth global coral bleaching event on record. In 2025, its effects prompted us to recalibrate – and we are now considering a comprehensive species study of the bay and rivers around Datai Bay to shape a renewed focus for this pillar.

Coral planting continues, but thoughtfully. Rather than planting in the bay itself, we have brought the coral story closer to guests through our Nature Centre team – creating an educational experience that is honest about where we are, and grounded in what is actually possible.

A note on coral bleaching: it occurs when unusually high sea surface temperatures cause corals to expel

their symbiotic zooxanthellae – the pigmented algae that give coral its colour and supply up to 90% of its energy through photosynthesis. Without them, corals whiten, weaken and become vulnerable. Langkawi's waters are not insulated from these global thermal shifts, and Datai Bay is feeling their effects.

This is among the most visible and measurable ways a changing climate is reshaping tropical marine ecosystems. It is also a reminder of why science-led, adaptive thinking matters more than optimism alone. We would rather be honest about the challenge and precise in our response than plant for the sake of planting.



Challenge *RISING SEA LEVELS THREATENING COASTAL INFRASTRUCTURE*



Solution *LOBBYING FOR MEANINGFUL REDUCTIONS IN CO₂ EMISSIONS*

Twice yearly, King Tides now bring water directly to the threshold of our Nature Centre – a visceral, localised demonstration of what rising sea levels mean in practice. There is no immediate fix: lobbying for meaningful reductions in carbon emissions operates on a timeline longer than any single tide. But inaction is not an option.



Plankton nets

are fine-mesh conical nets towed slowly through the water to collect the microscopic organisms that drift near the surface. The mesh is small enough to trap tiny zooplankton and phytoplankton, which are then concentrated and fed directly to coral fragments in nurseries – replicating the natural feeding conditions corals need to grow and recover.



< 5% Landfill = 0 Waste



FOR THE FUTURE

Pure for the Future

In partnership with  KanshaLife

Purpose

Pure For The Future is about weaving sustainability into the everyday fabric of how we run this resort: thinking circularly, turning operational challenges into creative opportunities, and ensuring that our supply chain and wider business decisions actively support the community around us and minimise our carbon footprint. The name reflects our commitment to being 'pure' in behaviour – from back-of-house operations to community partnerships.

Partner

Skaii De Vega is the creative force behind The KanshaLife Project – a social enterprise that bridges sustainability and community empowerment. A Belgian-Malaysian surrealist artist turned entrepreneur, Skaii transforms decommissioned materials from The Datai Langkawi into elegant interior design pieces. Her handcrafted homewares breathe new life into discarded items while providing meaningful employment to single mothers and marginalised communities.

Through The KanshaLife Project, Skaii also leads upcycling workshops – from candle-making sessions with Mak Tok to stylish bag-making using repurposed materials.

kanshalife.org | [@thekanshalifeproject](https://www.instagram.com/thekanshalifeproject)



The Datai Pledge proudly supports The KanshaLife's wider 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.

Every decommissioned item that enters The KanshaLife's workshop leaves as something of beauty and value: bedsheets become eco-printed fabrics or tie-dye batik; old slippers become new designs. These aren't just waste solutions – they are livelihoods, and lives supported.

Resort + Community – Boundary = Belonging



Farzana Rosaidi Pillar Leader, Pure For The Future

Senior Sustainability Executive

‘My ambition as a little girl was to become a medical doctor. But when the scholarship didn't come through for medicine, I chose to continue at a local university studying biology instead. By my third year, I had to pick a specialism – with so much development and destruction of nature happening around us, environmental science felt like where I was most needed.

I graduated during the pandemic, and back then I was quite introverted and shy. So I made a deliberate decision to volunteer – to push myself. One of the first programmes was called Clean Your Plate, encouraging school children to eat nutritious meals, delivered virtually. It sounds small, but it taught me how to communicate, how to connect, and how to sit with the reality that people come from very different circumstances.

After joining The Datai, my passion for community deepened. I volunteered with an NGO for four years focused on climate

action, and in 2023 I was selected as one of the top 60 youth to represent Southeast Asia in a climate leadership programme in Chiang Mai.

Personally, I've been away from home for nearly ten years. My family is in Johor, in the south, and I'm here in the north. So I always say the community here is my family. That trust, that warmth – that's the real foundation of everything we do here.'



‘I always say the community is my family – it's how we establish trust.’ — Farzana Rosaidi

Challenge *GLASS WASTE WITH NO CONSTRUCTION PROJECTS TO ABSORB IT*



Solution *GLASS CRUSHER REDUCES BOTTLES TO SAND*

Our glass crusher reduces bottles to a sand-like material – but what do you do with it when there's no building work underway? The answer walked in from the village. A local supplier spotted the crushed glass, recognised its potential, and built his entire house with it – no sand needed. Villagers now use it for pathways. One small innovation by our Corporate Director of Engineering, Pak Agus, is reshaping how a whole community builds.

Challenge *DECOMMISSIONED SHEETS AND WORN SLIPPERS DESTINED FOR WASTE*



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

Nothing leaves The Datai Langkawi without a second life considered. Damaged slippers are upcycled through our suppliers. Old sheets become eco-printed fabric with Gangga Ayu, bean bags with The KansaLife, and tie-dye batik creations. Through Suri Lifestyle, single women and widows earn independently through artisan craft. Every damaged sheet, every worn slipper, becomes both a material rescued and a life supported.

Challenge *JOURNEY TO ZERO WASTE — BATTERIES AND LIGHT BULBS*



Solution *SPECIAL DISPOSAL OF SMALL DEVICES AND BATTERIES*

Small devices and batteries must go to specialist disposal on the mainland. The logistics are complicated by Langkawi's tax-free island status – nobody makes the journey just for us, and disposal fees are high. This is one of the last pieces of the zero-waste puzzle, and we are actively working to solve it.

Challenge *DISPOSING OF USED COOKING OIL RESPONSIBLY*



Solution *PARTNERSHIP WITH FATHOPES ENERGY*

Through our partnership with **FatHopes Energy** – a Malaysian biofuel company founded in 2010 – used cooking oil becomes waste given a second life. Collected from **The Datai Langkawi**'s kitchens, it's then converted into **Sustainable Aviation Fuel (SAF)**. Rather than entering the waste stream, it re-enters the world as cleaner energy. Most months, almost **900kg** of used cooking oil was collected for conversion – turning one of hospitality's most overlooked byproducts into a meaningful reduction in carbon emissions.

Challenge

DISABLED YOUNG PEOPLE EXCLUDED FROM MEANINGFUL ECONOMIC PARTICIPATION



Solution

WORKING IN PARTNERSHIP WITH DESA

DESA works with young people with disabilities across Langkawi, channelling creativity into craft. Using materials like coconut shells – abundant, local, and otherwise discarded – they produce handmade objects with real beauty and real market value. The Datai Pledge supports and platforms their work, because inclusion isn't just a social value – it's an economic one. Every piece sold is a young person paid, recognised, and counted.

