AfriEuro Links

CONNECTING MARKETS • ENABLING GROWTH. • BUILDING SUSTAINABLE FUTURES.

COMPREHENSIVE CONCEPT NOTE

AfriEuro Links Integrated Value-Chain Programme

Regenerative cotton, sustainable fashion, renewable oils and digitally enabled market access

Prepared for partnership, investment and implementation dialogue

AI-SUPPORTED	GIS-ENABLED	TRACEABLE	ESG-READY	CLIMATE-FINANCE	CIRCULAR

Lead applicant	Labl Group East Africa LTD
Core partners	Labl Fashion LTD; Labl Farms LTD; Crostar Energy LTD; Afribiz Consultancy Limited; Goblis Foundation; Afrisol Technologies Limited
European connection	Labl Fashion B.V., the Netherlands, serving as a gateway to the wider European Union
Pilot geography	Taita Taveta and Kilifi Counties, Kenya
Official contacts	www.afrieurolinks.com | info@afrieurolinks.com
Document status	Strategic working document; subject to partner, regulatory, technical and financial validation

Contents

Project Summary

Field	Details
Project title	AfriEuro Links: Integrated Regenerative Cotton, Sustainable Fashion, Renewable Oils and Digital Market Infrastructure
Lead applicant	Labl Group East Africa LTD
Programme partners	Labl Fashion LTD; Labl Farms LTD; Crostar Energy LTD; Afribiz Consultancy Limited; Goblis Foundation; Afrisol Technologies Limited
Public and technical partners	County Governments of Taita Taveta and Kilifi; ministries responsible for agriculture, trade and industrialisation, and energy; NEMA; meteorological, standards, research, finance and market institutions
European gateway	Labl Fashion B.V., the Netherlands, with a wider European Union market and investment pathway
Duration	36 months: proposed 1 January 2027 to 31 December 2029
Pilot counties	Taita Taveta and Kilifi Counties
Post-project transition	AfriEuro Links becomes a global marketing and market-discovery site; LaDOS and CEOS continue as independent, interoperable operating systems
Requested programme budget	KES 138,000,000
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1. Executive Summary

AfriEuro Links is a three-year integrated market-development and digital-infrastructure programme led by Labl Group East Africa LTD. It brings together Labl Farms LTD, Labl Fashion LTD and Crostar Energy LTD to create a traceable value chain linking regenerative agriculture, household food security, cotton and oilseed aggregation, responsible garment manufacturing, renewable-oil and biodiesel-feedstock pathways, transparent payments, climate intelligence, environmental evidence and access to Kenyan, East African and European markets.

The programme will be piloted in Taita Taveta and Kilifi Counties. Afribiz Consultancy Limited will independently support community, cooperative, farmer and SME registration, documentation and onboarding. Goblis Foundation will separately lead training, inclusion, safeguarding, financial literacy, community accountability and milestone-based community-grant support. Afrisol Technologies Limited will develop and support the digital infrastructure under Labl Group East Africa's product, data and programme governance.

The programme places strong emphasis on transparency, technology and sustainability through six integrated capabilities: AI-supported operational systems; GIS and environmental mapping; traceability technology; ESG reporting; climate-finance systems; and circular bioeconomy infrastructure. These capabilities will not operate as isolated tools. They will be embedded into farmer services, quality systems, commercial contracts, licensed payments, buyer evidence, processing controls, product circularity and institutional learning.

Central proposition
AfriEuro Links will convert fragmented records and isolated transactions into a governed market system in which identity, consent, farms, weather, environmental conditions, production, quality, custody, contracts, payments, products, ESG evidence and circularity can be verified and used by authorised actors.

2. Strategic Context and Problem Definition

2.1 Fragmented value chains and weak buyer linkages

Smallholder farmers and SMEs frequently operate through informal or disconnected relationships. Production forecasts, quality requirements, aggregation, logistics, contracts and payments are not consistently coordinated. Buyers therefore incur high supplier-discovery and due-diligence costs, while producers lack predictable orders, transparent pricing, timely settlement and evidence that can support finance or repeat business.

