

# Youth Led Green Transitions in Enterprises

## Call for Proposals

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# Guidelines for potential grant recipients v1.0

October 2023

### Revision history


## GUIDELINES FOR APPLICANTS

### Important Dates

SR No.	Activities	Date/Month
1	Date of advertisement for call for proposals	18 October 2023
2	Last date for receipt of queries related to submission of proposals	23 October 2023
3	Last date for submission of proposals	05 November 2023; 23:59 SL Time
4	Date of result declaration	10 November 2023
5	Contract signing	Late November 2023
6	Start of project	Late November 2023
7	End of project	31 March 2024
8	Submission of final report	Mid-April 2024

**Please fill in the application form and submit it to:**

**[Chameera.Wickramasinghe@britishcouncil.org](mailto:Chameera.Wickramasinghe@britishcouncil.org) no later than 05 November 2023, 23:59 (SL Time).**

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## Background

The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education, and the English language. Recently we celebrated 75 years of cultural relations with the people of Sri Lanka.

Through our work in cultural engagement, we help young people to gain the skills, confidence, and connections they are looking for to realise their potential and to participate in strong and inclusive communities. We focus on the next generation of Sri Lanka, building confidence through qualifications and skills and through spreading the understanding of global citizenship.

British Council's non-formal education (NFE) programmes are all about creating positive pathways and opportunities for young people outside of formal learning spaces. Through these programmes, we aim to empower young people around the world aged 18-35 years old to contribute to trust-building, cohesion, and stability in their societies, and to represent their communities on a local, regional, and national stage. By connecting young people, we support them to build alliances and networks. These connections enable them to work across cultural differences so as to act positively on the big global challenges that affect their lives and communities.

Our work in Non-formal Education (NFE) is focussed on facilitating programmes that provide opportunities for young people:

- to put their skills and ambitions into practice
- to connect with others
- to raise their collective voice.

Over the world, we connect and collaborate with partners on the ground and in the UK, to form partnerships to create shared and positive change.

Equality, diversity, and inclusion (EDI) and gender equality are an important part of what we do as a cultural relations organisation. We prioritise and promote EDI as a core value and look for gender equality to be built into every stage of projects and programmes. In particular, we support projects that are centred on gender equality issues and the empowerment of women and girls.

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## Context

The shift towards an environmentally sustainable and climate-friendly world is critical not only for responding to the global climate crisis but also for achieving the Sustainable Development Goals (SDGs). After the Covid-19 pandemic and the economic turmoil, Sri Lanka too is currently aiming for a greener and more inclusive growth pathway.

Green and inclusive growth is important for Sri Lanka for several reasons, as it offers a pathway to sustainable development that balances economic growth with environmental protection and social well-being. Some key reasons for the importance of a green and inclusive growth agenda for Sri Lanka includes:

- 1. Environmental Sustainability:** Sri Lanka is known for its rich biodiversity and natural beauty. Green growth emphasises the sustainable use of natural resources and the protection of ecosystems. This is crucial for preserving the country's unique flora and fauna, as well as its pristine landscapes, which are important for tourism and overall environmental health.
- 2. Resilience to Climate Change:** Like many countries, Sri Lanka is vulnerable to the impacts of climate change, including sea-level rise, extreme weather events, and changing rainfall patterns. Green growth strategies focus on reducing greenhouse gas emissions, promoting renewable energy, and enhancing climate resilience, which are essential in the face of climate emergency.
- 3. Resource Efficiency:** Green growth emphasises resource efficiency and sustainable consumption and production patterns. By reducing waste and minimising resource use, Sri Lanka can improve its resource security and reduce the strain on natural resources, which can lead to long-term economic benefits.
- 4. Health and well-being:** Greener and inclusive growth can lead to improvements in public health by reducing air, land, and water pollution, promoting clean energy, and ensuring access to safe drinking water and sanitation. A healthier population, both physically and mentally, can be more productive and contribute to overall social well-being.
- 5. Inclusivity and Equity:** It's important to ensure that the benefits of the green transition are distributed equitably across society. This means considering marginalised or vulnerable communities, gender equality, and social inclusivity in business practices.
- 6. Global Trade and Investment:** Many international markets are increasingly favouring environmentally sustainable and socially responsible products. Embracing green and inclusive growth can open new opportunities for Sri Lanka in terms of exports and foreign investment, as it aligns with global sustainability trends and standards.