Challenge

ECONOMIC BARRIERS PREVENT STUDENTS FROM PROPER UNIFORMS



Solution

EMPOWERING WOMEN AND UPLIFTING STUDENTS THROUGH MYSURI SERAGAM

Supported by The Datai Pledge, the MySURI Seragam project addresses both challenges through a single initiative. Fifteen local mothers under SURI Lifestyle are trained and supported to sew new school uniforms, creating meaningful income opportunities and valuable skills. The uniforms are then provided free of charge to 282 students from underprivileged families.

Challenge *MEETING OUR FOOD COMPOSTING TARGETS*



Solution *COMPOSTING ACTIVITY REOPENED*

In 2025 from July-October the food composting area was temporarily closed for reflooring – causing a disruption to our waste-processing capability: the silver lining to this is that it made us really appreciate how a diversified waste management approach, such as worm farming and the donation of food waste to local farmers and a dog shelter, helped divert organic waste from landfill.



Impact-unlocking inspiration

Did you know that making something with your hands changes how you think about waste? Psychologists have found that creative, sensory experiences engage us differently from facts and figures alone – when wonder, touch and imagination are involved, the lesson lands emotionally, not just intellectually. Guests who craft their own keepsake don't simply learn about circularity; they feel it. And that feeling travels home: people who experience materials being transformed are more likely to waste less and recycle more in everyday life.



Spotlight on...

GENG BERSIH KAMPUNG Youth For The Future x Pure For The Future

In 2025, a learning hub was added to the community space, Geng Bersih Kampung, intended as an inspiring environment where children can learn and grow.

Under Kak Zu's leadership and KanshaLife's community involvement, the Youth and Pure pillars worked well together, modelling collaboration through a grassroots initiative where volunteers teach English, nurture green thumbs, and impart cooking skills.

*"When we started this programme, we wanted the children of **Kampung Padang Putih** to have happy childhood memories, and to grow into confident, all-rounded individuals. Over these five years, we've instilled strong values, motivation and good manners in them, and watched their confidence and commitment grow. Through cooking, gardening and Silat classes, they've gained skills that help them not just in the classroom, but on the field too." – Kak Zu*



Community-Based Farming

Why Now?

What if the food on your plate told a story worth hearing? Since 2025, The Datai Pledge's community farming project reduces food miles, rebuilds local supply chains, and puts real money into the hands of Langkawi's smallholder farmers.

How it Works

A partnership between The Datai Langkawi and three local farmers through agricultural consultants Very Green Ventures, this initiative connects the resort's kitchen directly to the land on our island. Traceable, high-quality ingredients are checked by QCI then reach guests with a story attached – surplus produce flows into local markets, so the benefits ripple outward.





Who We Are Working With

Along and Angah — Lowland Vegetables

Brothers Muhammad Fuzail Akmal (Along) and Muhammad Suhail Amzar (Angah) tend 3.9 acres of okra, long beans, cucumbers, winged beans, calamansi lime and more – setting their sights on papaya, passion fruit and leafy greens.

Yusup bin Abdullah — Coconuts and Fruit

For more than 30 years, Yusup has worked this island's land – evolving from vegetable grower into a trusted producer of pandan coconuts and papayas across his thriving six-acre farm. Supplying both Pantai Cenang and The Datai Langkawi, he brings decades of hard-won resilience to every harvest.

Mahyudi — Cage-free Chicken

Recommended by the Langkawi Veterinary Department, Mahyudi manages a household chicken farm alongside a rubber plantation coming back to life after replanting. He is expanding into humanely raised chickens that meet The Datai Langkawi's standards – building a livelihood with real long-term legs.

Goal for 2026: Saiful — Free-range on Pasture Eggs

What began as a backyard hobby has grown into a thriving operation of up to 200 birds. Drawing on his background as an animal feed trader, Saiful will bring a creative, informed approach to healthy feed blends – an advantage that sets him apart from most small-scale producers.

Healthier soils. Fewer imports. Farmers with stability. Guests with a genuine connection to what they're eating. This is regenerative hospitality made deliciously real.



Habitat — Deforestation + Decades = Turtles, Pangolins, Hornbills





Wildlife For The Future

Purpose

Conservation of our rainforest and all life within it has always been central to everything we do here, since the resort first opened its doors in 1993. Langkawi is not simply a beautiful island – it is a biological archive. Boosting biodiversity and advancing nature-based solutions sits at the heart of The Datai Pledge. Through Wildlife for the Future, we take a holistic approach to protecting and restoring the island's natural heritage.

Partner

While this pillar operated without a formal NGO partner in 2025, we were fortunate to work with Dr Shamsul Khamis of Universiti Kebangsaan Malaysia (UKM), whose expertise proved invaluable. Formal study in this field would typically require a three-year course, but Dr Shamsul condensed that knowledge into a focused three-day programme – teaching participants to identify tree species by reading their leaves and bark. We welcomed 30 participants in total, ten of whom travelled from the Malaysian mainland as freelance guides.

We also continue our work with the Forestry Department of Malaysia, the Freshwater Turtle Conservation Society, EcoMy, and wildlife authorities and the national park on pangolin protection.



Fuad Ahmad Pillar Leader, Wildlife For The Future

Assistant Nature Centre Manager

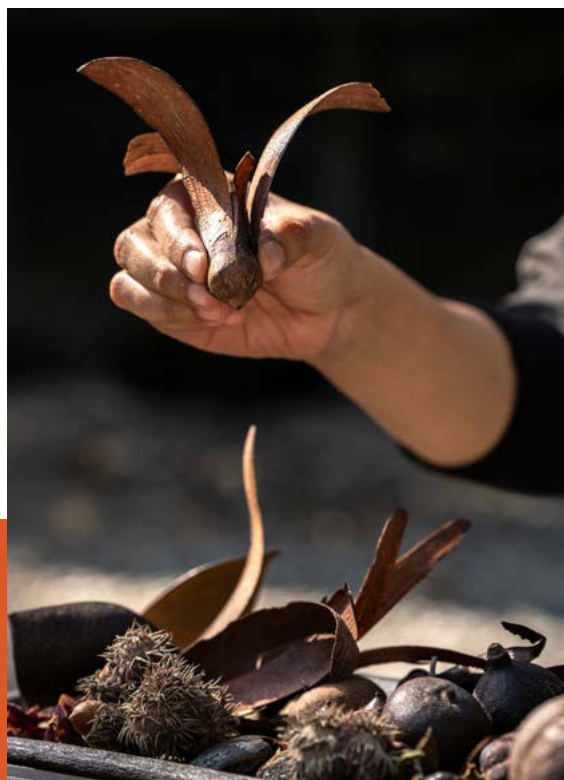
‘My introduction to nature came when I was just four years old. It was my late grandfather who first brought me into the forest —

teaching me how to read it, how to respect it, and how to survive within it. He was the one who opened that door for me. But as I grew up, that knowledge slowly faded into the background. Life got busy, studies took over, and I drifted away from it all – until 2011, when he passed away. In that moment of loss, I felt truly lost myself. And that’s when it became clear to me: nature was my path.

