

Private Sector Platform

A monthly highlight of companies' innovative initiatives in plastic waste reduction.

Company Highlight

THE DATAI LANGKAWI



The Datai Langkawi is setting a benchmark in sustainable tourism on Malaysia's Langkawi archipelago, a UNESCO Global Geopark since 2007. Through its conservation and sustainability trust, The Datai Pledge, the resort has undertaken significant efforts to address plastic pollution and promote sustainable practices. Established as a Private Trust in 2020 and conceptualised by Irshad Mobarak, a passionate advocate for the conservation of Langkawi's fragile ecosystems, The Datai Pledge aims to protect Langkawi's biodiversity, empower local communities, and integrate sustainable practices into the resort operation. It comprises four pillars: Pure For The Future, Fish For The Future, Wildlife For The Future, and Youth For The Future; which respectively focus on The Datai Langkawi's business operations and ethics, the marine life, the fauna and flora, and the children of the community.

The resort has implemented various waste management initiatives to promote a circular economy and reduce plastic waste. Central to these efforts are several waste management facilities to advance its zero-waste-to-landfill goal. The on-site waste Sorting Centre separates wet and dry waste, including food waste for composting, while the Upcycling Centre manages recyclable materials effectively, and the Organic Wealth Centre converts non-recyclable waste into non-toxic vapour and ash. The Permaculture Garden has been carefully cultivated to work in tune with the cycles of nature, providing fresh produce for the kitchen, including medicinal herbs. Additionally, the resort conducts regular beach clean-up activities involving staff, guests and community partners. These clean-ups not only remove waste from the environment but also raise awareness about the impact of plastic pollution and inspire action.

Empowering guests to participate in sustainability efforts is another cornerstone of The Datai Pledge. At The Lab, the resort offers Plastic Upcycling Workshops, where guests learn to repurpose discarded plastics into functional and artistic items like pouch bags and book covers. These workshops feature the use of the Sea Monkey machine, demonstrating how sorted plastic waste can be transformed into new products through shredding, melting, and moulding. This hands-on experience educates guests about recycling and fosters responsibility and creativity in addressing plastic waste.

A central focus of the resort's strategy is reducing reliance on single-use plastics. The resort has introduced an in-house Bottling Plant, eliminating the need for plastic water bottles by purifying water through a reverse osmosis system which is then filled into glass bottles. Furthermore, plastic straws have been replaced with bamboo and stainless-steel alternatives. Other measures include replacing plastic toiletries with biodegradable materials like bamboo, cornstarch and paper options and encouraging the reuse of items to maximise lifespan. For instance, garbage bags are washed and reused, and suppliers are urged to avoid plastic packaging, reinforcing the resort's minimal tolerance approach to single-use plastics.

The Datai Langkawi is not just a luxury destination but a leader in sustainable tourism practices. By addressing plastic pollution with thoughtful strategies and engaging initiatives, the hotel exemplifies how travel can be a force for good, benefiting both the natural world and the people who inhabit it and demonstrating that responsible tourism can have a lasting positive impact on the environment and the communities it serves.

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About Private Sector Platform

The Private Sector Platform promotes good practices and innovative actions taken by private sector actors in the ASEAN+3 region. Businesses can utilise the PSP to showcase the products, services and technologies that are helping reduce plastic waste.

Many companies – big and small – are growing concerned about the future of our planet. The sight of plastic waste scattered across beautiful landscapes, oceans and beaches has motivated many to take affirmative action. These innovations cover everything from plastic usage reductions and alternative materials, to recycling and waste management – to name just a few. Our platform offers a way to honour, highlight and promote these efforts.



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