



STORIES + NUMBERS: THE DATAI PLEDGE'S SIXTH IMPACT REPORT EXPLORES THE EQUATION BEHIND POSITIVE CHANGE

The Datai Langkawi's latest annual impact report highlights how solutions-led storytelling and collective action become part of a greater equation for sustainability



Pictured (l-r): The Datai Langkawi aerial view; The Datai Pledge Festival's Langkawi Night; and The Lab

Langkawi, Malaysia, 24 August 2026 – The Datai Pledge has released its sixth annual Impact Report, a detailed, transparent and data-rich publication that captures the measurable change achieved through the ambitious sustainability and conservation programme of [The Datai Langkawi](#). The report reveals the challenges, solutions, and impact of its pioneering nature-positive initiatives across four key pillars: *Wildlife For The Future*, *Fish For The Future*, *Youth For The Future* and *Pure For The Future*.

This year's theme, 'Stories + Numbers', is inspired by the mathematics of sustainability, where action adds up and forms part of a wider equation, whilst acknowledging that individual stories make each effort worthwhile. Milestones of the year 2025 highlighted in the most recent Impact Report include:

- **10,107 participants** in the resort's nature walks and conservation talks.
- Over **MYR 700,000** raised for The Datai Pledge projects.
- **100% of solid waste** diverted from landfill for 281 days.
- **8% reduction in energy** intensity compared to 2024.
- Reached **96.77% local** Langkawi and Malaysian **employment**.
- **10,271kg of used cooking** oil from the resort's kitchens was collected and transformed into biofuel.
- **12,903kg of food waste** composted.
- **70,244kg solid recyclable waste** sold to third-party recyclers for repurposing.
- **Two new Eco-Schools** added to the partnership and the AIESEC university volunteer programme came to life with 10 volunteers participating.

Since 2020, The Datai Pledge has been emblematic of The Datai Langkawi's deep commitment and intrinsic connection to its natural surroundings – from the 10-million-year-old rainforest to the Andaman Sea waters of Datai Bay – and the wildlife and

community that give it life. Six years on, this commitment is as strong as ever, inextricably linked to the belief that luxury should be nature-positive, human-led, and powerful enough to inspire, uplift and drive real impact in the world.

"The Datai Pledge has always been about proving that luxury hospitality can be a force for good. This year's Impact Report reminds us that while the numbers demonstrate measurable progress, it is the individual stories behind them – of our team, our partners and our local community – that truly define success. Every restored habitat, every young person inspired, and every collaborative partnership strengthens our belief that meaningful hospitality is rooted in protecting the extraordinary natural environment we are privileged to call home."
– Arnaud Girodon, Chief Executive Officer, Datai Hotels and Resorts (DHR).

THE STORIES + NUMBERS IN DETAIL

Each Pillar's leaders work with carefully selected NGOs and social enterprises to support marine conservation, wildlife conservation and community outreach projects. Underpinning this, the resort's business operations aim to set a benchmark for sustainability whilst creating ambassadors and advocates by engaging guests and the local community in The Datai Pledge efforts.

Fish For The Future

The team works to protect, restore and advocate for the waters surrounding Datai Bay and the oceans beyond, working with marine biologists and partners such as [MareCet](#), Malaysia's only non-profit, non-governmental organisation dedicated to marine mammal conservation.

Challenges: The marine ecosystem in the region is facing significant challenges including fishing pressure on natural reefs, coral infrastructure and restoration hampered by poor visibility, warming ocean water and rising sea levels.

Solutions: Fish Aggregating Devices – anchored steel frameworks positioned to draw fishing activity away from vulnerable coral reefs – have been fitted to reduce unsustainable fishing in Datai Bay. In 2025 the team shifted its focus from coral restoration to a more strategic and consistent approach to generate more reliable data and long-term results. Instead of investing in a costly aquarium system, an existing sea bank was repurposed into a dedicated coral pool, creating an on-site propagation and preservation facility steps from the water's edge for a controlled environment where coral can be nurtured before reef deployment. To strengthen its marine conservation efforts, The Datai Pledge also partnered with Universiti Kebangsaan Malaysia to commission a comprehensive study of fish populations in Datai Bay and its river systems, engaging specialists equipped with advanced monitoring technologies.