Overall, green and inclusive growth is important for Sri Lanka as it provides a framework for achieving economic prosperity while safeguarding the environment and improving the well-being of its citizens.

In the drive towards a green growth, there is a need to support initiatives of every sector of the economy to ensure the recovery and future growth does not cause further environment destruction, worsen social disparities and country's ecological footprint.

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## Introduction to the project

The small and medium enterprises (SME) account for 75% of all business establishments in Sri Lanka, provides 45% of employment and contributes 52% of the Gross Domestic Product. SMEs are increasingly affected by climate change and environmental degradation. More frequent extreme weather conditions, resource scarcity and the legislative and regulatory action driving the shift towards a more environmentally sustainable economy have significant implications on the resilience, productivity, and profitability of SMEs, which are vital for economic development and decent work.

Although their individual environmental footprint may be low, their aggregate impact is considerable. SMEs often face challenges adopting green practices and seizing new green opportunities due to limited access to knowledge, technologies, finance, and market opportunities. This prevents most of them from making their full contribution to the transition towards a greener and inclusive economy by incorporating green and inclusive practices in their operational processes. Therefore, for any green and inclusive economic transition to be successful, SMEs will have to be guided and supported.

This pilot project aims to target **young entrepreneurs from SMEs** in Sri Lanka, who are committed to transform their businesses into a green and inclusive path, benefiting the environment, the society, and open new opportunities as well as better operational efficiencies for their enterprises. In doing so, the project will engage youth to tap into their energy, creativity, and commitment to drive positive change and build a more sustainable and resilient society.

## Purpose of this call for proposals

The British Council intends to make one or more grant award(s) to the applicant(s) who best meets the objective of this project based on the evaluation criteria mentioned in this document. While multiple awards are anticipated as a result of this call for proposals, British Council reserves the right to fund any or none of the applications submitted.

## Project overview

<b>Project goal</b>	Enable and empower young entrepreneurs to drive sustainable change to transition their businesses into environmentally responsible and socially inclusive enterprises, fostering a future where economic growth aligns with environmental stewardship and social equity.
<b>Objectives</b>	To provide the knowledge, skills, resources, and networks to young entrepreneurs to transform their existing businesses into more greener and inclusive businesses.
<b>Target groups</b>	Young entrepreneurs of small and medium enterprises in Sri Lanka in the age bracket of 18 – 35 years.
<b>Sector focus</b>	Agro processing; food and beverage; Tourism; Retail/Wholesale/Warehousing
<b>Geographical focus</b>	No special focus
<b>Pilot project duration</b>	November 2023 – March 2024

## Scope of the project and expected deliverables for the partner

### Scope of the project

- Design a comprehensive training programme tailored to meet the objective of the project.
- Develop or customise training materials focused on sustainability and inclusivity in business.
- Select at least 15 young entrepreneurs, ensuring equality, diversity and inclusion principles are followed.
- Deliver the training programme to the selected youth (face-to-face and/or online).
- Identify and engage mentors and industry experts who can guide and support the young entrepreneurs.
- Develop Key Performance Indicators (KPIs) to measure progress made by the young entrepreneurs in their business transition towards more greener and inclusive businesses.
- A series of site visits to provide on the ground support/monitoring to the entrepreneurs. A minimum of one site visit to each enterprise is needed.
- Initiate monitoring of KPIs.
- Provide regular updates to the British Council on the project's status.

## **Deliverables:**

The partner is expected to deliver the following key items:

- A detailed project proposal including a work plan and budget.
- A customised training programme and materials.
- A network of mentors and an operational mentorship program.
- An interim report (narrative and financial) on 31 January 2024 to be eligible for the second tranche.
- A final report summarising the project's outcomes and lessons learned by 15 April 2024.

The following is a list of indicative components for the training and mentoring activities.