2.2 Inadequate standards, quality assurance and traceability

Higher-value textile, renewable-energy and European markets require documented product specifications, chain of custody, quality testing, environmental and social controls, and reliable transaction records. Individual farmers and SMEs cannot efficiently finance these shared systems. Incomplete evidence also weakens sustainability claims and exposes buyers and communities to reputational and commercial risk.

2.3 Cotton concentration and household vulnerability

Cotton is an important anchor crop and industrial input, but a cotton-only strategy can expose communities to crop, price, processing and market shocks. AfriEuro Links therefore uses a diversified whole-farm model. Cotton supplies lint for fashion; cottonseed may supply controlled renewable-oil pathways; other approved oilseeds may be introduced where agronomically suitable; and vegetables, fruits, legumes and trees support household nutrition, resilience and local income.

2.4 Gaps in digital finance, weather and operational intelligence

Many market systems record participants but do not connect eligibility, deliveries, invoices, mobile-money or bank settlement, reconciliation, weather advisories, environmental conditions, quality evidence and buyer performance. Weather infrastructure is also often duplicated rather than integrated. AfriEuro Links will partner with government and qualified private weather-station networks and will support all authorised mobile-money services, licensed payment gateways and participant-linked banking channels.

2.5 Limited ESG and climate-finance readiness

Farmers and SMEs may undertake responsible practices without producing credible evidence for buyers, lenders, investors or climate-finance programmes. Conversely, projects may overstate impact without a defensible baseline or monitoring method. The programme will establish practical ESG indicators, geospatial evidence, transaction-linked reporting and a controlled claims process that distinguishes measured, estimated, verified and unverified information.

3. Project Rationale and Additionality

AfriEuro Links addresses a coordination and shared-infrastructure market failure. No single farmer, SME, county or commercial buyer has sufficient incentive or capacity to finance an open system covering registration, GIS, weather integration, quality assurance, payment reconciliation, traceability, ESG reporting, AI governance and multi-buyer market entry. A private off-taker would normally develop a closed procurement system serving its own transactions rather than a reusable platform benefiting multiple enterprises and public partners.

Existing initiative or capability	Existing contribution	AfriEuro Links additionality
National cotton revitalisation and Bt cotton rollout	Production mobilisation, seed and policy attention.	Adds whole-farm diversification, buyer-linked quality, payment evidence, GIS, traceability, fashion conversion and cottonseed utilisation.
County agriculture and cooperative programmes	Extension, mobilisation, cooperative development and local coordination.	Connects public services to verified commercial orders, digital records, ESG evidence and transaction systems.
Existing digital marketplaces and registries	Farmer listings, prices, services or digital engagement.	Adds end-to-end contracts, lots, transformation, payments, weather, AI, ESG, environmental mapping and interoperability.
Government and private weather-station networks	Official forecasts, warnings, historical records and automatic-station observations.	Integrates partner data into crop, logistics, risk and advisory workflows instead of creating a duplicative station network.
Individual commercial buyers and processors	Product-specific procurement and processing.	Creates multi-buyer infrastructure, common quality systems and independently governed participant safeguards.

Counterfactual

Without the programme, the entities may continue separate pilots and proprietary sourcing, but the shared digital, quality, payment, weather, ESG and market-entry infrastructure would remain fragmented. Grant support is therefore used for time-bound public-good and market-building functions, not permanent price subsidy, routine commodity purchases, profit distributions or unlicensed activity.

4. Goal, Objectives and Theory of Change

4.1 Overall goal

To establish a transparent, technology-enabled and commercially disciplined East African value-chain platform that improves producer resilience, SME competitiveness, responsible industrialisation and access to Kenyan, regional and wider European Union markets.

4.2 Specific objectives

1. Organise farmers, cooperatives, community groups and SMEs through verified, consent-based and service-linked records.
2. Implement GIS-supported whole-farm, environmental and infrastructure mapping for production, safeguards and investment planning.
3. Establish shared standards, internal control, testing, quality assurance and traceability across cotton, garments, oilseeds, UCO and food-production pathways.
4. Enable provider-neutral settlement through authorised mobile-money services, licensed payment gateways, bank accounts and approved real-time payment networks.
5. Integrate government and partner weather-station data into agronomy, seasonal planning, logistics, risk alerts and climate reporting.
6. Harness AI for forecasting, anomaly detection, advisory prioritisation, quality support, buyer matching and operational planning under human oversight.
7. Create an ESG and climate-finance evidence framework linking environmental, social, governance and transaction data to credible reporting and investment readiness.
8. Connect verified products and enterprises to domestic, Dutch and wider EU buyers, financiers, logistics providers and research partners.
9. Transition AfriEuro Links into a global marketing and market-discovery site while enabling LaDOS and CEOS as independent, interoperable operating systems.

