

2024 Sri Lanka Seal Challenge Round 5 Launch: Addressing Risks and Challenges Faced by Women and Children in Tourism

What is the Seal Challenge?

The Seal Challenge is an initiative led by The Centre for Child Rights and Business ('The Centre') to encourage businesses to develop or support innovative concepts that address particular issues or challenges faced by children and families within their business ecosystem. The Centre judges the applications and "winners" of the Seal Challenge receive either a small funding boost or technical expertise as an incentive to bring their proposed concepts to life.

Seal Challenges were first rolled out in the tea industry, where 15 tea estates and smallholders have received support for their initiatives to improve the well-being of tea communities. We're excited to extend the Seal Challenge to the travel and tourism sector.

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 5" along with your company name in the title. Please include the budget breakdown and monitoring plan for your proposed concept.

Details of the 2024 Seal Challenge Round 5

The concept note for the challenge can be submitted under the following human rights, especially women's rights and child rights, sub-categories:



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 December 2024 and continue until June 2025
- There should be at least a 50% financial contribution to the proposed initiative, together with human resource investment by the company

Concept Note Requirements

- Address an issue or challenge identified in one of the six 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 but addresses a specific challenge identified in the mentioned areas
- Demonstrate how the initiative makes business sense
- 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 the initiative will 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

Seal Challenge Timeline

1 November 6

Announcement of the challenge by The Centre

2 November 20

Responses to questions on the challenge received by Nov 19th, and will be shared via email

3 November 22

Deadline for submission of the concept notes to info.SL@childrights-business.org

4 December 3

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 srilanka-motherandchildseal.org