A KENYA–EUROPE MARKET SYSTEMS INITIATIVE

AFRIEURO LINKS

From fragmented rural value chains to verified global opportunity

Public White Paper and Funding Appeal

The programme begins with rural production systems in Taita Taveta and Kilifi and builds a responsible replication pathway.

36 months • January 2027–December 2029 • Funding requirement: KES 138 million

Indicative euro equivalent: €935,213 at KES 147.56 per euro (CBK indicative rate, 22 July 2026)

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Executive message

AfriEuro Links is a 36-month export accelerator and digital market infrastructure programme designed to connect regenerative cotton, responsible fashion, renewable-oilseed and rural SME pathways in Kenya with structured domestic, Dutch and wider European Union markets. It turns fragmented participants into verified clusters that can organise production, meet specifications, document quality, transact transparently and learn from evidence.

The programme is led by Labl Group East Africa Ltd. Its Netherlands relationship through Labl Fashion Group B.V. provides an initial European gateway, while the consortium deliberately seeks diverse brands, buyers, laboratories, logistics partners, research institutions, donors and impact investors across the wider European Union.

The public promise

- Start with 4,000 voluntarily participating farmers and 100 SMEs.
- Build ten producer and enterprise clusters with transparent governance.
- Prepare at least 3,000 farmers for agreed compliance requirements.
- Develop two operational quality-management systems.
- Secure at least six structured off-take agreements and four export or cross-border transaction cycles.
- Facilitate at least KES 220 million in cumulative transactions by the end of Year Three.
- Target at least 50% women farmers, 35% youth and 40% women- or youth-led participating SMEs.

Targets remain subject to baseline verification, buyer demand, safeguards, regulatory approvals and the capacity to serve participants responsibly.

1. Why AfriEuro Links is needed

Small producers and rural enterprises are often excluded from higher-value markets not because they lack effort, but because the systems around them are fragmented. Buyers need predictable volumes, specifications, evidence, traceability and accountable counterparties. Farmers and SMEs need practical extension, aggregation, fair terms, working records, timely payments and routes to buyers.

Community organisation, registration, training and feedback are core delivery functions—not side activities.

Two market failures

- Fragmented value chains and weak linkages between farmers, SMEs, processors, brands and buyers.
- Insufficient shared standardisation, quality assurance and traceability infrastructure for credible domestic and export transactions.

AfriEuro Links addresses these constraints together. It is not merely a website, farmer registry or export campaign; it is a governed operating model linking people, production, evidence, transactions and markets.

2. The consortium and accountability model

Participant	Public role
Labl Group East Africa Ltd	Lead applicant and programme anchor; governance, cotton-to-fashion market pathway, financial accountability, digital product vision and buyer development.
Labl Fashion Group B.V.	Netherlands-based shareholder relationship and initial gateway to Dutch and wider EU brands, market intelligence, product feedback, logistics and financing conversations.

Crostar Energy Ltd	Renewable-oilseed and biodiesel-feedstock pathway, Mavueni technical demonstration, feasibility, quality, safety and market development—subject to independent approvals.
Goblis Foundation	Community inclusion, safeguarding, capacity building, financial literacy and controlled administration of approved community-support funds.
Afrisol Technologies Limited	Contracted specialist for requirements, architecture, development, integration, cybersecurity, testing, deployment, training and support.
Afribiz Consultancy Limited	Field registration and onboarding service provider operating under Goblis Foundation; identity, group and enterprise documentation, mapping, consent and record verification.

County and national institutions support coordination, extension, standards and policy alignment according to their mandates. NEMA, EPRA, KEBS, DOSHS and other statutory bodies remain independent regulators—not commercial consortium partners—and no reference implies prior approval.

