



# MOTHER AND CHILD-FRIENDLY SEAL FOR RESPONSIBLE BUSINESS



## ABOUT THE SEAL

The Mother and Child-Friendly Seal for Responsible Business is a collaborative initiative between The Centre for Child Rights and Business, Save the Children and key stakeholders in the Sri Lankan tea industry. It aims to improve the wellbeing of women and children in Sri Lanka's tea growing communities through sustainable and meaningful investments by business entities in the tea supply chain (buyers, brands, plantation companies).

## WHO IS IT FOR?



Tea estates and plantations  
(from regional plantation business entities to mid-sized estates)



Brands and buyers of Sri Lankan tea

## WHAT ARE THE OBJECTIVES OF THIS INITIATIVE?

- To strengthen commitment and capacity of business entities to create a family-friendly tea supply chain, in which children can enjoy their human rights.
- To facilitate sustainable and meaningful investments in wellbeing initiatives targeting children and women in tea communities.
- To enhance public private partnerships between government agencies and tea business entities, to improve the key service deliveries such as education, health and social protection.
- To create added value and market differentiators for the Sri Lankan tea industry by demonstrating its transformation towards a family-friendly industry.

## WHY JOIN?

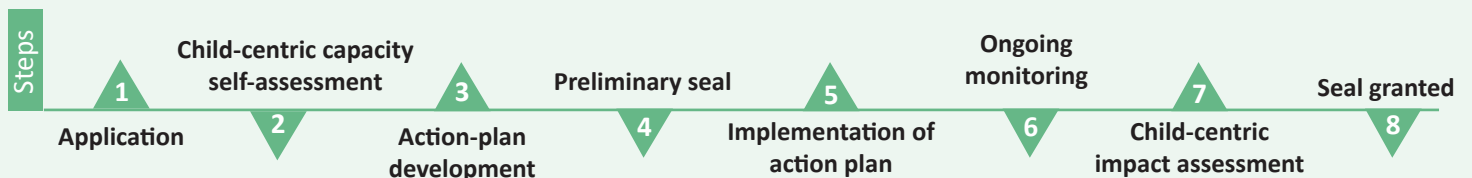
- Publicly demonstrate your business entity's commitment to improving conditions for mothers in plantations, their children and communities tied to the tea sector.
- Boost your reputation by becoming a family and child-friendly business entity.
- Be recognised as a best practice business entity that is contributing towards the sustainable development and international repute of Sri Lanka's tea industry.

## HOW DOES IT WORK?

Tea producers, buyers and brands are expected to fulfill a number of core requirements and self-selected improvements in order to receive the Mother and Child-Friendly Seal for Responsible Business for their packaging and marketing.

All measures taken are based on business entities' capacity self-assessment baselines, and NOT on a uniform standard. While the activities vary between actors and buyers/brands, the seal initiative awards those that demonstrate continuous improvement of family-friendly workplace practices and visibly improved conditions for women workers and their children.

Actions range from capacity building, adequate resource allocation, making sustainable investments, measures to mitigate child rights risks on estates, training and support, family-friendly workplace policies, child-friendly activities to improve the welfare of mothers and children etc.



# THE CENTRE

FOR CHILD RIGHTS AND BUSINESS

## ABOUT THE CENTRE FOR CHILD RIGHTS AND BUSINESS

The Centre for Child Rights and Business supports companies to deliver improvements within their supply chains that benefit workers, families and children, and deliver positive business outcomes.

Our mission is to improve the lives of children by working with companies to promote and respect children's rights in all their operations, with a particular focus on supply chains in manufacturing, agricultural and raw materials settings. Throughout our work, we strive to create tangible and long-term impact that serves both children, parent workers and business.

We offer global expertise, services, support, research and insights covering a broad range of child rights and business issues across multiple sectors and countries.

Our services cover child labour prevention and remediation, child rights risks assessments, support packages for young workers and other vulnerable groups, and a comprehensive set of services to create family-friendly workplaces in supply chains, including child friendly spaces and migrant parents training. Our supply chain mapping and risk assessments help businesses to understand where and how their supply chain-related operations impact children, and provide concrete recommendations to manage risks.

We work primarily in countries across Asia, but also have staff and projects located in Africa, Australia, Europe and The Americas.

Please visit [www.childrights-business.org](http://www.childrights-business.org) for more information or contact us: [info.SL@childrights-business.org](mailto:info.SL@childrights-business.org)