



THE MOTHER AND CHILD-FRIENDLY SEAL FOR RESPONSIBLE BUSINESS

Promoting the well-being of children and families in the tourism sector through sustainable and meaningful investments

Tourism is the third largest sector contributing to Sri Lanka's economy, with over 3 million arrivals expected in 2025. According to our child rights risk mapping in the accommodation supply chain, children in the tourism supply chain face risks, including child sexual abuse and exploitation, child labour and disruptions to education during tourism peak seasons.

These risks are primarily driven by inadequate regulations for supplementary accommodations, particularly in guesthouses and homestays, the absence of child safeguarding protocols among tourism service providers, and the lack of formal young worker programmes connecting youth to decent work opportunities.

The Mother and Child-Friendly Seal for Responsible Business in tourism collaborates with key stakeholders to address these challenges.

OUR MISSION

We aim to establish a uniform, transparent, and rights-based framework to assess and communicate the mother and child-friendly practices implemented by business entities in the tourism supply chain.

THE SEAL INITIATIVE'S OBJECTIVES

Strengthen the commitment and capacity of tourism businesses

to build a family-friendly supply chain where children and their mothers can fully exercise their human rights

Encourage tourism businesses to make sustainable and impactful investments in wellbeing initiatives for children and women in tourism hotspots

Enhance public-private partnerships between government agencies and tourism businesses

to improve essential services such as education, health, and social protection

Create added value and market differentiation for Sri Lanka's tourism industry

by showcasing its commitment towards a family-friendly supply chain, thereby promoting the industry's long-term sustainability

WHO IS THIS INITIATIVE FOR?

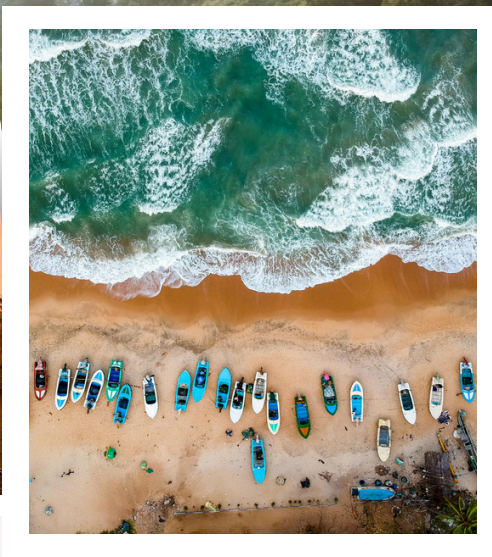
The Seal for tourism is intended for **accommodation establishments** (hotels, guest houses, homestays) and **tour operators**.

- 1 Application
- 2 Capacity self-assessment
- 3 Action and monitoring plan development
- 4 Pledge issuance
- 5 Implementation of action plan
- 6 Ongoing monitoring
- 7 Assessment and feedback
- 8 Issuance or renewal of Seal

HOW DOES THE SEAL WORK?

The Seal focuses on practice and performance, evaluating participants against their own baseline and assessing their commitment and progress in improving the wellbeing of women and children in their communities. As such, the Seal is dynamic—participants maintain compliance by continuously enhancing their mother- and child-friendly practices rather than simply meeting a set of fixed requirements. To receive the Mother and Child-Friendly Seal for Responsible Business for marketing, participants must meet several core requirements and achieve self-selected improvements.

The Seal initiative is being piloted in Sri Lanka, and we're happy to hear from those interested in replicating this initiative in other countries.



HOW THE SEAL MAXIMISES IMPACT: THE SEAL PRINCIPLES

The Seal is guided by the following features and principles, aimed at maximising the initiative’s impact on improving child rights in the supply chains.

Key Focus



Human rights centred approach



Performance-based Seal issuance



Continuous improvement



Transparency



Gender equity



Voice and participation

FOUR SEAL LEVELS

The Seal consists of four levels, each determined by a self-assessment score, and by the depth, scope, impact, and ongoing commitment of the business entity.



Level 4:
Changemaker



Level 3:
Trailblazer



Level 2:
Pathfinder



Level 1:
Explorer

WHY JOIN?



Prevent and Mitigate Human Rights Risks

Protect your tourism supply chain by identifying, addressing, and remedying key human rights challenges, including child labour and trafficking



Meet Human Rights Due Diligence Requirements

Ensure compliance with regulations by proactively managing and mitigating risks in the tourism supply chain



Demonstrate Your Commitment

Publicly showcase your business’s dedication to improving the wellbeing of mothers, children, and communities connected to the tourism sector



Enhance Your Reputation

Strengthen your brand by demonstrating a strong commitment to the wellbeing of women and children in the tourism industry



Gain Recognition

Be acknowledged as a best practice business contributing to the sustainable development and international reputation of Sri Lanka’s tourism industry



Create Lasting Impact

Develop systems that are replicable and scalable, ensuring long-term positive outcomes for families in the tourism sector



Use of the Seal Logo

Display the Seal logo in your marketing as a symbol of your commitment to human rights in tourism