### **1. Sustainability Knowledge:**

- Understanding of Environmental Issues: Knowledge of key environmental challenges such as climate change, resource depletion, pollution, and biodiversity loss.
- Sustainable Development Principles: Familiarity with the principles of sustainability, including the triple bottom line (people, planet, profit), and the United Nations Sustainable Development Goals (SDGs).
- Eco-friendly Practices: Knowledge of eco-friendly practices in areas such as resource conservation, sustainable energy use, waste reduction, water conservation, and sustainable sourcing of materials.
- Inclusivity practices: Creating a sense of belonging, mutual respect, nurturing empathetic leadership, safety for everyone, active value and appreciation for employees.

### **2. Business and Management Skills:**

- Strategic Planning: The ability to develop a sustainability strategy aligned with business goals and objectives.
- Project Management: Skills in planning, executing, and monitoring sustainability initiatives within a business.
- Financial Acumen: Understanding the financial implications of sustainability initiatives, including cost-benefit analysis and return on investment (ROI).
- Supply Chain Management: Knowledge of sustainable supply chain practices and responsible sourcing.
- Marketing and Communication: Skills in effectively communicating a company's sustainability efforts to customers, investors, and stakeholders.

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### **3. Regulatory and Compliance Knowledge:**

- Environmental Regulations: Understanding of relevant local, national, and international environmental regulations and compliance requirements.

### **4. Technological Proficiency:**

- Renewable Energy and Green Technologies: Familiarity with renewable energy sources, energy-efficient technologies, and green innovations applicable to the business.

### **5. Data Analysis and Monitoring:**

- Data Collection: The ability to collect, analyse, and interpret data related to environmental impact, resource consumption, and sustainability metrics.
- Key Performance Indicators (KPIs): Knowledge of relevant KPIs to track and measure the progress of sustainability initiatives.

### **6. Stakeholder Engagement:**

- Collaboration and Partnerships: Skills in building relationships and partnerships with stakeholders, including customers, suppliers, NGOs, and local communities.

### **7. Problem-Solving and Innovation:**

- Creative problem-solving: The ability to identify environmental challenges and develop innovative solutions.
- Adaptability: The capacity to adapt to changing sustainability trends, technologies, and regulations.

### **8. Ethical Leadership and Corporate Social Responsibility:**

- Ethical Decision-Making: Commitment to ethical business practices and responsible leadership.
- Social Responsibility and impact: Understanding of social and ethical responsibilities and creating social impact beyond profit generation.

### **9. Continuous Learning and Networking:**

A willingness to stay updated on sustainability trends, best practices, and emerging technologies through continuous learning and networking.



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Applicants are encouraged to identify experts from outside their organisation to complement their organisational strengths/expertise to successfully deliver this project. Also, a project manager/coordinator needs to be assigned to the project. The project manager/coordinator must have experience in managing projects and working with youth. They should also possess good report writing skills and experience.

The successful grant recipient will work in close coordination and consultation with the British Council and its UK partner organisation throughout the implementation phase to ensure success of this pilot project.

## **Participants**

Beneficiary young entrepreneurs should meet the profile outlined below.

- The young entrepreneurs to be selected for this project should have a start-up business or an established business in one of the focus sectors.
- Must be willing and committed to undertake the full training through the workshops and broaden their horizons.
- Must be ready and committed to develop an action plan to transition to a green and inclusive business and implement it.
- Must be willing to explore potential new relationships, innovations, and new ways of thinking and understanding through learning, unlearning, and relearning.
- Must be willing to share experiences with others, including through social media platforms.

Successful partner(s) should ensure recruitment of participants is inclusive and value the diversity of the communities, for example in relation to gender, faith, ethnicity, socio-economic background, sexual orientation, professional and personal interest groups, and disability and non-disability.

## **Intellectual Property Rights**

Any pre-existing materials provided to the partner by the British Council and any reports, materials, and documents produced by the partner for this project, the intellectual property rights will be owned by the British Council.

## **Project Monitoring and Evaluation**

British Council will lead the M&E and the partner is expected to cooperate.

The British Council collects data about the project in relation to the following areas:

- Project management and delivery
- Project relevance
- Learning resulting from the project for participants and partners
- Actions that result from the project
- Project legacy, or potential legacy

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This data will then be used to understand the impact the project is having at an individual, group, organisational and network level.

