

Powering

THE DATAI *pledge*

with Solutions-led Storytelling

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THE DATAI
LANGKAWI

What is The Datai Pledge?

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

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

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

Our Vision

A commitment to sustainability, nature, and community



What is Solutions-Led Storytelling

Solutions-led Storytelling is about creating accessible, relatable, convincing content which helps audiences understand complex sustainability issues and communicate how The Datai Pledge is addressing those problems in our own local environment in Langkawi through real, tangible actions – while aiming to close the gap between awareness and action and invite press and media to join us in telling better stories.

Our objectives are to:

SHARE our stories,
SHOWCASE tangible solutions/results,
and **INVITE** collaboration.

Why this approach goes beyond traditional storytelling:

Traditional storytelling often focuses on climate and sustainability problems, leaving audiences overwhelmed or uncertain about what they can do – Solutions-led Storytelling shifts the narrative toward tangible action, results and hope, and spotlights impact in action funded through luxury tourism.



Hear - Head - Heart - Hands



Everyone talks about the power of storytelling – it is key at helping audiences process important issues: but our storytelling-plus-plus-plus strategy is part of an impact-led strategy

We aim to tell stories that communicate challenges simply and effectively, helping all audiences appreciate how solutions are supported through The Datai Pledge in a way that connects with emotions and sparks empathy when it comes to important conservation and community causes, in turn bringing everyone on a journey which might also involve behavioural change and message-sharing on those hearing the stories – whether guests, industry or social media followers.

Why are we doing this

Current global context: climate crisis, greenwashing, media burnout.

The Datai Pledge models how luxury travel can contribute to providing solutions to social and environmental challenges locally – but adaptable on a global level.

The demand for solutions and authenticity (and hope)

Present solutions to sustainability challenges that can be implemented by anyone at home.

Why the world needs this now

Less talk
more actions

Compelling
short-form
content

Communicate/
engage with
a younger
generation



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

Challenge

DAMAGED CORAL REEF

OVER-FISHING IN THE BAY

VULNURABLE CORAL REEFS

*CORAL BLEACHING LINKED
TO LA NIÑA AND EL NIÑO*

DECREASED MARINE WILDLIFE

Solution

FISH AGGREGATING DEVICES

*STRENGTHENING FISHING-
COMMUNITY COMMUNICATIONS*

STRIVING FOR OECM STATUS

ARTIFICIAL REEFS

*ENCOURAGING TURTLES BACK
TO OUR BEACH*

Stats NUMBERS

Our success in statistics

23 house-reef dives

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

253 coral

nubbins planted in Datai Bay
— up 58% since 2023

22 reef stars

— installed in total up to 2024

5 FADs

(fish aggregating devices)
deployed since 2019

1 reef dome



This pillar is about making sustainability central to our operations, using circular solutions, supporting communities, and sharing knowledge – living the principle: “think global, act local.”

Challenge

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

WASTE NEEDING TO GO TO LANDFILL

*CONSUMERISM VS HAVING
A CONSCIENCE*

*DECOMMISSIONED BEDSHEETS
AND SLIPPERS*

*LESS JOB OPPORTUNITIES
FOR WOMEN ON THE ISLAND*

Solution

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

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

PURPOSE-LED PROCUREMENT

*UPCYCLING THROUGH OUR PURE
FOR THE FUTURE PROJECTS*

*GIVING SINGLE WOMEN AND
WIDOWS WAYS TO CULTIVATING
FINANCIAL STABILITY*

Stats NUMBERS

*Our success in statistics
(for 2024)*

223,309

glass bottles crushed in-house

16,772 kg

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

10,862

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

9,588 kg

used cooking oil converted into biofuel

8,404kg

of waste collected from beach clean-ups

1,376

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



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

Challenge

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

DOGS DISRUPTING DELICATE ECOSYSTEMS

HABITAT LOSS FROM DEVELOPMENT AND INFRASTRUCTURE

APEX PREDATORS CAN BE HARD TO TRACK

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

LIMITED NATURAL NESTING CAVITIES FOR THREATENED HORNBILLS

Solution

IMPROVING ARBOREAL AWARENESS AND MAKING HEROES OF OUR TREES

POPULATIONS OF STRAY DOGS NEED TO BE MANAGED

MAKING WILDLIFE CORRIDORS AN ESSENTIAL PART OF DEVELOPMENT

CAMERA TRAPPING IS VITAL FOR UNDERSTANDING PREDATORS

METAGENOMICS STUDIES CONDUCTED BY PARTNER NGOS

INSTALLATION OF ARTIFICIAL HORNBILL NEST

Stats NUMBERS

Our success in statistics

5,960

saplings planted by our Native Tree Nursery since January 2022

153

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

857

stray dogs spayed from 2022 to 2024

60

guests received certificates from How To Be A Naturalist nature activity

1,500

mangrove saplings were planted at Kubang Badak BioGeo Trail on WORLD MANGROVE DAY 2024



