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EU Commission Grant Proposal

Project Title: Loop ^& Leash – Local On-Demand Sustainable Pet Lifestyle Brand

Applicant: Donna Marie Bowman-Coe, Founder

Entity: Loop & Leash (Portugal)

Proposal Type: Small-Scale Demonstration & Piloting

Expected Outcome Alignment

1. Demonstrating Economic Viability of Local, On-Demand Production:

Loop & Leash proposes a micro-factory model based in Portugal that integrates digital design, modular production and EU-based circular supply chains to manufacture high-quality, small-batch pet apparel and accessories using post industrial and consumer textile waste. The production workflow will rely on advanced digital design-to-pattern tools, automated cut planning, and local distributed manufacturing to meet real-time market demand, with a focus on reducing overproduction.

2. Accelerating Digital Adoption by European SMEs:

Through the piloting of digital product lifecycle tools (3D modeling, predictive demand analytics, automated production triggers), Loop & Leash will serve as a model for how textile SMEs can adopt Industry 4.0 practices without offshoring. The proposal includes a knowledge-sharing dissemination plan to benefit other small textile and fashion players across Europe.

3. Increasing Near-Shored, Responsible Production & Reducing GHGs:

Our products are made entirely within Portugal, using locally sourced textile waste and ethical labor practices. Our approach drastically reduces transportation emissions and textile overproduction waste, and aligns directly with the objectives of the Ecodesign for Sustainable Products Regulation.

Scope Response & Proposed Activities

Selected Activity Path: Small Scale Demonstration, Experimentation and Piloting

A. Complex Manufacturing Operations Beyond State-of-the-Art

- Integrate digital fashion tools (e.g. CLO3D, digital twin sampling) for fast iteration and waste-free prototyping
- Deploy advanced digital cutting and modular assembly workflows for multi-product SKUs (coats, collars, toys, beds)
- B. