

## The Centre for Child Rights and Business, in collaboration with Save the Children and UNICEF, announces the launch of the Child Rights in Business (CRIB) challenge Round 4 for tea companies based in Sri Lanka

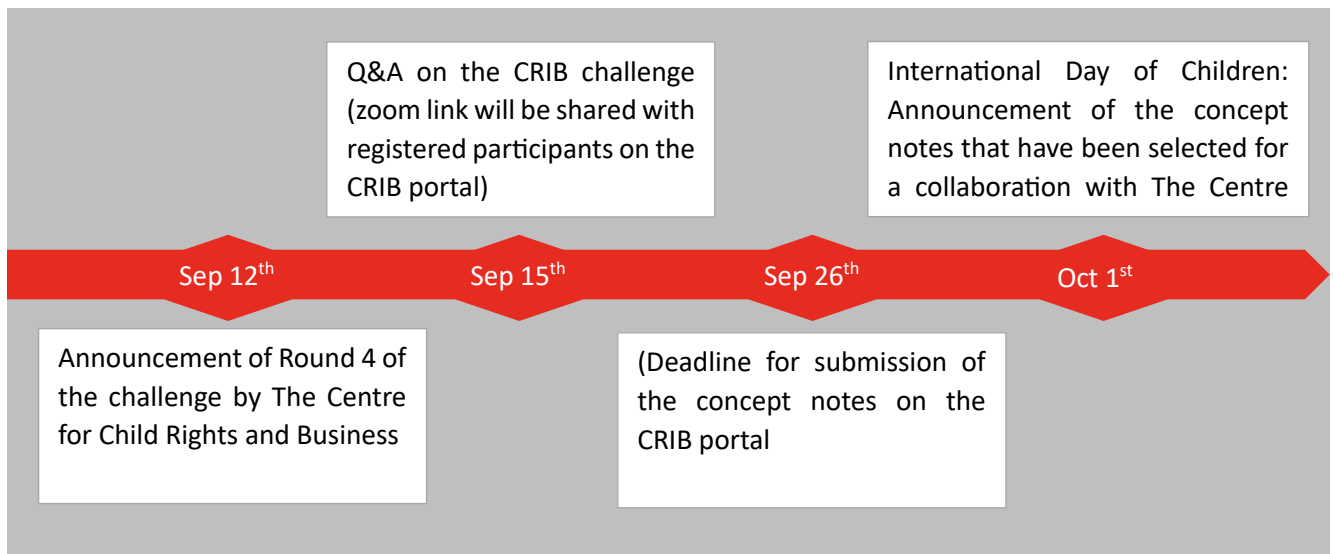
The objective of the CRIB challenge is for tea estates of plantation companies (Regional and State plantations) to come up with a concept to address a particular issue or challenge that children of their workforce in estates or factories are facing.

The Centre will select a few innovative ideas and provide support in the form of either funds (ranging from LKR 500,000 to LKR 1 million) and/or technical expertise. Other members of the CRIB Tea portal who are interested in supporting any initiative can express their interest, and the company can then initiate discussions with these interested stakeholders.

Tea estate managers interested in participating in the CRIB challenge, your concept note will need to be submitted through the CRIB online portal, which can be accessed on the Mother and Child Friendly Seal for Responsible Business [website](#). To get started, please create your profile on the CRIB Tea portal by logging in to [CRIB](#) and upload your concept note under the collaboration space.

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

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



**Concept notes for the challenge can be submitted under the following categories:**

- Income: Living wages (e.g. joint living wage analysis, alternate income generation etc)
- Social Protection: Social transfers and benefits (e.g. child benefit, parental benefits etc.)
- Decent work for parents and caregivers: Sanitation (access to sanitation facilities and clean water), career development opportunities etc.
- Young workers: Opportunities for adolescents and youth (e.g. Skill development programmes, paid internships etc)
- Child protection
- Access to quality education
- Climate change education

**To be eligible for this challenge, please ensure that:**

- C** Concept notes can only be submitted by tea companies in Sri Lanka, including RPC, brokers, exporters, and brands.
- C** The proposed initiative 's implementation should be between October 2023 and June 2024.
- C** The company must make at least a 50% financial contribution to the proposed initiative and invest in human resources for the initiative.

**The concept note for the initiative must include the following elements:**

- C** Address a specific issue or challenge identified in one of the 7 categories listed earlier, or propose an innovative practice to be piloted within the company.
- C** Clearly state the theory of change behind the proposed initiative.
- C** Be a collaborative effort involving a government entity and/or other tea sector companies/ stakeholders and/or development agencies.
- C** Demonstrate that the initiative is not just business as usual or a regular activity undertaken by the company but an initiative that addresses a particular challenge identified in the aforementioned areas.
- C** The concept can be part of a larger vision, but the proposed initiative must be a specific one that addresses a particular phase of the larger vision.
- C** Clearly specify the outputs, results, and indicators of measure.
- C** Include a workplan with specific activities and timeline.
- C** The budget should indicate the total financial and human resource contributions, with a breakdown of the company's and anticipated stakeholders' contributions.
- C** Mention the tea estate name, company and location in your concept note.