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

Challenge

*LACK OF AWARENESS
AROUND NATURE IN SCHOOLS*

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

PASSIVE, QUIET STUDENTS

INSENSITIVE HONEY HARVESTING

*DIFFERENT NEURODIVERSE LEARNING
NEEDS ARE A GLOBAL CHALLENGE*

Solution

*TEACHING BIGGER-PICTURE ECOLOGY
VIA BEEHIVES*

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

*ENGAGING YOUNG PEOPLE IN
HANDS-ON LEARNING PROJECTS*

ETHICAL BEE-KEEPING

*FLOURISHING THROUGH INCLUSIVE
CONSERVATION-EDUCATION CURRICULUM*

Stats NUMBERS

Our success in statistics

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

Sekolah Kebangsaan Temonyong:

a primary school in Mukim Kedawang, also achieved the Green Flag Award in 2024

Sekolah Kebangsaan Kelibang:

a primary school in Jalan Padang Matsirat

Sekolah Menengah Kebangsaan Tunku Putra:

a secondary school located in Padang Matsirat

RASMA Roots & Shoots Malaysia

The Roots & Shoots Malaysia Award is a Malaysian youth environmental achievement award initiative — 10 volunteers participated in the four-week volunteering programme between 2021 and the end of 2024.

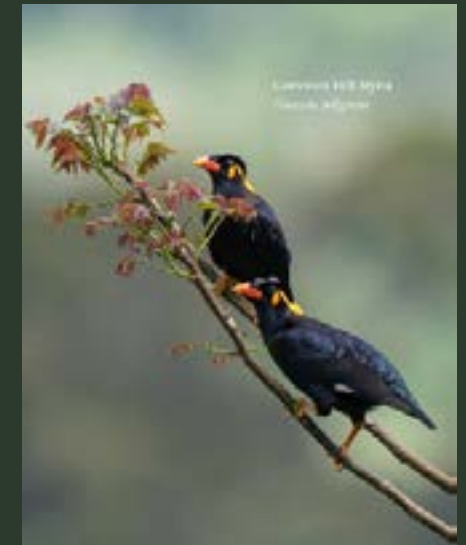
Dr Jane Goodall attended the 2024 graduation ceremony in Kuala Lumpur.

Solutions-led Storytelling in Action on The Datai Pledge's social media channels

The modern world has disconnected us from our true habitat – nature.

Being in the wild nurtures us and affects our limbic system – the part of our brain that processes emotions, behaviour and memory. When exposed to the wilderness, we naturally feel a sense of belonging.

Ecoacoustics – by protecting our forest from deforestation and planting more native trees, we amplify the sounds of the animals that call our rainforest home.





How you can get involved

Follow us [f](#) [@](#) [@thedataipledge](#) [#TheDataiPledge](#)

Implement solutions to your local challenges at home – Click [here](#) to take inspiration from our impact report, social media stories, or other forces working for regenerative action, such as [Regenerative Travel](#), [The Conscious Travel Foundation](#), [Bouteco](#), [The Long Run](#), and more.

[Image Library](#) | [Press Kit](#)

In collaboration with

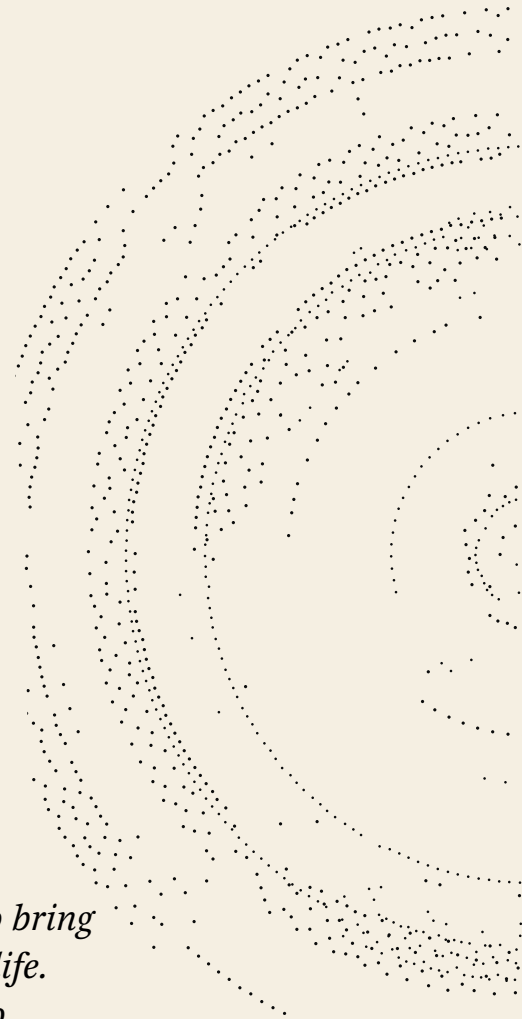
Juliet Kinsman of Bouteco



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

BOUTECO

In 2025, we're launching an extensive communications campaign which aims to bring the data, stats and science behind the sustainability of The Datai Langkawi to life. We hope this year's Impact Report for The Datai Pledge models this approach to explaining the metrics behind their impact, presenting the key numbers that people need to know – as we share more visual stories which let a wider audience quickly and directly understand the importance of impact in a way that raw data cannot.



Thank you

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