From there, I made a quiet but deliberate shift. I moved away from accounting and became what I call a ‘library student’. In Malaysia, that status gives you direct

access to any library in the country – and for someone hungry for knowledge but mindful of cost, that was everything.

And funnily enough, the accountant in me never really left. Because when you look at the rate we are losing forest, it becomes a numbers problem – and the numbers don’t lie. We need to be planting far more than we are losing. That’s the ledger I work from now.’



‘We need to be planting far more than we are losing. That’s the ledger I work from now.’

— Fuad Ahmad

Challenge *SOFTSHELL TURTLES CAUGHT FOR CONSUMPTION*



Solution *TURTLE CONSERVATION*

The Datai Langkawi harbours two freshwater softshell turtle species – quiet, ancient, and deeply vulnerable to hunting. Working with the Freshwater Turtle Conservation Society, we monitor and protect these rarely-seen residents. What was once hunted for a bowl is now documented, defended, slowly recovering. Becoming a conservation story – that's the work.

Challenge *NOCTURNAL WILDLIFE IMPOSSIBLE TO MONITOR WITHOUT EVIDENCE*



Solution *DEPLOYING CAMERA TRAPS*

Up to 65 cameras deployed until 2025. So far we have recorded 25 species. The Datai Langkawi's rainforest is quietly rewriting what we know about who lives here after dark. The Sunda Pangolin – the world's most trafficked mammal, critically endangered – has been captured on camera within our grounds. We share this cautiously. Malaysia holds one of the most significant breeding populations on earth, and we are working closely with wildlife authorities and the national park to support reintroduction.

Challenge *ORCHID PLANT LOSS/DISPOSAL FOR LANDSCAPE PURPOSES*



Solution *CULTIVATING ON-SITE ORCHID AND TREE NURSERY AND SEED BANK*

Behind the scenes at The Datai Langkawi sits what can only be described as an orchid ER. Wilting room and villa orchids are brought back to life in our dedicated nursery – we started our Orchid Nursery in earnest mid-2025 and had already saved well over RM4,000 a year in only six months by reviving plants instead of replacing them. Alongside the Native Tree Nursery and Seed Bank, the Orchid Gallery preserves epiphytes, ground orchids and tree-dwelling species. Every rescued orchid is a species held back from the edge.

Challenge *INVASIVE STRAY DOGS THREATENING INDIGENOUS WILDLIFE*



Solution *NEUTERING DOGS WITH NGO ECOMY*

Dogs brought in to guard crops often turn feral between fruiting seasons – hunting endangered Greater Mousedeer and Sunda Pangolin. With an estimated 3,500 strays on Langkawi, the pressure on wildlife is relentless. NGO EcoMy has neutered over 857 dogs between 2022 and 2024 alongside vets, volunteers and local authorities. Scaling this requires a full-time vet and sustained funding.



Not all forests are equal.

Not all forests are equal. Primary forest – ancient, undisturbed, layered with centuries of ecological complexity – lies deeper in the jungle, where light filters slowly through a dense canopy and the understorey hums with interdependence. Secondary forest grows back after clearance or disturbance, and while valuable, it lacks the structural diversity and species richness that only time can build.

What you see along roadsides is almost always secondary. The primary forest is further in – and far harder to replace.

For wildlife, that distinction is everything. Many of Langkawi's most vulnerable species, from hornbills to slow lorises, depend on primary habitat to feed, shelter and breed. When it goes, populations don't just decline – they fragment, and fragmentation is often where a species quietly begins to disappear.



Where to Find It

Amid the fronds and greenery of our thriving Permaculture Garden at **The Datai Langkawi** – right beside **The Lab** – extraordinary things are quietly taking root. Our experts are here, and we welcome your curiosity around what we're growing and we'll even give you a tour of our **Seed Bank** and the **Orchid Gallery**, too.

What Is It

The **Native Tree Nursery** nurtures endangered plant species, giving them the strongest possible start before returning them to the rainforest as saplings – where they belong. Working closely with the **Forestry Department of Malaysia**, the team cultivates and plants more than 1,000 native trees and collects thousands of seeds each year, guided by a single principle: right tree, right place. Our work has grown beyond the estate and now reaches across the island, including collaboration with **Pusat Penyelidikan Langkawi (PPL)** as part of the broader university research network.



“In some Native languages the term for plants translates to ‘those who take care of us.’”

— Robin Wall Kimmerer, *Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge and the Teachings of Plants*

What happened in 2025?

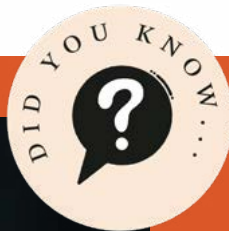
Since 2024, the team has identified **156 threatened tree species** now catalogued through ongoing research. Initiated by naturalist **Irshad Mobarak** and **Dev Abdullah**, Nature Centre Manager, this is conservation built on knowledge – species named, recorded and protected before they are lost.

Why we need long-term thinking

Our **Seed Bank** is a living insurance policy for **Langkawi**’s rarest flora – and the only cataloguing of its kind on the island. Some tree species fruit and germinate only once every several years, and without careful collection at precisely the right moment, that window closes. In a landscape where old-growth rainforest cannot be rushed or replicated, preserving the genetic material of native species is as important as any tree planted in the ground today.

Why does reforestation matter so much?

Rainforests don’t restore themselves as quickly as we’d like. And some of what’s been lost – or nearly lost – won’t come back without deliberate, patient human intervention. This nursery is that intervention: methodical, science-led and brought to life with a genuine love for what this forest is all about.



Roadkill is one of the most

underreported drivers of wildlife population decline in **Southeast Asia**. Unlike habitat loss or poaching, it happens incrementally – one animal at a time – which makes it easy to overlook and difficult to quantify. For species such as the **Dusky Langur**, already under pressure from habitat fragmentation, every individual lost to traffic is a loss the population can ill afford.



Child + Nature — Screen = Naturalists



FOR THE FUTURE



Youth For The Future

In partnership with 

Purpose

Children who grow up close to nature don't intuitively know to care for it – this pillar is all about supporting hands-on, joy-sparking, real-world education, which is the most powerful environmental activist. By bringing young people – particularly from local Langkawi communities – into direct contact with the rainforest, the reef and the remarkable wildlife on their doorstep, we cultivate a sense of love for looking after nature that lasts a lifetime.

Partner

GGAF operates on a belief that environmental and economic progress aren't in competition – they're the same conversation. By championing green projects that link education for sustainable development with genuine social inclusivity, the foundation does something subtly radical: it makes sustainability feel like opportunity rather than obligation.





Shakira Mobarak

Pillar Leader, Youth For The Future

The Datai Pledge Coordinator and The Datai Langkawi Historian

‘Some of my earliest memories are of my dad picking me up from kindergarten – driving through a village, past a river, into the forest to go swimming. We lived up on a hill, dusky langurs would come to the house, macaques rummaged through the bins, and we lived right next to the National Zoo. Nature was just everywhere.