## Eligibility criteria for delivery partners

Applicants must fulfil the following criteria to be eligible for selection under this programme:

- Lead applicant must be a registered, non-profit making, non-government organisation in Sri Lanka.
- Engaged in entrepreneurship development, business development and/or sustainability consultancy.
- Have experience in implementing projects involving youth, promoting environment sustainability corporate social responsibility or climate resilience.
- Capacity to establish and manage a mentorship network.
- Strong commitment to the project's sustainability and inclusivity goals.
- Have a Sri Lanka-based bank account that requires two signatures.
- Ability to recruit, manage and monitor at least 15 young entrepreneurs.
- Also, to be eligible for this grant, applicants must fulfil all the following criteria:
  - Operates from a good financial position (If selected, should be able to demonstrate through their latest audited accounts, or appropriate alternative (for example, Year End Report & Financial Statement).
  - Accepts the requirements in relation to intellectual property rights.
  - Demonstrates a willingness to work cooperatively with both the British Council as the contracting authority and its UK based partner organisations that may be engaged with the project by the British Council.

## Funding availability

The maximum grant available for one application is **Rs. 4,500,000**.

The expenses incurred by the organisation prior to the effective start date, including any costs incurred in the production of the application, cannot be charged.

To ensure value for money, the budget requested in your application should cover only costs that are essential, appropriate, and relevant to the implementation of activities.

The overhead cost that can be charged **cannot exceed five per cent (5%)** of total direct project cost.

The disbursement of grant will be done in **two tranches**.

- 1<sup>st</sup> tranche: Up on signing of the grant agreement - 70%
- 2<sup>nd</sup> tranche: Up on submission of an interim report (Narrative and financial), along with the plan for the remaining period. The release of this second tranche will be conditional on applicant spending at least 80% of the first tranche. – Maximum of 30%

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Funds will be disbursed directly to the applicant's bank account according to the approved final budget. Applicants may be asked to adjust their budget if their request does not fit within funding guidelines or if this is considered not appropriate by the application reviewers.

Partners are required to account for how funding has been spent by completing financial reports (interim and final) providing receipts for any items of direct expenditure above LKR 10,000 and evidence of staff time. Partners must retain all receipts and delivery documentation for seven years after project closure, as 20% of all grants awarded are subject to full post-activity audits by the British Council.

### **British Council grants cannot cover:**

- Direct staff costs for partners based in commercial organisations.
- Tuition Fees
- Bench Fees
- Costs related to writing up, promoting or disseminating previous research.
- Attendance at conferences or other events unless this is to present outputs and outcomes of the project.
- Patent costs
- Costs relating to the construction, procurement or rental of physical infrastructure (e.g. office buildings, laboratory facilities). It is expected that any rooms and facilities essential for the routine operation of collaboration are provided as an in-kind contribution by the participating institutions. These can be detailed as an in-kind contribution in the budget breakdown.
- Purchase or rental of standard office equipment (except specialist equipment essential to the activity). This includes:
  - IT hardware – laptops, personal computers, iPads, tablets, etc.
  - Office software
  - Desks, chairs, filing cabinets, photocopiers, printers, fax machines.
- Mobile phone rental or purchase, and Roaming charges
- Entertainment costs such as:
  - Gifts
  - Alcohol
  - Restaurant bills or hospitality costs for personnel not directly participating in the project.
  - Excessive restaurant costs.

### **Application process**

Applicants must submit a completed application form via E-mail. Word Version of the Application form is available to be downloaded. Please convert the application form to **PDF file** type prior to submission. The Email address to submit applications is:

[Chameera.Wickramasinghe@britishcouncil.org](mailto:Chameera.Wickramasinghe@britishcouncil.org)

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## Application assessment

Applications will be assessed against the **eligibility** and **quality criteria** (Appendix 1 and 2). The Assessment Panel will consist of nominated, qualified individuals from the British Council. Successful applicants will be notified approximately around 10 November 2023.

## Applicant screening

In order to comply with UK government legislation, the British Council may at any point during the application process, carry out searches of relevant third-party screening databases to ensure that neither the applicant nor any of the applicant's employees, partners, directors, shareholders is listed:

- as being wanted by Interpol or any national law enforcement body in connection with crime.
- as being subject to regulatory action by a national or international enforcement body.
- as being subject to export, trade, or procurement controls or (in the case of an individual) as being disqualified from being a company director.
- and/or as being a heightened risk individual or organisation, or (in the case of an individual) a politically exposed person.
- If the applicant or any other party is listed in a Screening Database for any of the reasons set out above, the British Council will assess the applicant as ineligible to apply for this grant call.