4.3 Theory of change

If verified buyer requirements are translated into production and quality specifications; if participating farms and enterprises receive whole-farm planning, weather-informed services and transparent payment options; if each lot and product can be traced through custody and transformation; and if ESG, environmental and AI-supported insights are governed and reviewed by accountable people, then transaction costs and market risk will decline. This will improve supply reliability, payment performance, buyer confidence, producer resilience, investment readiness and the capacity to replicate the model.

Inputs	Activities	Outputs	Outcomes	Long-term impact
Partner assets, public services, buyer demand, technology, finance and data.	Registration, GIS mapping, training, quality systems, payment/weather integrations, pilots and market development.	Verified participants, maps, lots, products, payments, advisories, ESG records, contracts and learning evidence.	More reliable supply, faster settlement, better decisions, stronger buyer confidence and greater SME competitiveness.	Inclusive industrialisation, resilient communities, circular bioeconomy growth and stronger Kenya-EU commercial relationships.

5. Partnership and Institutional Architecture

Partner	Primary role	Accountability boundary
Labl Group East Africa LTD	Lead applicant; programme governance; consolidated finance and risk; AfriEuro Links product ownership; partnerships and EU market coordination.	Grant-funded and commercial activities separately accounted for; no unsupported impact or sustainability claims.
Labl Farms LTD	Farmer mobilisation; regenerative agriculture; whole-farm planning; GIS/environmental data; research; aggregation and future ginning pathway.	Processing scale only after technical, environmental, demand and finance gates.
Labl Fashion LTD	Design; sampling; responsible sourcing; garment production; quality; buyer delivery; product traceability and circularity.	Labour, product, chemical, quality and buyer requirements must be independently controlled.
Crostar Energy LTD	Oilseed and UCO qualification; extraction; controlled biodiesel-feedstock and co-product pathways; safety and energy markets.	No feedstock is automatically sustainable; no fuel activity before permits and technical validation.
Afribiz Consultancy Limited	Separate partner for community, farmer, cooperative and SME registration, documentation, field verification and onboarding assistance.	Cannot approve its own eligibility, payments or data exceptions; subject to direct contract and acceptance criteria.
Goblis Foundation	Separate partner for training, inclusion, safeguarding, financial literacy, community accountability and milestone-based community-grant support.	Restricted funds, independent milestone verification and segregation of duties.
Afrisol Technologies Limited	Requirements, system architecture, development, integrations, cybersecurity, maintenance, documentation and technical handover.	Milestone acceptance, source/IP terms, testing, security and service-level controls.
County and national institutions	Agriculture, trade, industry, energy, environment, standards, weather, research and local coordination.	Statutory authority remains with the competent institution.

6. Programme Components and Technology Pillars

6.1 Registration, consent and cluster governance

Afribiz Consultancy Limited will support field registration using offline-capable tools. Records will capture identity, consent, household or enterprise profile, group membership, farm or business location, production interests, payment destination, safeguarding access, verification status and service history. Cluster governance will include transparent membership, pricing, contracting, dispute and grievance procedures.

6.2 GIS and environmental mapping

GIS will support plot mapping, land-use planning, environmental screening, water and infrastructure analysis, aggregation routing, weather-data matching and investment planning. Environmental mapping will identify sensitive areas, production constraints and mitigation requirements. Location data will be protected and shared only for an approved purpose.

6.3 Regenerative agriculture, cotton and food security

Labl Farms will develop context-specific production plans combining regenerative cotton with food crops, vegetables, fruits, trees, approved organic-dye crops and selected oilseeds. The programme will prioritise household nutrition, safe water use, soil health, biodiversity and commercially realistic market pathways. Intercropping will be based on agronomic evidence rather than assumed compatibility.

