



World Alliance for Breastfeeding Action (WABA)

Concept note for Parent-Friendly Workplace (PFW) Seed grant Project

Introduction

Following the success of the former Mother-Friendly Workplace Initiative seed grant programme¹, WABA is campaigning for the empowerment of parents with information and ensuring coverage of social protection measures to enable them to make the best choice in infant feeding.

This is in line with the [Empowering Parents Campaign \(EPC\)](#) that aims to promote gender equitable social protection measures in order to empower parents and carers to facilitate the integration of care work (including breastfeeding) and work. WABA and its partners/stakeholders will develop and advance a menu of actions to ensure that parental protection measures are recognised and included as part of social protection coverage. This will help ensure a healthy, just, gender equal society and survival as outlined in the recently adopted Sustainable Development Goals (SDGs). WABA The Convention on the Rights of the Child (CRC) recognises the family as the fundamental unit of society and the ideal environment for the growth and wellbeing of children. Parents should be afforded the necessary protection and assistance to fulfil their responsibilities within the community and to their children². This is also reiterated in the ILO Recommendation 191 which calls for parental leave. The EPC is based on a two-pronged strategy that will 1) increase the supply of gender equitable social protection and 2) create demand for the same. This will be achieved by working through the internationally recognised tripartite

¹ WABA had organised the Mother Friendly Workplace Initiative (MFWI) seed grant programme between 1994 – 2006. The programme encouraged breastfeeding advocates to promote the ratification of ILO Convention 183 on Maternity Protection (MP) and to strengthen national legislation, regulations, and agreements that support breastfeeding women at work. The seed grants programme focused on the fourth target of the Innocenti Declaration, “imaginative legislation protecting the breastfeeding rights of working women and means for its enforcement.” The project was successful with participation of more than 25 organisations from 25 countries. An approximate number of 28 projects were planned and completed over the 12 years. A diverse range of activities were undertaken at the national and community level. Organisations used the seed grant money to conduct research, surveys, baseline assessments, training and seminars to reinforce national actions on MP ratification. The seed grants were also used to build capacity at the community level to educate, raise awareness and build support systems among the working mothers.

² <https://www.unicef.org/csr/235.htm>



structure comprising of governments, employers and trade unions and involving relevant civil society organisations. The Alive & Thrive project in the ASEAN region has developed a toolkit on a [“Workplace Lactation Support Program”](#) which can be adapted for other regions, especially in the formal work sector. In the informal sector, a range of supportive interventions will be required to cater for the often precarious nature of this work sector.

Objectives

The three specific objectives of the EPC are to 1) Promote family friendly values and equitable social norms and practices at all levels; 2) Create supportive national legislation and global policy environments that do not hinder the achievement of gender equitable social protection; **3) Promote supportive workplace policies and conditions that will facilitate the integration of parents’ productive and reproductive work and lives in both formal and informal work settings. This Parent Friendly Workplace (PFW) seed grant project addresses the third objective of the EPC.**

Outputs

1. Needs assessments of various different workplace settings (including in firms of different sizes and in the informal economy) conducted.
2. Plans of action for PFW developed using adapted existing toolkits.
3. PFW plans of action are implemented.
4. Evaluation of the PFW models (by a research team).
5. Best practice models of PFW from different workplace settings are documented (case studies).
6. Best practice models of PFW are shared and adapted (toolkits developed).

Activities

A seed grant project will be developed to achieve the above outputs. Projects using the Alive & Thrive toolkit are encouraged where appropriate. The amount for a seed grant will range between USD 1000–USD 3000 per project. A diversity of work sectors (e.g. agricultural, domestic, home-based, unwaged) and types of workplaces (small and medium sized enterprises, multinational companies, in/formal economy) will be encouraged. In the first year (2018), 5 seed grants will be available.



Criteria for selection

Proposals will be assessed using the following criteria:

1. The seed grant should be used to either start a workplace programme or to strengthen an existing effort to enable parents to combine work and care work including breastfeeding.
2. Ability to conduct a needs assessment of a workplace setting and develop a plan of action together with the relevant stakeholders, including collaboration with researchers, NGOs, policy makers, employer and employee bodies.
3. Must implement the plan of action with the aim of developing a best practice model.
4. Ability to conduct the seed grant project between February-May 2018. Project must be completed by May and the final report and documentation must be submitted before June 2018.
5. Provide a detailed plan on the activities and expected results (justification/challenges, objectives, specific outcomes, strategy, materials to produce, translations, distribution of materials, stakeholders, indicators, follow up, funding strategy, budget, time frame).
6. Organisations/groups from low to middle income countries (Africa, Asia and Latin America Caribbean) will be prioritised.
7. Adaptability of the initiative to other countries/organisations/work settings is important.
8. Innovative initiatives are encouraged.
9. Willingness to include an evaluation component of the project by an external research team identified by WABA.

Timeframe

Nov 2017	– Development of concept note
Jan 2018	– Announcement and selection
Feb-May 2018	– Implementation of seed grant projects
June 2018	– Reporting and Evaluation



To apply

If you are interested and meet the selection criteria, fill in the online [application form](#). For further information contact revathi@waba.org.my.