I used to climb trees – big ones. People would worry and tell my dad, and he’d simply say: ‘If she falls, she’ll learn not to climb. But if I stop her, I kill her curiosity.’ That philosophy shaped everything. Now working with children myself, I have to constantly catch myself from saying ‘no, don’t do that’ – because that’s exactly how I learned.

swimming. Most girls my age were stressing about results, worrying about friends and fitting in. I was here alone, completely in my element – and that’s when I really understood who I was. I also fell in love with photography, and started seeing the world entirely differently.’

Then there was Irshad – I came to stay with him for a month at seventeen, right after my exams. Every single day: hiking, kayaking,

“Children are like seeds: full of strength, wisdom, and heart. With a little love and care, they can grow into tomorrow’s change-makers.” — Shakira Mobarak



Challenge *NATURE UNDERREPRESENTED IN SCHOOL CURRICULUM*



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

Eco-Schools don't arrive with a fixed programme – they co-create their own solutions around what they consider their own environmental challenges. At one school they tend a paddy field, learning how weather governs food. Another converted used cooking oil into soap, then sold it. When students solve real problems in their own backyard, conservation stops being a subject and becomes second nature – if you'll excuse the pun.

Challenge *CHILDREN UNAWARE OF THE GLOBAL DECLINE OF BEES AND WHY IT MATTERS*



Solution *ETHICAL BEE-KEEPING*

The Datai Pledge donated bee hives to two schools, SK Kelibang and SK Temoyong - encouraging 'Ethical Beekeeping' for local students. Beekeeping brings the abstract to life – here, buzzing in front of them, is a keystone species holding entire food systems together. When young hands tend a hive, they grasp instinctively what no textbook quite captures: that without pollinators, the web of life unravels. Small insects. Enormous consequences. Now they know.

Interconnectedness

**4 days · 3 schools and community groups
· 2 locations · 58+ students and 6 teachers**

SEA, SCIENCE & SCHOOL Fish For The Future x Youth For The Future

Remarkable things happen when you join the dots in your thinking, and your collaborating. In 2025, MareCet and GGAF – partners across two different The Datai Pledge pillars – joined forces to bring world-class marine science directly into the lives of local students. The result is exactly the kind of multiplication that makes this model so compelling: one collaboration, two NGOs, and a classroom full of young people suddenly understanding that the waters off their island are internationally significant.

“When children learn from the sea, the sea gets a future.”

Designed to connect Langkawi students with their own marine environment through hands-on learning, the programme spanned an intertidal walk at Pantai Kok, a cetacean boat tour in Kilim Geoforest Park, and a beach clean-up with trash audit. Over four days, it moved through three schools and community groups: ten students from Geng Bersih Kampung on day one; 36 students and four teachers from both SK Ewa and SK Temonyong on days two and three; and 12 students and two teachers from each school, alongside GGAF's Young Reporters for the Environment group, for the Kilim edutour and beach clean on day four.

MareCet's research was instrumental in securing recognition of Langkawi's waters as an IUCN Important Marine Mammal Area – and through Sea, Science & School, that same expertise now reaches the next generation. With Dr. Louisa Ponnampalam as a guide, marine conservation stops being abstract. It becomes personal. And personal, as any good scientist will tell you, is where change begins.





3 days · 8 national award winners · ages 18–24 · journalism, conservation and storytelling

NATURE STORIES

Fish For The Future x Youth For The Future x Wildlife For The Future x Pure For The Future



The challenge is a familiar one: young generations disengaging from the environmental issues on their own doorstep. The solution, characteristically, involved handing them a camera.

Solutions? Through the national Young Reporters for the Environment programme – run by Green Growth Asia Foundation – eight national YRE award winners were hosted at The Datai Langkawi for an immersive three-day eco-tourism trip from 14–16 July 2025, given the tools of journalism, photography and storytelling to report on what they witnessed.

Science is more powerful when the next generation owns the story. This included guided tours of The Nature Centre, a permaculture walk, a beekeeping activity, an upcycling workshop, and a Rainforest After Dark walk to close. There was a full day of marine education with MareCet, including a cetacean boat trip, beach clean-up and trash audit, followed by video production work and the YRE Award Ceremony at The Gulai House, recognising youth contributions to environmental journalism.



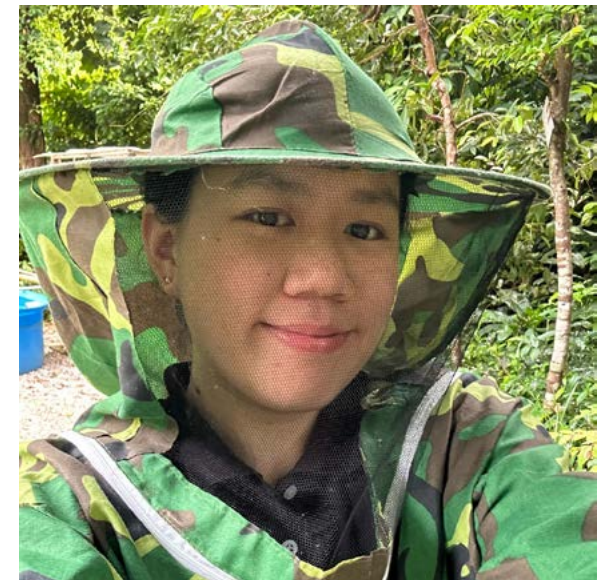


THE FUTURE CHANGEMAKERS

Fish For The Future x Youth For The Future x **Wildlife For The Future** x Pure For The Future

The Datai Langkawi entered into a partnership with Roots & Shoots Malaysia (RASMA) in 2021, where four candidates are selected each year following a formal interview process. The programme has taken our Director of Spa and Wellness and committee member of The Datai Pledge, Louise Ward, to the RASMA graduation ceremony in Kuala Lumpur – including the year Jane Goodall addressed the cohort, a reminder of what is at stake, and of how closely young people are watching the choices this industry makes.

Those chosen spend two weeks in the sustainability department and two weeks at the Nature Centre, joining guests on activities and learning the operational realities of running a resort with genuine ecological accountability. "We look for passion for nature, for sustainability, and they need to want to be here," says Louise. "Some have a nature or marine background; others are still studying. They take part with the team, from how we filter the water to how we use the incinerator, and learn what really goes on behind the scenes."



What is RASMA?

Roots & Shoots is a youth-led action programme founded in 1991 by Dr Jane Goodall under the Jane Goodall Institute, giving young people the tools to identify problems in their communities and lead solutions in support of people, animals, and the environment, and in intercultural understanding. The Datai Langkawi has a history of hosting talents through the programme, several of whom have gone on to become full-time members of our team.

‘Volunteering with The Datai Pledge for a month deepened my love for nature – I woke up every day excited for what was ahead. The naturalists at The Nature Centre taught me so much about our local species and how to spot them, and I was lucky

enough to see colugos, dusky langurs and oriental pied hornbills almost daily. On my very first activity, the trek to Crystal Creek, we even came across a rarely seen softshell turtle between the damp rocks.