3. How the programme works

01 Organise: Community entry, voluntary registration, consent, eligibility, cluster charters and grievance routes.

02 Produce: Regenerative and diversified agronomy, food-security safeguards, extension and demonstration.

03 Standardise: Buyer-led specifications, internal controls, inspection, testing and certification readiness.

04 Trace: Permissioned records for people, farms, lots, custody, quality, contracts, delivery and payment references.

05 Transact: Samples, buyer due diligence, contracts, pilot consignments, logistics and transaction evidence.

06 Scale: Cost recovery, local capability, platform handover, replication tools and expansion only after proof.

4. The digital operating system

AfriEuro Links facilitates the development, deployment and use of the Labl digital operating system. Labl Group owns the product vision, governance, data rules and acceptance criteria; Afrisol Technologies is the specialist delivery provider. The system is intended to be offline-capable, assisted where needed, interoperable and governed by privacy-by-design.

- Identity, consent, roles, eligibility and grievances
- Farm, plot, season, practice and extension records
- Material lots, weights, grades, custody and transformation
- Quality specifications, inspections, tests and corrective action
- Contracts, deliveries, invoices and payment references
- Product QR, composition, care, repair, return, reuse and repurposing
- Training, research protocols, evidence and controlled publication
- Access control, audit, incident, privacy and management dashboards

The system is designed to make responsible participation visible without making personal data public.

The platform will not make autonomous credit, grant, employment or other consequential decisions. Access is role- and purpose-based; personal or precise location data is not public by default.

5. Kenya–Europe relationship

The “Euro” in AfriEuro Links reflects a practical institutional and market bridge. Labl Group East Africa is connected to Labl Fashion Group B.V. in the Netherlands, which creates an initial European base for brand conversations, product feedback, logistics and investment engagement. The ambition is wider than one country: the programme will build relationships across the European Union while retaining diversified Kenyan and East African markets.

The EU–Kenya Economic Partnership Agreement entered into force on 1 July 2024. It provides immediate duty- and quota-free EU market access for Kenyan goods except arms, subject to origin, product, customs, sustainability and destination requirements. The agreement also emphasises sustainable development, labour, gender, environmental and climate commitments. AfriEuro Links does not treat trade access as automatic sales; it invests in the quality, evidence and commercial relationships needed to use that access responsibly.

Why invite euro-denominated support?

- The Netherlands is the consortium's first European gateway, but outreach covers the wider EU.
- European brands, institutions, foundations, universities and impact investors can assess and support a Kenya-based system connected to European sustainability expectations.
- Showing indicative euros reduces friction for European donors while keeping the legally controlled programme budget in Kenyan shillings.
- Euro figures are informational only; the receiving bank converts funds at the bank's applicable rate and fees on the transfer date.

6. Funding requirement and use of funds

The consortium seeks KES 138,000,000 for the 36-month programme. For donor orientation, the table uses the Central Bank of Kenya indicative rate of KES 147.56 per euro published on 22 July 2026. The euro amounts are rounded estimates, not fixed exchange guarantees.

Budget component	KES	Indicative EUR
Inception, baseline, market validation and regulatory planning	**8,000,000**	€54,215
Community mobilisation, registration and cluster governance	**16,000,000**	€108,430
Agronomy, diversification, food security and extension	**18,000,000**	€121,984
Standards, quality assurance, testing and certification readiness	**19,000,000**	€128,761
Digital platform development and deployment	**25,000,000**	€169,423
Demonstration, processing trials and compliance	**12,000,000**	€81,323
Buyer linkage, export readiness and transactions	**10,000,000**	€67,769
Inclusion, enterprise support and community grants	**10,000,000**	€67,769
Monitoring, evaluation, learning and replication	**7,000,000**	€47,438
Consortium coordination, finance, audit and overhead	**13,000,000**	€88,100
TOTAL FUNDING REQUEST	**138,000,000**	**€935,213**

Annual phasing: Year 1 — KES 52 million (approximately €352,399); Year 2 — KES 50 million (approximately €338,845); Year 3 — KES 36 million (approximately €243,969).

The budget excludes land acquisition, unrestricted cash transfers, political activity, profit distributions and unapproved biodiesel production. Unit costs remain subject to approved work plans, quotations, procurement and grant terms.

