

2024 Sri Lanka Seal Challenge Round 2 Launch: Human Rights in Business for the Tea Smallholders

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

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:

- C** Concept note submissions for this challenge can only be made by a tea smallholder society or the tea smallholder federation district office. Priority will be given to initiatives submitted by a district office that will target and include all tea smallholder members in that district.
- C** The duration of the implementation of the proposed initiative should start in June 2024 and may go up to May 2025.
- C** The tea smallholders should contribute at least 25% financially and invest human resources in the proposed initiative.

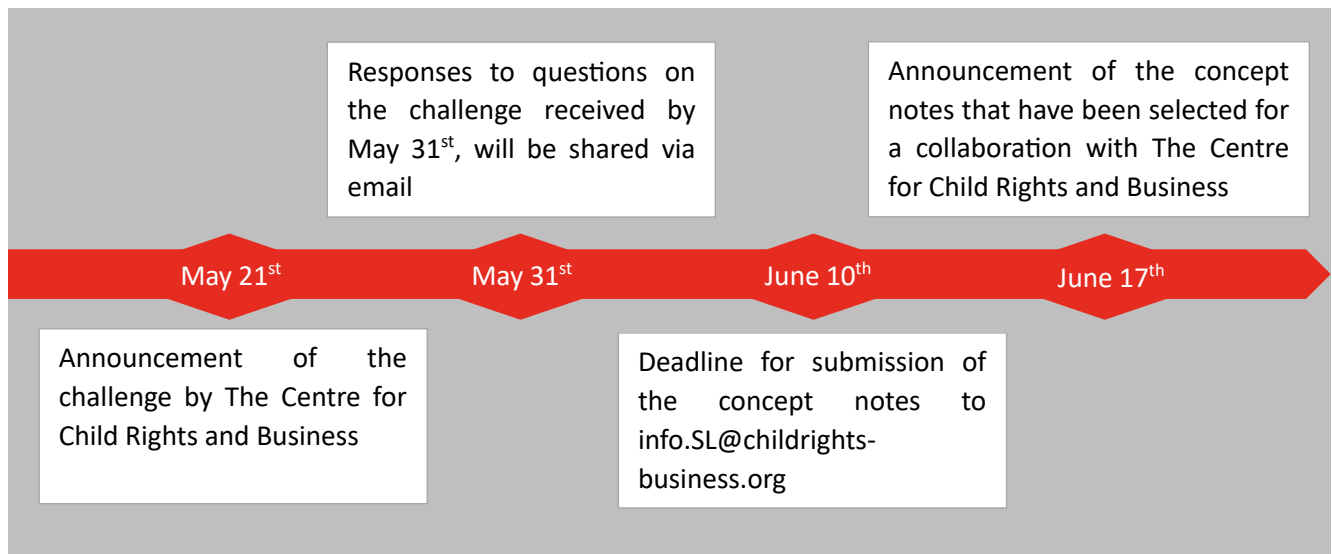
The initiative concept note should include the following:

- C** Clear definition of issue that falls under one of the categories mentioned above – i.e. what is the issue and why is it an issue
- C** Explicit action proposed – i.e. what will you do to address the issue
- C** Precise results expected – i.e. what will happen when you undertake the proposed action? Please specify the number of girls, boys, men and women who will be reached through this action, and what will change for them
- C** Clear timeline – weekly plan for the initiative implementation
- C** Clear budget plan – what inputs are required and how much will it cost? Need to specify what is being contributed by the smallholder society and what is expected from The Centre

- C** Clear monitoring plan – i.e. what will be monitored to check if the progress is on track and to determine that the initiative is successful
- C** Clear sustainability plan – i.e. how will you maintain and continue the initiative beyond this project?
- C** Be a collaborative effort with a relevant government entity or civil society organisation, where relevant

The Centre for Child Rights and Business will select a few innovative ideas to support through a contribution of funds (ranging from LKR 200,000 to LKR 500,000) and/or technical expertise.

The timeline of the challenge is as follows:



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