My last two weeks were spent in the gardens at the Sustainability Centre, planting herb beds and harvesting fresh ingredients for the chefs. I also got to see the behind-the-scenes of the resort's sustainable practices – wood chipping and churning compost, and turning crushed glass bottles into coasters for guests to take home.

Between guest appointments, we'd explore the beach and mangroves, birdwatching and looking out for wildlife. I loved caring for the aquarium –

feeding the fish brine shrimp, cleaning the tank, cataloguing the species. The night walk opened my eyes to a hidden world: flying squirrels gliding from the canopy, and scorpions glowing under UV light. Outside the heritage kampung house, langurs leapt from tree to tree to the song of the greater racket-tailed drongo. I'm so grateful for everything the passionate people I worked with taught me – The Datai truly showed me what it means to care for the environment.'

*— Jessilyn Teh Jing Ying RASMA volunteer 2025
(pictured, right, beekeeping at The Datai Langkawi)*

Nature-inspired Wellness

Just being at The Datai Langkawi is a little like forest bathing – though we are thinking more deeply about the Japanese practice of *shinrin-yoku*, and are developing more treatments here as an expression of the connection between wellness, nature and place. Time among trees is known to lower cortisol levels, blood pressure and heart rate, and to quieten sympathetic nervous system activity. Phytoncides – the volatile organic compounds trees release – support immune function, too. At The Datai Langkawi, guests are not simply positioned next to a 10-million-year-old rainforest: this is a place where we are reminded we're not separate from nature, we are part of it.

WHAT GUESTS TELL US

The language guests reach for, when asked about their stay, is telling. Across responses gathered through our guest feedback platform in 2025, recurring phrases circle the same felt sense: restored, reconnected. Many guests observe, often with some surprise, that the setting achieved what treatment alone could not. One noted that falling asleep to the sound of the forest felt like "a kind of permission" to rest properly. Another wrote that the experience shifted something in how they thought about daily life – that being somewhere with its priorities so clearly ordered had a clarifying effect.



SPOTLIGHT ON TUNGKU BATU

This traditional Malay massage relieves muscle tension – but with a distinctly Datai signature. Our therapists work with warmed river stones, bound into pouches hand-sewn by our team from recycled hotel and spa linen and filled with fresh rainforest herbs. Circulation is improved not by manufactured products but by an invigorating herbal oil made from local organic botanicals – ginger, cinnamon, pandan leaf, lime. The treatment takes place in private, open-air villas set beside the stream that runs through our rainforest.



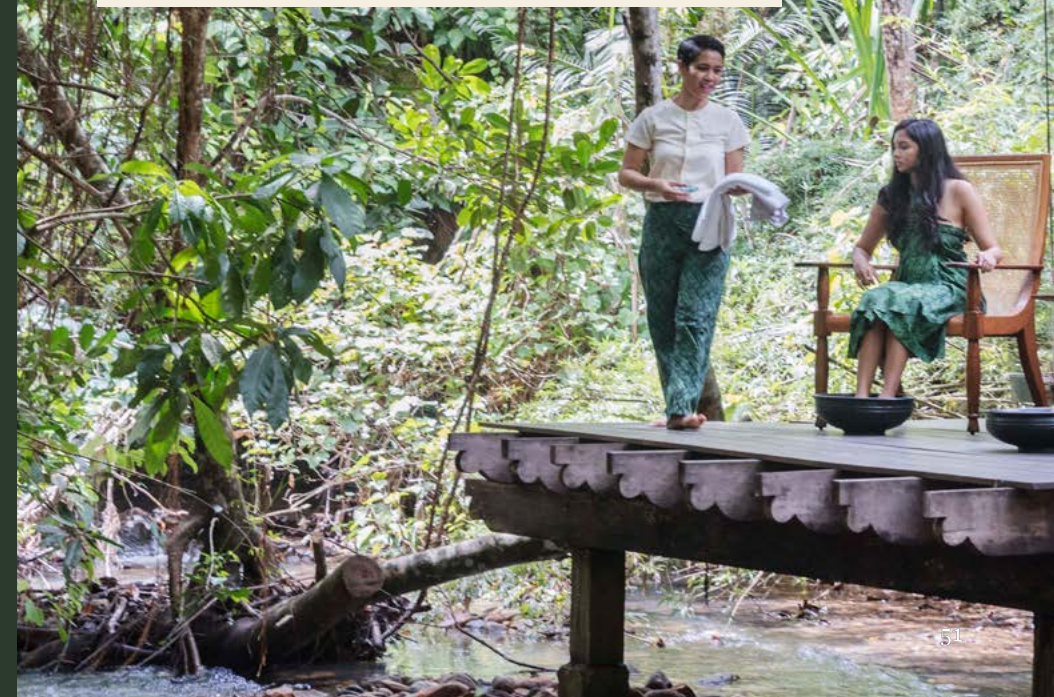
GOING DEEPER: WOMEN'S EMPOWERMENT AND INNER RESILIENCE

In 2025, we partnered with Hannah Lo – a Kuala Lumpur-based coach specialising in women's empowerment, self-love, and mindfulness – to bring a different kind of practice to The Datai Langkawi. Hannah's sessions, offered to both guests and colleagues, moved beyond the transactional register of conventional wellness programming. Participants were invited to turn genuinely inward – to sit with emotion, to examine habit, to locate the parts of themselves that daily professional life tends to suppress. 'The team were a little bit blown away by how immersive the experience was,' says Louise. 'The exercises brought out emotions and feelings which was really a cleansing – very different from just coming to sit in a training talk. It really helped them to express themselves in a way that made them feel better in touch with themselves, deepening a connection with themselves so that they could talk on a deeper level with guests and lift their confidence to engage better.'

WELLBEING FOR THE WORLD

The Spa at The Datai Langkawi

Within one of the oldest rainforests on Earth, The Datai Langkawi has long understood that true wellbeing cannot exist in isolation from the natural world. At the heart of this philosophy is The Spa – a sanctuary that doesn't simply offer relaxation, but embodies a deeper commitment to living well, responsibly. Under the leadership of Louise Ward, Director of Spa and Wellness, the spa has become a model for how luxury wellness and environmental stewardship can move in perfect harmony – and, as with all our departments, every team member feels invested in supporting The Datai Pledge. Louise oversees all wellbeing services and facilities at the resort, ensuring every guest experience is connected to therapeutic intention and ecological mindfulness – from locally sourced botanicals to treatments inspired by indigenous healing traditions.





EARTHCHECK
GOLD CERTIFIED
2025

Accreditations Associations, Awards

Recognition matters – not for the logos, but for what earning them demands of us. Every accreditation listed here represents a rigorous process, an honest audit, and a raised bar.

ASEAN Green Hotel Standard (2026-2028)

Awarded in Philippines

The regional benchmark for eco-conscious hospitality, recognising our commitment to conservation, cultural integrity and sustainable operations across Southeast Asia.

EarthCheck ECO Certification — SILVER 2019-2024 | GOLD 2025

The Datai Langkawi remains the world's first and only land-based tourism project to hold this certification – and the fact that we've maintained it year after year matters more to us than the initial win.

