

2024 Sri Lanka Seal Challenge Round 4 Launch: Child Rights Business Principles for Tea Smallholder Societies in Sri Lanka

In light of the Children's Day in Sri Lanka on October 1, The Centre for Child Rights and Business is pleased to announce Round 4 of the 2024 Seal Challenge. The thematic focus of the challenge in this round will be **Child Rights and Business Principles**.



The Centre for Child Rights and Business and Save the Children are pleased to announce the launch of the third Seal Challenge of 2024. The theme of this round is child rights.

Last year, we rolled out five Seal Challenges, resulting in funding for 11 concepts. Selected winners included tea estates and smallholders, who turned their innovative ideas into practical actions that are continuing to positively impact women, children and tea communities. Read [this article](#) for a round-up of last year's Seal Challenge initiatives.

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 to encourage businesses connected to the tea industry – including plantation companies, tea smallholders, factories, 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

Please email your concept notes to info.SL@childrights-business.org

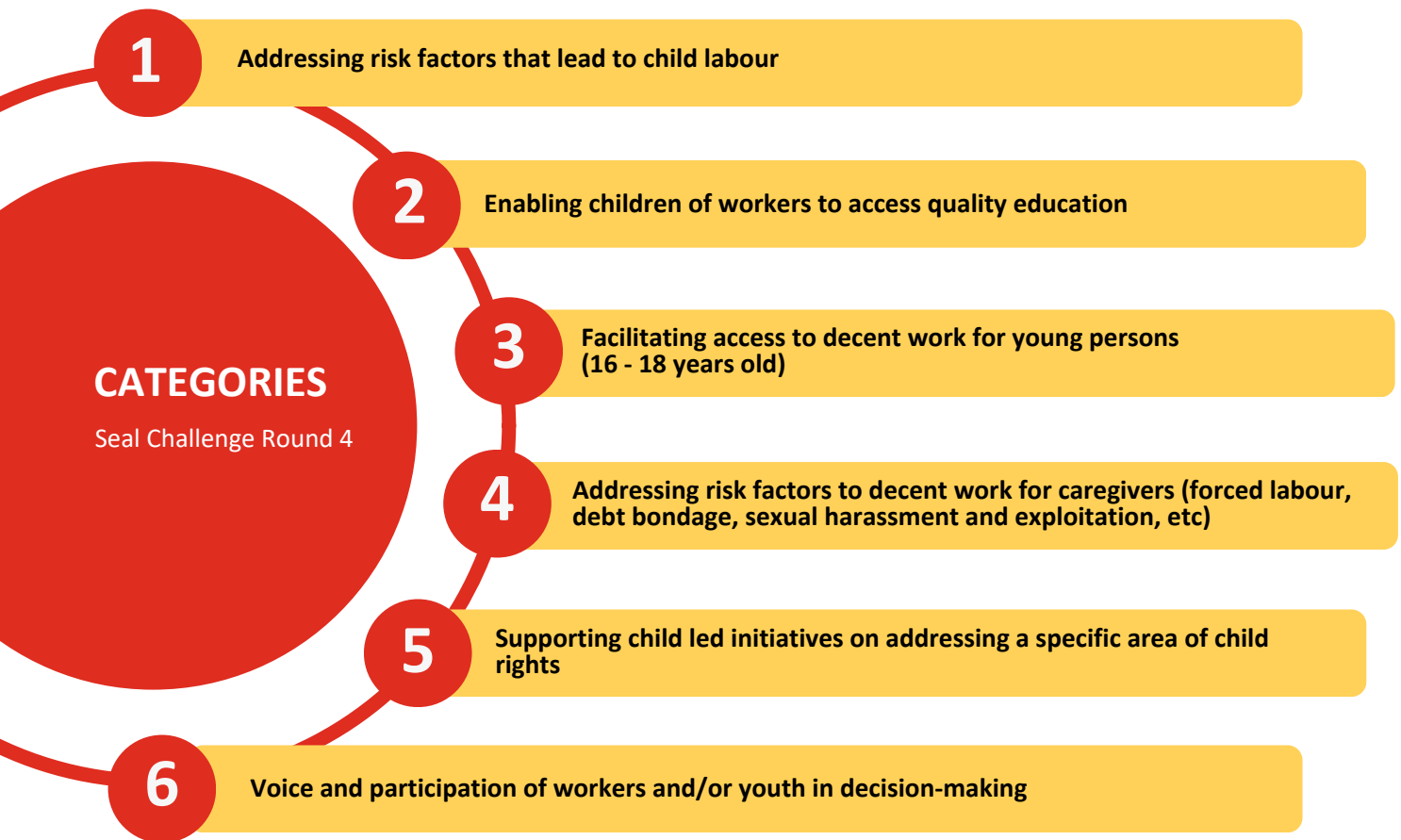
Remember to put the title of your concept note as "Seal Challenge 2024 Round 3" along with your company name in the title. Please include the budget breakdown and monitoring plan for your proposed concept.

For more information on the Mother and Child-Friendly Seal for Responsible Business Initiative, please visit Seal Challenge (formerly known as the CRIB challenge) is an initiative led by The Centre for Child Rights and Business to encourage businesses connected to the tea industry – including plantation companies, tea smallholders, factories, 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.

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 200,000 to LKR 500,000) and/or technical expertise

Details of the 2024 Seal Challenge Round 4

The concept note for the challenge can be submitted under the following sub-categories within the theme of Child Rights and Business Principles:



Eligibility Criteria

- Concept note submissions for this challenge can only be made by a tea smallholder society
- The duration of the implementation of the proposed initiative should start in October 2024 and may go up to June 2025
- The tea smallholders should contribute at least 25% financially and invest human resources in the proposed initiative

Concept Note Requirements

- Clear definition of an issue that falls under one of the categories mentioned above – i.e. what is the issue and why is it an issue
- Clear action proposed – i.e. what will you do to address the issue
- Clear results are 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, what will change for them
- Clear timeline – weekly plan for the initiative implementation
- 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
- 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
- Clear sustainability plan – i.e. how will you maintain and continue the initiative beyond this project?
- Be a collaborative effort with a relevant government entity or civil society organisation where relevant

Queries on the Seal Challenge

Should any interested company have questions on the challenge, they can send it to info.SL@childrights-business.org , with the subject title “Question on the Seal Challenge Round 4” on or before, October 4th noon. Responses to the questions will be shared with all those who reached out.

Seal Challenge Timeline

The timeline of the challenge is as follows:

- 1 September 28**
Announcement of the challenge by The Centre
- 2 October 7**
Queries on the challenge can be made to The Centre until October 7
- 3 October 10**
Deadline for submission of the concept notes. Email to info.SL@childrights-business.org or via WhatsApp
- 4 October 15**
Announcement of the concept notes that have been selected for a collaboration with The Centre

Contact Us

For more information on the Mother and Child Friendly Seal for Responsible Business Initiative, please visit any interested company have questions on the challenge, they can send it to info.SL@childrights-business.org , with the subject title “Question on the Seal Challenge Round 4” on or before, October 4th noon. Responses to the questions will be shared with all those who reached out.