6.4 Sustainable fashion and circular design

Labl Fashion will translate verified materials into samples, small batches and commercial garment orders. The production system will cover technical packs, material approval, cutting, sewing, finishing, quality, safe work and delivery. Product-level records may support QR-enabled information, composition, care, repair, return, reuse and responsible end-of-use decisions.

6.5 Circular bioeconomy and renewable-oil infrastructure

Cottonseed arising from ginning may enter a controlled renewable-oil pathway under quality, mass-balance, safety and commercial agreements. Crostar Energy may also develop approved oilseed and used-cooking-oil pathways. Co-products such as press cake, biomass and glycerine will be assessed for lawful, safe and economically justified uses. The circular bioeconomy model seeks to reduce waste and increase value retained locally without compromising food, feed, land or environmental safeguards.

6.6 Traceability technology

The platform will assign unique identifiers to participants, farms, lots, deliveries, batches, transformations, products and payments. Traceability will combine chain of custody, mass balance, quality evidence, transaction records and approved sustainability claims. The objective is not to create excessive data, but to provide the minimum credible evidence required by communities, regulators, buyers, financiers and auditors.

6.7 AI-supported operational systems

AI use case	Operational value	Required safeguard
Crop, yield and delivery forecasting	Supports aggregation, staffing, logistics and buyer planning.	Confidence ranges, back-testing and agronomist review.
Weather-risk interpretation	Prioritises planting, spraying, harvest and transport alerts.	Official warning precedence, source visibility and local review.
Quality and anomaly detection	Flags unusual weights, grades, images, device patterns or transactions.	A flag is not proof; manual investigation and appeal.
Registration integrity	Identifies possible duplicates or inconsistencies.	No automatic exclusion; correction and human verification.
Payment exception management	Prioritises failed, unusual, delayed or duplicate instructions.	AI cannot autonomously release or reverse funds.
Buyer-supplier matching	Ranks fit against specifications, capacity, location and evidence.	Transparent criteria and anti-discrimination review.
Knowledge and language support	Drafts approved advisory and training content in accessible formats.	Controlled knowledge base, review and escalation.

6.8 ESG reporting and climate-finance systems

AfriEuro Links will maintain an ESG indicator register covering environmental conditions, responsible production, labour and safeguarding, governance, payments, grievances, data protection and buyer performance. Climate-finance readiness will require geospatial baselines, transparent methodologies, additionality, monitoring, verification, benefit-sharing and conservative claims. Climate finance will be treated as a potential financing pathway, not guaranteed revenue.

6.9 Weather and climate-data partnerships

The programme will seek integration with the Kenya Meteorological Department, county meteorological services, TAHMO and other qualified providers. Official forecasts, warnings, historical climate products and automatic-weather-station observations may be matched to mapped production areas. New stations will be considered only where a documented coverage gap cannot be addressed through partnership and where calibration, maintenance, ownership and long-term financing are secured.

6.10 Provider-neutral digital payments and banking

Participants may nominate an authorised mobile-money wallet, bank account or other approved payment destination. The platform will connect to licensed mobile-money providers, gateways, sponsor banks and approved real-time transfer networks. It will generate payment instructions from approved deliveries, contracts, invoices or grant milestones; apply maker-checker controls; receive status callbacks; reconcile provider statements; and manage reversals, disputes and exceptions. AfriEuro Links will not hold customer funds unless an appropriately licensed structure is established.

6.11 Market access, global marketing and system interoperability

During implementation, AfriEuro Links will operate as the shared programme, evidence and market-linkage layer. At project close, www.afrieurolinks.com will transition into a global marketing and market-discovery site presenting verified suppliers, products, services, buyer requirements, investment opportunities and knowledge resources. The project will also support the development of the Labl Digital Operating System (LaDOS) and Crostar Energy Operating System (CEOS). LaDOS and CEOS will be independent systems with separate governance and data responsibilities, but interoperable through controlled APIs, shared identifiers, consent, taxonomies and data-sharing agreements.

7. Target Groups, Geography and Inclusion

Primary participants include smallholder farmers, cooperatives, community groups, artisans, garment workers, aggregators, ginneries, processors, transporters, input and service SMEs, hospitality businesses contributing used cooking oil, responsible buyers, research institutions and public agencies. Taita Taveta and Kilifi Counties will serve as the initial validation areas.