Impact:

- Fish Aggregating Devices have resulted in more species being sighted in Datai Bay, including Sweetlips, Bluelined Hind, Blackspot Snapper, Red Lionfish, Fusiliers, Bannerfish and Grouper.
- By partnering with Universiti Kebangsaan Malaysia, the team has been able to produce detailed 3D readings of the bay floor, accurately mapping its topography.

Pure For The Future

Weaving sustainability into every aspect of The Datai Langkawi's operations is achieved by ensuring that the resort's supply chain and wider business decisions actively support the local community and minimise carbon footprint. Pure For The Future works in partnership with [The KanshaLife Project](#), a social enterprise that bridges sustainability and community empowerment, and proudly supports its wider community initiative: **Geng Bersih Kampung**, a heartwarming garden and activity space that nurtures life skills in local youth while promoting environmental stewardship through volunteerism and education — bringing art and purpose together for good.

Challenges: The Datai Langkawi has faced challenges in dealing with waste material responsibly, including glass, bedsheets, slippers, lightbulbs, food and cooking oil and meeting the resort's food composting targets. In the local community, disabled young people have been excluded from meaningful economic participation and there are economic barriers for students from underserved communities to afford basic amenities such as uniforms.

Solutions: The resort's glass crusher reduces bottles to a sand-like material, which can be used as a construction material by the local community. This innovation by the Executive Director of Engineering of DHR, Pak Agus, is reshaping how a whole community builds. Moreover, old sheets are upcycled into fabrics that **The KanshaLife Project** can turn into artisan craft. **SURI Lifestyle** works with single mothers to sew uniforms for underprivileged students. Used cooking oil is collected from the resort's kitchens and converted into Sustainable Aviation Fuel through its partnership with Malaysian biofuel company **FatHopes Energy**. The Datai Pledge has also partnered with **DESA**, a project working with disabled young people across Langkawi to help create employment opportunities.

Since the end of 2025, The Datai Pledge community-based farming project has been reducing food miles, rebuilding local supply chains and supporting Langkawi's smallholder farmers. The pilot phase began with three local farmers, connecting the resort's kitchens directly with the producers, bringing traceable, high-quality ingredients to guests; the goal is to continue expanding this project.

Impact:

- Discarded bedsheets were donated and turned into eco-printed fabrics, tie-dye batik, beanbags and more; enabling members of the local community including single women and widows to earn a living.
- More than ten tons **of used cooking oil** were collected for biofuel conversion, nearly 13 tons of organic compost were produced and over 70 tons of solid recyclable waste were sold to third-party recyclers for repurposing, reducing the resort's overall carbon emissions.
- By working with social enterprises, The Datai Pledge supports and platforms the work of disabled young people across Langkawi, providing the infrastructure needed for small enterprises to take root and grow.
- Supported by The Datai Pledge, the MySURI Seragam project addresses both challenges through a single initiative. **15 local mothers** were trained and supported to sew new school uniforms, creating meaningful income opportunities and valuable

skills. The uniforms were then provided free of charge to **282 students** from underprivileged families.

Wildlife For The Future

Conservation of the rainforest and its wildlife have been central to The Datai Langkawi's mission and operations since the resort's opening in 1993. Wildlife For The Future takes a holistic approach to protecting and restoring the island's natural heritage by boosting biodiversity and advancing nature-based solutions. In 2025 the resort collaborated with **Dr Shamsul Khamis of Universiti Kebangsaan Malaysia (UKM)** and continued its work with the Forestry Department of Malaysia, the Turtle Conservation Society, EcoMy, and wildlife authorities and the national park on pangolin protection.