GEO Certification (2025)

Into our second year of the Els Club Teluk Datai's accreditation as the first golf course in Malaysia to receive GEO Certification – the globally recognised standard for environmental responsibility in golf.

Malaysia Green Hotel Certification (2019-2026)

The national seal from Malaysia's Ministry of Tourism, Arts and Culture, covering energy efficiency, waste reduction and community partnerships.

Coral Conservation Initiative

Langkawi UNESCO Global Geopark (2025)

Business Traveller (UK)

Best Sustainability Initiative (2025)

Future Icons Award by Country & Town House, UK

Best Travel Conservation, Environmental or Biodiversity Initiative

Luxury Spa Edit (UK)

Best Global Sustainable Spa (2024-2026)

Aspire Awards 2025

Sustainability Initiative of the Year, UK

Sydney Morning Herald, Australia

Traveller Awards for Sustainability (2025)

Goals 2026 AND BEYOND

1. WASTE

In 2026, The Datai Pledge is pursuing TRUE Waste Certification – the gold standard in zero-waste frameworks – with Zero Waste Malaysia engaged as on-site TRUE Waste Advisor. Unlike other certification systems, TRUE stands apart in three critical ways: it refuses to recognise incineration as a diversion method, pushing waste reduction at source; it prioritises upstream approaches, from design to material selection; and it enshrines social and environmental justice, protecting workers and vulnerable communities throughout the supply chain.

4. LOCAL COMMUNITY

Every outreach effort we make aims for growing together, not simply giving back. That means lacing Langkawians into our supply chain, and letting guests meet the people and stories behind our island. We're taking this further with a Community Hub, where makers can showcase heritage, craft, and the sustainable practices behind them – turning every handmade object into a memory of a reciprocal experience.

2. WATER

Langkawi receives around 2,500mm of rainfall a year, yet remains vulnerable to freshwater stress – seasonal distribution is uneven, aquifer pressure is growing, and the island's expanding population and tourism sector place competing demands on finite resources.

In 2026, The Datai Langkawi will add five new wells at the resort and two dedicated wells for staff use, moving meaningfully towards responsible self-sufficiency – reducing dependence on municipal supply and demonstrating that luxury hospitality and water stewardship can, and must, go hand in hand.

5. CARBON MANAGEMENT

Instead of relying on generic international emission factors, our in-house sustainability team is clarifying what carbon is actually being generated within our own local supply chain. We aim to be among the first hotels to quantify Scope 3 emissions using primary data from our community farming partners' own Scope 1 and 2 figures – striving for a more honest carbon footprint. We have set a target to reduce our absolute carbon emissions by 5% in 2026 compared with our 2025 baseline.

3. FARMING

Our community farming programme grows again in 2026, welcoming a fourth farmer into the fold, Saiful. Feed costs remain the defining challenge of his trade, accounting for up to 85% of operating expenses, with security, infrastructure, and biosecurity standards adding further complexity as he scales. His response is resourceful: leveraging his own distribution network, exploring DIY feed strategies, and running a two-site pasture model – backyard and nearby rubber estate – to keep quality high and costs lean. What began as one former partnership has steadily become a small but significant local food network – reducing food miles, supporting rural livelihoods and giving The Datai Langkawi's kitchen a direct line to the land.

6. NATURE METRICS

You cannot protect what you cannot measure. In 2026, The Datai Pledge will start working with NatureMetrics to sharpen the precision of our biodiversity data – moving beyond observation towards evidence-based monitoring that can track change over time and inform active conservation decisions. Better data means better stories, stronger accountability and, ultimately, more effective protection for the extraordinary ecosystem – rainforest, reef and mangrove – that makes The Datai Langkawi what it is.

Memberships and partner organisations

BOUTECO

Founded by journalist and solutions-led storyteller Juliet Kinsman, Bouteco amplifies sustainability and climate messages from within the luxury travel world and supports us in creative ways of expressing our passion for caring for nature and our community. The Datai Langkawi is a proud sponsor of BoutecoLoves.com, an independent curated list of boutique, eco and sustainable luxury hotels.



We paid tribute to Dr Jane Goodall, whose loss in October 2025 the world felt deeply. Roots & Shoots continues her legacy by empowering young people through hands-on projects that protect the environment, support wildlife and uplift communities – guided always by her vision of compassionate leadership.



A community where emerging changemakers and established leaders meet in genuine exchange. In 2025, The Datai contributed solutions-led storytelling through webinars and a workshop at PURE Life Experiences, and donated half its membership fee back into Pledge-supported grassroots projects.



A network built on the belief that collaboration, not competition, drives the biggest change: and we've loved taking part of their Learning Series. Regenerative Travel unites hotels, travel agents, tour operators and DMCs under a shared vision – and The Datai has been an active voice within it, including at the Regenerative Travel Virtual Symposium.

THE LONG RUN

A global membership organisation that harnesses tourism as a force for good across four pillars – Conservation, Community, Culture and Commerce – that map directly onto the spirit of The Datai Pledge. Their framework of fairness, transparency and collaborative action mirrors exactly how we try to operate.

Recommendations

for Further Reading, Watching, and Listening

The Datai Langkawi sits within one of the oldest rainforests on Earth. These books, films and podcasts offer ways to deepen your understanding of the natural world.

BOOKS

The Malay Archipelago — Alfred Russel Wallace

Wallace spent eight years travelling through this region co-developing the theory of natural selection alongside Darwin.

On the Origin of Species — Charles Darwin

The book that changed everything. Especially resonant when read in a rainforest.

The Voyage of the Beagle — Charles Darwin

Darwin's earlier travelogue – lyrical, curious, and alive with the wonder of a young naturalist.

A Field Guide to the Birds of Peninsular Malaysia and Singapore — Allen Jeyaranam and Karen Phillipps

The essential companion for spotting The Datai Langkawi's resident hornbills, kingfishers and birdlife.

Reason for Hope — Jane Goodall

A memoir and passionate call for conservation. Her most personal and affecting work.

The Book of Hope — Jane Goodall and Douglas Abrams

On finding optimism in the face of environmental crisis.

Discovering Langkawi — Irshad Mobarak

A Malaysian naturalist and conservationist perspective.

The Hidden Life of Trees — Peter Wohlleben

A forester's revelatory account of how trees communicate and form communities.

FILMS AND DOCUMENTARIES

Dancing with Birds (2019) | Jane (2017) | David Attenborough: A Life on Our Planet (2020)

| The Last Forest (2021) | Home (2009) | Life of Pi (2012) | My Octopus Teacher (2020) |

The Lost World of Borneo — BBC Natural World | The Biggest Little Farm (2018)

PODCASTS

The Good Ancestor Podcast — Rooted in philosopher Roman Krznaric's thinking about long-term futures; includes a memorable conversation with Jane Goodall.

Costing the Earth — BBC Radio 4 — One of the most rigorously produced environmental podcasts available.

How to Save a Planet — Solutions-focused, accessible, genuinely hopeful.

Natural Histories — BBC Radio 4 — Short, beautifully crafted episodes on individual species.

Seek out hornbills, monitor lizards and fireflies.