- Women will be registered and paid directly where they are the eligible producer or enterprise owner.
- Youth opportunities will include aggregation, logistics, mapping, data, quality, repair, circularity and energy services.
- Persons with disabilities will be supported through accessible communication, venues, grievance systems and service design.
- Safeguarding will address child labour, forced labour, harassment, unsafe work, land and asset rights, data misuse and retaliation.
- Regional replication will proceed only after county-level benefit, compliance and commercial viability are demonstrated.

8. Implementation, Governance and Accountability

Phase	Indicative period	Priority deliverables
Phase 1: Mobilise and design	Months 1-6	Consortium agreements, baseline, buyer validation, GIS and data model, weather/payment partnerships, requirements, safeguards and procurement.
Phase 2: Deploy and validate	Months 7-18	Registration, mapping, training, platform modules, quality systems, pilot production, payment reconciliation and AI testing.
Phase 3: Scale and qualify	Months 19-30	Expanded clusters, recurring transactions, buyer qualification, certification readiness, ESG reporting and processing validation.
Phase 4: Consolidate and transition	Months 31-36	Independent evaluation, cost recovery, global marketing-site transition, LaDOS/CEOS interoperability pack and replication plan.

A Programme Steering Committee will approve strategy, budgets, partner performance, risk and stage gates. A Product, Data and AI Governance Committee will oversee platform scope, GIS, privacy, cybersecurity, interoperability, AI models and data-sharing. Technical working groups will cover agriculture, fashion, bioeconomy and energy, payments, weather, ESG, markets and safeguarding.

Control area	Minimum requirement
Partner management	Separate contracts, budgets, outputs, acceptance criteria and audit trails for each partner.
Procurement	Competition, documented specifications, conflict controls and value-for-money assessment.
Community grants	Public criteria, due diligence, grant agreements, milestone verification and restricted-fund accounting.
Technology	Requirements sign-off, user acceptance, security testing, backups, source/IP provisions and handover.
Data and AI	Purpose limitation, role-based access, model register, bias/performance review, human override and redress.
Payments	Licensed rails, beneficiary verification, dual approval, reconciliation, limits and dispute handling.

9. Results, Monitoring, ESG and Learning

Result area	Indicative three-year target or measure
Participants	At least 4,500 verified producers and 120 SMEs or producer enterprises commercially linked to the system.
Clusters	At least 12 operational aggregation or cooperative structures with approved governance procedures.
Quality	Two value-chain quality-management/internal-control systems and at least 3,500 producers meeting minimum requirements.
Markets	At least six structured supply or off-take agreements and three complete export-market transaction cycles.
Transactions	At least KES 250 million in cumulative transactions facilitated, subject to buyer demand and baseline validation.
Inclusion	At least 50% women among direct producer beneficiaries, at least 35% youth participation and 25 women- or youth-led service enterprises.
Payments	Share and value of eligible payments completed through the participant’s chosen authorised channel and reconciled on time.
Weather	Share of active farms receiving relevant weather-informed advisories and documented response evidence.
ESG	Environmental, social and governance indicators reported with evidence status, methodology and corrective action.
AI	Model performance, override rate, false-positive rate, participant complaints and documented operational value.

Registration is not treated as impact. The monitoring system will distinguish enrolment, active participation, adoption, completed transactions, payment performance, net benefit and longer-term outcomes. ESG and climate claims will identify their boundary, method, source, confidence and verification status.

10. Risk, Sustainability and Post-Project Transition

Risk	Mitigation
Weak crop or feedstock performance	Diversified whole-farm design, weather intelligence, small pilots, agronomic validation and stop rules.
Buyer concentration	Multi-buyer Kenyan, East African, Dutch and wider EU market pipeline.

Risk	Mitigation
Payment fraud or failure	Licensed providers, maker-checker controls, reconciliation, limits, anomaly alerts and dispute procedures.
Data, GIS or AI harm	Consent, minimisation, role-based access, security, human review, independent testing and appeal.
Environmental or energy non-compliance	NEMA, energy, standards and county approvals; HSE systems; no operation before permits.
Food or land displacement	Household food priority, crop suitability, land-right safeguards and benefit monitoring.
Technology vendor lock-in	Documented APIs, data export, source/IP terms, interoperability and technical handover.
Unsubstantiated ESG or climate claims	Claims register, methodology review, evidence classification and independent assurance where required.