Challenges: The Datai Langkawi's surrounding nature and wildlife habitats face challenges, including softshell turtles being caught and killed for consumption and invasive stray dogs threatening indigenous wildlife. There are also difficulties monitoring nocturnal wildlife and conserving endangered tree and orchid species on the island.

Solutions: The Datai Pledge continued to monitor and protect endangered species, including freshwater softshell turtles in the bay and nocturnal wildlife including the critically endangered Sunda Pangolin. The Datai Langkawi also invites local guides for expert-led training to promote genuine ecotourism and sustainable practices. The Datai Langkawi's Native Tree Nursery and Seed Bank have been crucial to reviving wilting orchids, as well as other endangered plant species, which can then be returned to the rainforest.

Impact:

- In partnership with the Freshwater Turtle Conservation Society, the bay's endangered softshell turtle species are being documented and protected.
- Well over **MYR 4,000** saved in six months by reviving orchids and other plants instead of replacing them. Alongside the Native Tree Nursery and Seed Bank, the Orchid Gallery preserves epiphytes, ground orchids and tree-dwelling species.
- **65 cameras traps** to track nocturnal wildlife have been deployed up until 2025, recording 25 species. The Sunda Pangolin — the world's most trafficked mammal, critically endangered — has been captured on camera within The Datai Langkawi's rainforest.
- The Native Tree Nursery team worked with the Forestry Department of Malaysia to cultivate and plant more than **1,000 native trees** and collects thousands of seeds each year.
- Since 2024, the team has identified 156 threatened tree species now catalogued through ongoing research.
- NGO EcoMy has neutered over **857 dogs** between 2022 and 2024 with the support of vets, volunteers and local authorities.

Youth For The Future

This pillar is all about supporting hands-on education to turn children into environmental activists. By bringing young people – particularly from Langkawi – into direct contact with the rainforest, reef and wildlife, Youth For The Future cultivates a sense of love for looking after the nature on their doorstep. In partnership with [Green Growth Asia Foundation](#)

(GGAF), The Datai Pledge champions green projects that link education with social inclusivity to support environmental and economic progress.

Challenges: Nature is underrepresented in local schools' curricula, meaning that children are unaware of environmental challenges like the loss of habitat and the global decline of bees.

Solutions: The Datai Pledge engages young people in hands-on learning projects, helping Eco-Schools co-create their own solutions. Another initiative has involved educating children on the global decline of bees and why this matters, bringing them into close contact with hives and teaching them about beekeeping.

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

Through GGAF's national Young Reporters for the Environment (YRE) programme, eight national award winners were hosted at The Datai Langkawi for an immersive three-day eco-tourism trip from 14–16 July 2025. Activities included guided tours of The Nature Centre, a permaculture walk, a beekeeping activity, an upcycling workshop, and a Rainforest After Dark walk to close, as well as a full day of marine education with MareCet.

Impact:

- Over **58 local students** and six teachers from two eco schools and the Geng Bersih Kampung community participated in Sea, Science & School activities, a collaborative programme by The Datai Pledge pillar partners MareCet and GGAF.
- Through the national Young Reporters for the Environment programme — run by Green Growth Asia Foundation, eight young environmental advocates gained first-hand knowledge of rainforest, marine conservation, biodiversity and sustainable practices.

The Goals: 2026 and Beyond

1. Waste

Pursuing TRUE Waste Certification — the gold standard in zero-waste frameworks — with Zero Waste Malaysia engaged as on-site TRUE Waste Advisor.

2. Water

To address growing freshwater pressures from uneven rainfall patterns, aquifer stress, and rising demand from residents and tourism, five new resort wells and two dedicated staff wells will be added, advancing responsible self-sufficiency.

3. Farming

Growing the community-based farming initiative with a fourth farmer partner, the programme is steadily becoming a small but significant local food network — reducing food miles and supporting rural livelihoods.