7. Why Goblis Foundation receives donations

Goblis Foundation is the consortium's community-development, inclusion and capacity-building partner. Donations are routed to the Foundation because the appeal supports public-benefit functions—community mobilisation, training, safeguarding, registration support, shared-market assets, inclusion, and milestone-based community initiatives—rather than unrestricted commercial income for a private company.

- A ring-fenced AfriEuro Links cost centre and, where required, dedicated bank-account controls.
- Dual authorisation, segregation of duties and documented approval thresholds.
- Approved budgets, procurement plans and milestone-based disbursement.
- Monthly bank reconciliation, budget-versus-actual review, asset registers and supporting records.
- Quarterly narrative and financial reporting, partner verification and annual external audit.
- No grant approval by the registration service provider; programme finance and verification roles remain separated.

Before making a material transfer, donors should request the current funding note, verify the bank details independently through info@lablgroup.com, agree any restrictions in writing and use an agreed transfer reference.

8. Donation instructions

Bank	Equity Bank
Account name	Goblis Foundation
Account number	0640177644973
Branch	Mtwapa
SWIFT/BIC	EQBLKENA
Bank city	Nairobi, Kenya
Suggested reference	AFRIEURO + donor name

Bank and intermediary fees may reduce the amount credited. Exchange conversion is completed by the relevant banks at the applicable rate. The account details above were supplied by the programme sponsor; donors should independently verify them before transfer.

9. What donors can support

- Core digital platform modules, cybersecurity, offline access, devices and connectivity.
- Farmer and SME registration, consent, verification, cluster governance and grievance systems.
- Regenerative agronomy, food-security diversification, demonstration and extension.
- Quality systems, testing, chain of custody and certification readiness.
- Women- and youth-led enterprise services and disability inclusion.
- Buyer missions, samples, export readiness and verified pilot transactions.
- Independent monitoring, audits, learning and replication tools.

Support may be unrestricted within the approved programme budget or restricted to an agreed component. Restricted gifts require written acceptance, a feasible reporting arrangement and confirmation that the restriction does not undermine safeguards or procurement.

10. Safeguards and conditions

- Voluntary participation, informed consent and accessible grievance channels.
- No involuntary land acquisition or displacement of essential food production.
- Gender, youth, disability and safeguarding controls embedded in delivery.
- Privacy-by-design, encryption, access control, audit history and incident response.
- No biodiesel production, storage or sale before applicable environmental, energy, quality, fire, occupational-safety and other approvals.
- Buyer and partner due diligence, conflicts declarations and anti-fraud controls.
- No sustainability, income or climate claim without a defined evidence boundary and appropriate verification.

11. Sustainability and scale

The programme is designed to move from grant-supported infrastructure to recurring commercial demand. During implementation it will test transaction charges, aggregation-service fees, buyer contributions to testing and traceability, cooperative service contributions and commercial margins. Basic farmer registration should remain affordable, while larger commercial users contribute to advanced traceability, reporting and integration.

After proof in Taita Taveta and Kilifi, replication may be considered in other Kenyan cotton and oilseed counties, and later in East Africa, only after legal, environmental, agronomic, food-security, institutional and market assessment.

12. Join the consortium's public mission

AfriEuro Links invites foundations, development institutions, European and Kenyan companies, universities, laboratories, technology partners, logistics providers, buyers, impact investors, county institutions and community organisations to support a system that makes rural production visible, credible and commercially connected.

Learn more: www.afrieurolinks.com

Programme contact: info@lablgroup.com

Sources and notes

- AfriEuro Links Export Accelerator Comprehensive Proposal, 2026.
- Labl Group East Africa Strategic Plan, 2027–2030.
- European Commission, EU–Kenya Economic Partnership Agreement, entered into force 1 July 2024: policy.trade.ec.europa.eu.
- Central Bank of Kenya, Daily KES Exchange Rates, 22 July 2026: EUR 1 = KES 147.56. Reference rate used only for indicative donor conversion.
- Programme bank information and organisational details supplied by Labl Group East Africa.