

## **2024 Sri Lanka Seal Challenge Round 2 Launch: Human Rights in Business for the Private Tea Estates and Factories**

The Centre for Child Rights and Business and Save the Children are pleased to announce the launch of the second Seal Challenge of 2024. With International Tea Day on May 21, Round 2 will centre on human rights in business.

### **What is the Seal Challenge?**

The Seal Challenge (formerly known as the CRIB challenge) is an initiative led by The Centre for Child Rights and Business, with support from Save the Children, to encourage businesses connected to the tea industry – including plantation companies, brokers, exporters, brands and retailers – to develop or support innovative concept notes that address particular issues or challenges faced by children and families within their business ecosystem, particularly in estates or factories. “Winners” of the Seal Challenge receive either a small funding boost or technical expertise as an incentive to bring their proposed concepts to life.

### **How to take part**

To participate in the Seal challenge and submit your concept note, please use the CRIB online portal on the Mother and Child-Friendly Seal for Responsible Business website. Create your profile on the CRIB portal: [Login | CRIB \(srilanka-motherandchildseal.org\)](http://www.srilanka-motherandchildseal.org), and upload your concept note under the collaboration space.

Remember to put the title of your concept note as "Seal Challenge 2024 Round 2" along with your company name in the title.

For more information on the Mother and Child-Friendly Seal for Responsible Business Initiative, please visit <https://www.srilanka-motherandchildseal.org>.

## Details on the Seal Challenge 2024 Round 2:

The concept note for the challenge can be submitted under the following sub-categories within the theme of human rights and business:

Addressing forced labour and/ or debt bondage on tea estates

Addressing sexual harassment and exploitation




Respecting workers and their labour

Enabling children of workers to access quality education









Addressing safety and security of workers

Voice and participation of workers in decision-making

### Eligibility Criteria:

-  Concept note submissions for this challenge can only be made by a business registered in Sri Lanka
-  The proposed initiative's implementation should start in June 2024 and can extend to May 2025.
-  There should be *at least a 50% financial contribution to the proposed initiative, together with human resource investment by the company.*

### The initiative concept note should include the following:

-  Address an issue or challenge identified in one of the six abovementioned categories. Please state clearly and concisely what this issue is and why it is an issue.
-  Mention underlying reasons for the issue.
-  Ensure your concept includes a clear theory of change.
-  Demonstrate that this initiative goes beyond business as usual or regular company initiatives and addresses a specific challenge identified in the mentioned areas.
-  While the concept can be part of a larger vision, the proposed initiative should be specific, addressing a particular phase of the larger vision.
-  Specify the outputs, results, and indicators of measurement.
-  Include a work plan with specific activities and a timeline.
-  The budget should indicate the total financial and human resource time required, with a breakdown of the company's contribution and the anticipated contribution from interested stakeholders.

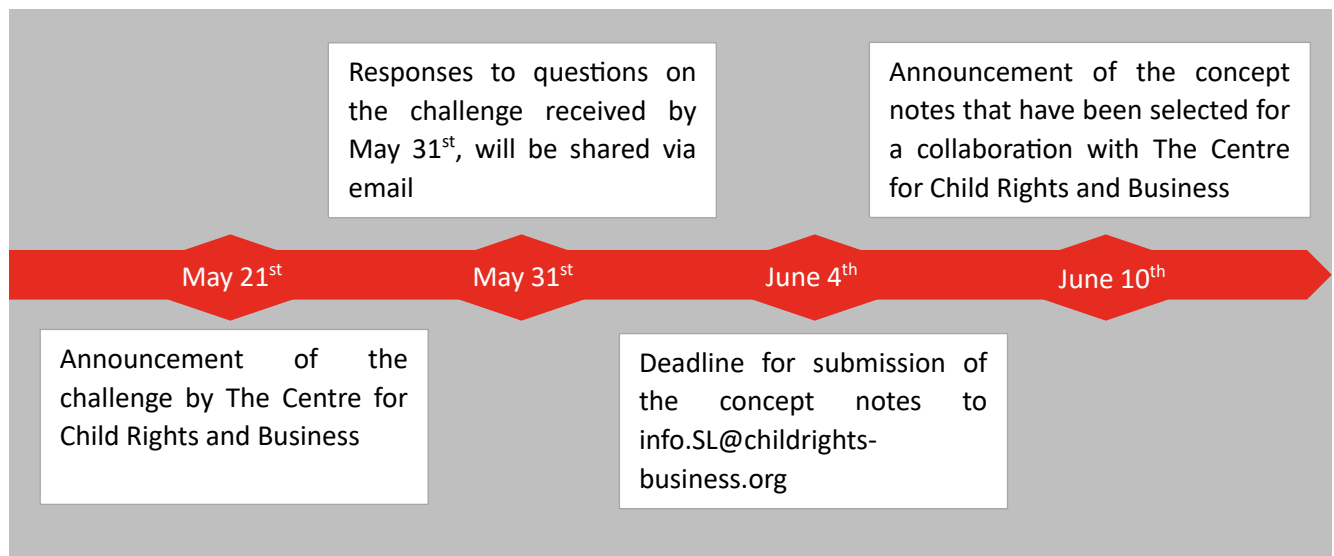
- ☐ Briefly describe the sustainability plan for the initiative (e.g. how and when will the initiative become part of company policy and practice)

The Centre for Child Rights and Business will be selecting a few innovative ideas to support through a contribution of either funds (ranging from LKR 500,000 to LKR 1 million) and/or technical expertise.

#### Queries on the Seal Challenge:

Should any interested company have questions on the challenge, they can send it to [info.SL@childrights-business.org](mailto:info.SL@childrights-business.org), with the subject title “Question on the Seal Challenge Round 2” on or before, May 30<sup>th</sup> noon. Responses to the questions will be shared with all those who reached out.

#### The timeline of the challenge is as follows:



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