4. Local Community

Guests will be connected with the people and stories of Langkawi through immersive experiences, centred around a Community Hub where local communities can share their heritage, craftsmanship, and sustainable practices.

5. Carbon Management

By using primary emissions data from the resort's local supply chain, including community farming partners' Scope 1 and Scope 2 emissions, the team aims to pioneer a more accurate approach to measuring Scope 3 emissions. This will strengthen carbon accounting, reveal meaningful reduction opportunities, and drive measurable climate action for the resort business and surrounding communities, supporting The Datai Langkawi's target of achieving a 5% absolute reduction in carbon emissions by 2026.

6. Metrics

The Datai Pledge will adopt e-DNA methods to strengthen biodiversity monitoring – moving from observation to evidence-based tracking that informs conservation decisions and supports the protection of Langkawi's rainforest, reef, and mangrove ecosystems.

For more information on The Datai Pledge, please visit thedatai.com/sustainability.

- ENDS -

Notes to editors:

To download The Datai Pledge 2025 Impact Report, [please click here](#).

For high-resolution photos and press kit of The Datai Pledge, please [click here](#).

For high-resolution photos and press kit of The Datai Langkawi, please [click here](#).

ABOUT THE DATAI PLEDGE

In 2020, The Datai Pledge was established on the belief that travel has the potential to be transformative; not only for the traveller but also for the host community. The Datai Pledge was created on the premise of protecting biodiversity and supporting the local community of Langkawi, for today and the future. It comprises four pillars: Pure For The Future, Fish For The Future, Wildlife For The Future, and Youth For The Future, working to make the resort's business operations more sustainable, and support marine life, terrestrial wildlife and local youth, respectively. For guests of The Datai Langkawi, The Datai Pledge aims to create educational experiences that inspire and uphold the resort's collective role in responsible living on a wider global level. The Datai Pledge's vision is to integrate conservation and sustainability into the business operations, company ethos and guest experience of The Datai Langkawi and future properties, to protect and help regenerate the rich biodiversity and enable the local community to thrive. The Datai Pledge is working towards this goal by developing a robust programme with local non-governmental organisations, social enterprises and community partners.

ABOUT THE DATAI LANGKAWI

One of the world's most stunning resorts, The Datai Langkawi – a member of Leading Hotels of the World, is situated on the northwest tip of the island of Langkawi in Malaysia. Located in an ancient rainforest rich in wildlife and overlooking the tranquil Datai Bay awarded by National Geographic one of the Top 10 Beaches worldwide, the iconic property enchants with mesmerising nature, visionary architecture, understated elegance, and Malaysian hospitality. All the 121 rooms, villas, and suites at The Datai Langkawi, including the five-bedroom The Datai Estate Villa, offer breath-taking views of the surrounding nature. Elevated among treetops, set in the very heart of the rainforest, and located

directly on the coastline, the dining outlets which include the award-winning The Gulai House, The Pavilion, The Dining Room, and The Beach Club, pay homage to the exotic flavours and culinary traditions of the region and beyond.

Facilities include The Nature Centre, an educational facility and home to resident naturalists and marine biologists, and The Spa featuring Ramuan treatments, its own Akar retail range, and Voya facials. Leisure facilities include three pools, a state-of-the-art fitness centre at The Health Club; an array of wellness activities including Pilates and yoga, retail outlet The Boutique, a reserved space to showcase local arts and talents at The Atelier, as well as one of the most scenic golf courses in the world designed by golf legend Ernie Els, The Els Club Teluk Datai. The resort has founded The Datai Pledge in 2020 - a sustainability and conservation programme that supports Langkawi's unique fauna, flora, and communities. All proceeds from The Datai Pledge aid this work and contribute to local non-profit organisations. The Datai Langkawi is managed by Datai Hotels and Resorts Sdn Bhd, a company incorporated to manage and operate hospitality properties in Malaysia and beyond.

For further press information and images, please contact:

Maria Sadipun, Director of Marketing, at +60 19918 7509 or maria.sadipun@dataihotels.com