Ologies with Alie Ward — In-depth conversations with working scientists.

On Being with Krista Tippett — Including the Robin Wall Kimmerer episodes on Braiding Sweetgrass.

Talk Birdy to Me — Ideal preparation for a guided dawn bird walk along the forest canopy trail.



THE DATAI PLEDGE FILMS

Scan this QR code or click vimeo.com/thedataipledge to watch our Datai Pledge videos about our pillars, our community outreach programmes, and more.

How to Tell a Solutions-led Story to a Child

Tips from Shakira Mobarak, Pillar Leader, Youth For The Future

Malaysian folklore is not just entertainment – it's how we pass down what matters. The old *penglipur lara* storytellers knew this as they spun tales about clever mousedeer and wise old trees, weaving lessons about kindness and courage into stories that stay with you long after bedtime. And here's why storytelling will never die out – even with all our screens and distractions – stories do something books about photosynthesis never can: they make us feel things. As The Datai Langkawi's resident storyteller, I've watched children glaze over during nature documentaries, but I've seen those same kids lean in completely when I start with 'Once, there was a lonely river that couldn't find its way to the sea.' Something shifts. Their minds latch on in a way that still surprises me.

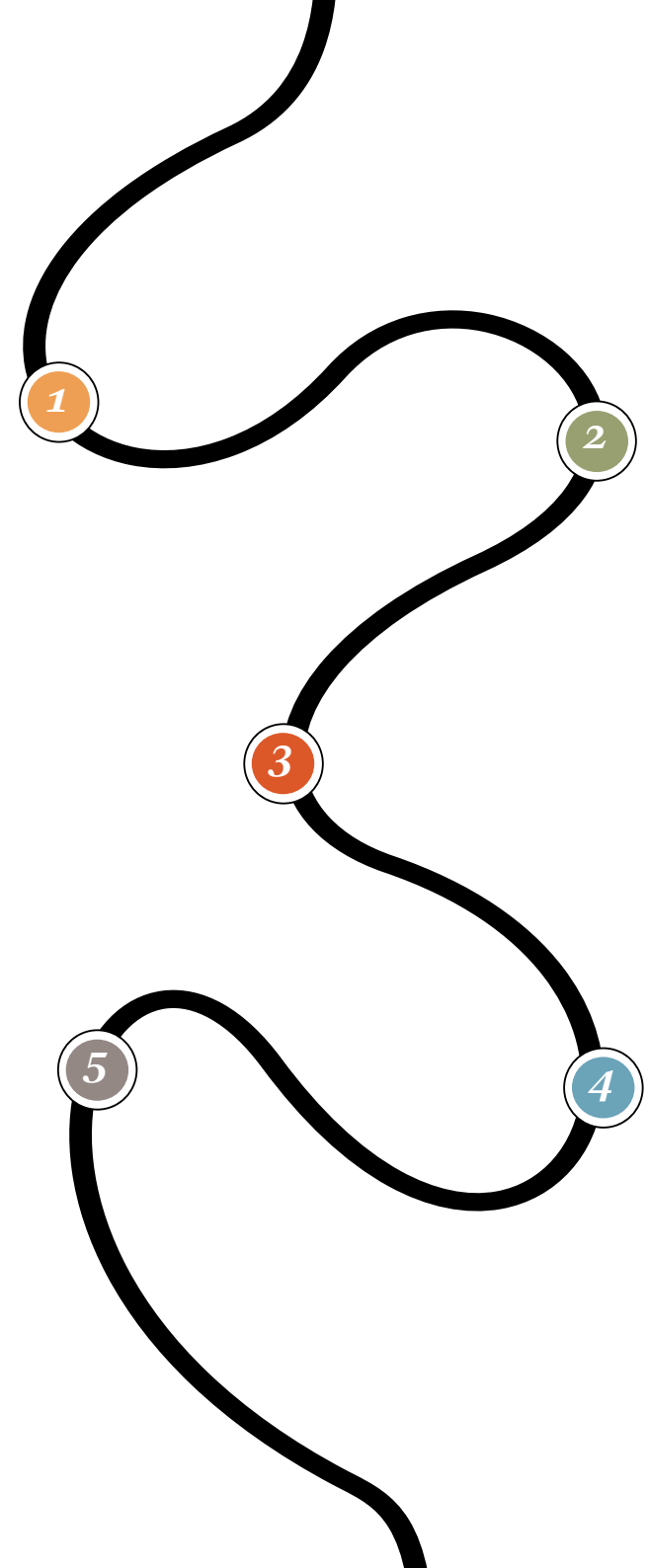
Stories aren't just engaging – they help wire developing minds when it comes to empathy, curiosity, and understanding. And goodness knows we need more of that. When I share stories, it feels like I'm helping kids make sense

of a complicated world before they even have the language to do it. Research backs this up too – children who grow up with rich storytelling tend to develop stronger language skills, emotional intelligence, and creative thinking. So I really do encourage everyone to try it.

Ask a child: 'What if you were a river? What would you see on your journey from the mountains to the sea?' Then just listen.

Maybe they'll tell you about monkeys along the bank or a fisherman casting his net. Or maybe – and this has happened – they'll mention the plastic bottles floating past, and how that made them sad. It's remarkable what they come up with, and how naturally they start caring about things they'd never thought about before.

So how do we tell stories to children in a way that will truly stay with them?



1. Bring nature to life as a character, not just a backdrop. Let the forest speak. Let the sea remember. Let the wind carry something worth saying. When nature becomes a presence in the story – not just scenery – children begin to see it as alive, and worthy of care, however small.

2. Choose heroes who are different from the child. Let them step into other shoes – animals, elders, strangers, even landscapes. Empathy builds itself, without you having to explain a thing.

3. Ask questions that invite wonder. You don't always need a tidy answer. Leave the ending open. Let curiosity carry on past the last word.

4. Connect stories to the local and familiar. Stories can take us somewhere unfamiliar, but children sink deeper when they recognise something of their own world. A fisherman heading out before dawn. Explorers moving quietly through the rainforest – the way guests do here at The Datai Langkawi. Familiar details make a story feel real, and make the wider world feel closer.

5. Leave room for complexity. Not every story needs a happily-ever-after. When children are allowed to sit with something unresolved, they learn to think, feel and explore beyond the story itself. And of course, storytelling isn't limited to books. It lives in folklore passed between generations, in dance and song – and here in Malaysia, in shadow puppetry, *wayang kulit*.

Storytelling isn't about delivering information. It's about shaping how we see. It teaches children to observe, to imagine, to question and to care. And the stories we tell them today will slowly shape how they choose to move through the world – its places and its people – tomorrow.

***“If you do one
thing every
day to make
a difference,
tell a story
about nature
to a child.”***

— Gunter Pauli

Be a part of The Pledge

Share Your Stories

Stories are how we make sense of the world – and right now, the world needs more of the good ones. Not the doom. Not the data. The moments that made you stop, think, feel something, and then do something. That's what solutions-led storytelling is: the path from hearing something that catches your attention, to feeling it in your chest, to understanding why it matters, to doing something about it.