The applicant must provide the British Council with all information reasonably requested by the British Council to complete the screening searches. Please read the text to this effect on the application form and tick the box to show that you understand this.

## Data protection

### How we use your information:

The British Council will use the information that you provide to process your application, make any awards, monitoring and review of any grants. The legal basis for processing your information is in agreement with our terms and conditions of the contract.

We may share data with the agencies responsible for monitoring and evaluation as and when an agency is procured or contracted.

The British Council complies with the General Data Protection Regulations 2016/679 (GDPR). We process and handle personal information according to these regulations. The personal information that you provide on this form will only be used to process your application. The

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information will be viewed by the British Council staff and those who are a part of the decision-making process.

Your information will not be used/shared beyond any partners listed above for any other purpose without your specific consent. The British Council reserves the right to publish and share anonymised aggregated information with the stakeholders' organisation details, where collected, are used for monitoring and evaluation and statistical purposes. Gender information and country of origin, where collected, are used solely for statistical purposes. If we need to contact you, we will do so using the contact details you have provided under the UK Data Protection law, you have the right to ask for a copy of the information we hold on you and the right to ask us to correct any inaccuracies in that information.

If you want more information about this, please contact your local British Council office or the Data Protection Team at: [infogovernance@britishcouncil.org](mailto:infogovernance@britishcouncil.org) Or see our website: [www.britishcouncil.org/privacy-cookies/data-protection](http://www.britishcouncil.org/privacy-cookies/data-protection).

We will keep your information for a period of seven years after the project.

## **Equality, Diversity and Inclusion**

The British Council is committed to equal opportunities and diversity in all our activities. This includes avoiding bias due to gender, disability, racial or ethnic origin, sexual orientation, or religious belief.

The applicant is encouraged to work towards as equal a gender balance as possible and promote diversity. They must ensure that no one is excluded from participation based on ethnicity, gender, religious belief, sexual orientation, or disability.

The British Council reserves the right to reject the application if no consideration has been given to equality, diversity and inclusion or if the proposal is assessed to negatively impact equality.

Please contact us for further information on the British Council's approach, and you could also see our Equality Policy at: [www.britishcouncil.org/organisation/transparency/policies/equality-diversity-inclusion](http://www.britishcouncil.org/organisation/transparency/policies/equality-diversity-inclusion).

In addition, the applicants need to comply with the British Council policies on prevention of fraud, bribery, money laundering and address any other financial and reputational risk that may affect a transparent and fair award process. See:

<http://www.britishcouncil.org/organisation/transparency/policies/anti-fraud-and-corruption>

Also, the successful applicant is expected to adhere to British Council guidelines on Safeguarding and venue selection for project related activities.

## **Contact Details**

All queries or comments about this call should be addressed to:

[Chameera.Wickramasinghe@britishcouncil.org](mailto:Chameera.Wickramasinghe@britishcouncil.org)

Mobile: +94 76 912 9807

## APPENDIX 1: ELIGIBILITY CRITERIA CHECKLIST

Eligibility criteria checklist	Yes/No
Lead applicant is a registered, non-profit making, non-government organisation in Sri Lanka	
Engaged in entrepreneurship development, business development and/or sustainability consultancy.	
Experience in implementing projects involving youth, promoting environment sustainability corporate social responsibility or climate resilience	
Capable to establish and manage a mentorship network	
Have a Sri Lanka-based bank account that requires two signatures	
Willing to work cooperatively with both the British Council as the contracting authority and a UK based organisation	
Accepts the requirements in relation to intellectual property rights	

All the above criteria must have a 'Yes' as answers, to be eligible.

## APPENDIX 2: QUALITY REVIEW SCORING SYSTEM

Quality Review Criteria	Weightage
Relevant experience and expertise	30%
Quality of the project proposal and work plan	40%
Budget is clear, relevant and reflect market values / offer value for money	20%
Consideration given to Equality, Diversity and Inclusion agenda	10%