Sustainability will be anchored in recurring commercial demand, buyer and processor service charges, platform services, cooperative contributions, certification cost sharing, research and training contracts, public-service integration and commercial working capital. Basic registration, safeguarding and essential participant access should remain affordable. The post-project model separates the global AfriEuro Links marketing site from the independent LaDOS and CEOS operating systems while preserving controlled interoperability.

11. Indicative Budget and Financing

A concept note normally contains an indicative or summary budget rather than a procurement-level line-item budget. The proposed funding request is KES 138,000,000 over 36 months. The detailed itemised budget belongs in the full proposal and contracting package.

Code	Budget component	Total KES
1	Inception, baseline, market validation and regulatory planning	8,000,000
2	Community mobilisation, registration and cluster governance	16,000,000
3	Agronomy, diversification, food security and extension	18,000,000
4	Standards, quality assurance, testing and certification readiness	19,000,000
5	Digital platform development and deployment - Afrisol Technologies Limited	25,000,000
6	Demonstration, processing trials and regulatory compliance	12,000,000
7	Buyer linkage, EU export readiness and commercial transactions	10,000,000
8	Inclusion, enterprise support and community grants	10,000,000
9	Monitoring, evaluation, learning and replication	7,000,000
10	Consortium coordination, finance, audit and institutional overhead	13,000,000
	TOTAL REQUESTED PROGRAMME BUDGET	138,000,000

Year	Primary emphasis	KES
Year 1	Inception, baseline, partnerships, design, registration and core platform development.	52,000,000
Year 2	Deployment, certification, pilot processing, buyer engagement and transaction scaling.	50,000,000
Year 3	Commercial consolidation, transition, evaluation and replication readiness.	36,000,000
Total		138,000,000

Indicative consortium and public-partner in-kind contributions are valued at KES 23,000,000, subject to formal valuation and funder acceptance. Commercial working capital, routine commodity purchases and post-project operations are outside the grant budget and will require separate buyer, bank, investor or earned-income arrangements.

Annex 1. Digital Architecture and Interoperability Principles

System	Primary purpose	Governance	Interoperability
AfriEuro Links	Project-period market, evidence and integration layer; post-project global marketing and discovery site.	Labl Group East Africa programme and platform governance.	Exposes controlled public and partner interfaces; does not become an unrestricted shared database.
LaDOS	Labl farm-to-fashion operating system covering agriculture, sourcing, manufacturing, products and circularity.	Independent Labl governance, data roles, budget and security.	Controlled APIs, shared identifiers and consent-based exchange with AfriEuro Links and CEOS.
CEOS	Crostar feedstock, UCO, extraction, processing, quality, safety, ESG and energy-market operating system.	Independent Crostar governance, data roles, budget and security.	Controlled APIs, shared taxonomies and transaction exchange with AfriEuro Links and LaDOS.

- API-first and modular architecture.
- Shared definitions for participants, organisations, lots, products, payments and evidence status.
- Consent, purpose limitation and least-privilege access.
- Portable data and documented source-code, model and intellectual-property terms.
- Audit logging, cyber incident response and independent security review.
- No automatic sharing of personal or commercially confidential information.

Annex 2. Information and Evidence Note

- Labl Group East Africa strategic and business-planning materials.
- Labl Fashion strategic plan and business plan.
- Labl Farms strategic plan and business plan.
- Crostar Energy strategic plan, business plan and renewable-energy concept materials.
- AfriEuro Links concept note and comprehensive proposal development materials.
- Applicable Kenyan agriculture, trade, energy, environment, data-protection, payment, labour, cooperative and standards requirements.
- Applicable European buyer, textile, product, traceability, sustainability and customs requirements, validated transaction by transaction.
- Weather and climate information from official and qualified partner sources, with source and uncertainty retained.

Qualification: This concept note is a programme-design and partnership instrument. It does not guarantee yields, income, certification, climate finance, carbon credits, regulatory approval, export access or commercial return. All investments and activities remain subject to due diligence, buyer demand, affordability, contracts, safeguards and the law in force.