HEAR



HEART



HEAD



HANDS



WE'VE SPENT 2025 SHARING OUR STORIES – NOW SHARE YOURS.

What did you love here that stayed with you?

Did you connect with nature or our community? Every guest who walks through Datai Bay becomes part of our story – and the more of us who tell it, the further it travels.

[@thedataipledge](https://www.instagram.com/thedataipledge) [#TheDataiPledge](https://www.instagram.com/TheDataiPledge)

THE DATAI
pledge

Credits and Thank Yous

This Impact Report has been compiled by the pillar leaders and The Datai Langkawi team, authored by Bouteco: edited by Juliet Kinsman, and designed by Geminesse Blanche. Thank you to our PR teams: for more media information, please contact Frog & Wolf PR (UK); Betsy Pie (Australia), Segara Kommunikations (Germany), Heaven's Portfolio (Singapore and HongKong).

Artisans and Local Producers | Mohd Nahizam aka Pak Long (Artisan/Beekeeper); Hew Nyet Ching aka Beatrice (Glass Crafting Artisan); Kamarul Faizy Roslan aka Faizy Crystal (Glassblower); Ms Khatijah Mohamad - Warisan Sri Kreatif Ent (Eco Print); Disabled Entrepreneur Skills Association (DESA); Amer Asyraf and Sally Ahmad (SURI Lifestyle); Muhammad Fuzail Akmal/Along (lowland vegetable farmer); Mahyudi bin Md Yusuf (chicken farmer); Yusup bin Abdullah/Pak Yusup (coconut farmer); Paul Dass, Izhan Abidin, Melvin Tong, Dhanendra Sivarajah (Very Green Ventures)

Community and Social Organisations | The Kanshalife Project: Skaii de Vega, Mak Tok, Noor A'in binti Mohamad, Adriana Sofea binti Basir; Geng Bersih Kampung (GBK); Zuraidah Zainal Abidin aka Kak Zu, Suzana Salim, Wiwik Iswandari, Noor A'in, Rokiah, Joshua Sebastian, Kamarulzainatul Akmar; Friends of Langkawi Geopark (FLAG): Dato' Kamarulzaman Abdul Ghani; Global Peace Foundation Malaysia: Dr Teh Su Thye (CEO); Persatuan Perlindungan Haiwan Langkawi (PPHL); Roots & Shoots Malaysia: TP Lim (President), Peter Ong (Head of Education), Keilly Lim (Project Manager); Majlis Perbandaran Langkawi (Langkawi Municipal Council); 4 PAWS: Rozy Putra (Owner)

Conservation and Wildlife | Allen Jeyarajasingam (Author and Ornithologist); Ben Galea; Dr Nadine Rupert (Doctorate Researcher, Malaysian Primatological Society); Forest Research Institute Malaysia (FRIM); Langur Project Penang (LPP): Dr Yap Jo Leen (Founder and Director); MareCet; Malaysian Primatological Society; Reef Check Malaysia: Alvin Chelliah (Chief Programme Officer); ; The Sea Monkey Project: Carlos Steenland; Turtle Conservation Society (TCS)

Education | Jabatan Pendaftaran Negara (JPN) Kedah: Zuherly bin Zokapali (Assistant Director, Student Development Sector); Sekolah Kebangsaan Kelibang: Kurshiah bt Ahmad (Headmaster), Mohd Redzuan bin Md Isa (Teacher), Nur Faqihah bt Ismail (Teacher); Sekolah Kebangsaan Temonyong: Ahmad Yani bin Ghazali (Headmaster), Nur Suzanalita bt Azhar (former Headmistress), Gurpreet Kaur (Teacher); Sekolah Menengah Kebangsaan Tunku Putra: Yusof bin Nayan (Gurubesar), Muhammad Faizal bin Mohamad (Teacher), Suzilaikha bt Husin (Teacher), Nur Aina bt Zainuddin (Teacher)

Fisheries and Marine | 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, Department of Fisheries Kedah), Azahar bin Ahmad (former Head of Fisheries, District of Langkawi); Dorken Reef Mohd Yusoff Arrifin (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, National Marine Park Research Centre), Haji Zainuddin Illias (Coral Reef Ecologist), Daud Awang (Head, Marine Research Station Pulau Layang-Layang), Izarenah Md Repin (Fisheries Officer, Marine Park and Marine Protection Management Division), Azlan Mohd Nor (Head, Ecosystem Conservation and Biodiversity Division), Shahrul Ngah (Fisheries Officer), Mohamad Zazmi Mohd Ali (Fisheries Officer), Azahar bin Ahmad (Head of Fisheries, District of Langkawi); Kubang Badak Fishing Community; Pamarai's Pang Swee Lei

Forestry | Department Forestry Office Langkawi: Akram Gimin (District Forestry Officer), Affefah Amanee Ahamed; Jabatan Kerja Raya Malaysia (Malaysian Public Works Department / JKR); Kedah Forestry Department: Qistina Azman Shakireen, Mohd Syukur Sabarudin, Izzat Mohd, Panjang Tan

Sustainability and Climate | Green Growth Asia Foundation; Pantas Climate Solutions: Arman Iskandar (Business Analyst); The Long Run; Bouteco, Regenerative Travel, The Conscious Travel Foundation

Industry Partners and Suppliers | Jejari Rambai Enterprise: Nor Haliza Binti Ariffin; The Green Factory: Harith Ridzuan, Aiqa Halim

Academic and Research Institutions | Universiti Kebangsaan Malaysia (UKM): Dr Wee Hin Boo (Coral Reef Ecologist), Dr Shamsul Khamis; Universiti Putra Malaysia: Associate Professor Dr Sarva Mangala Praveena (Department of Environmental and Occupational Health, Faculty of Medicine and Health Sciences); 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); Universiti Tun Hussein Onn Malaysia (UTHM)

Leaders and support team of The Datai Pledge | Shakira Mobarak; Farzana Rosaiddi; Fuad Ahmad; Barry Chin; Remi Giromella; Dev Abdullah; Izzati Noh; Zakwan Zamri; Alyssa Steven; Hamrish Singh; Tan Chin Wen (former The Datai Pledge Manager); Johan Abdullah

Photography credits | S.C. Shekar; Marion Payr; William Watt; Pang Shi Han; MareCet; Green Growth Asia Foundation; Fisheries Research Institute

We are grateful to so many more who help all around the world – a heartfelt thank you to each and every one of you. There are so many people to thank, and so many more wonderful people and partners, past and present, who don't get namechecked but help make impact happen – and more still who we look forward to spotlighting in the next Impact Report.

PRESENTED BY



THE DATAI
LANGKAWI

A publication of The Datai Pledge.
All rights reserved.

Local Knowledge × Resort Storytelling = Awareness Multiplied

We hope you enjoyed these stories and solutions from The Datai Pledge. Help spread our love for nature, our local communities and conservation, and what we do, why, and how.

*‘Bersatu kita teguh,
bercerai kita roboh’*

*United we stand,
divided we fall*

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

thedatai.com/sustainability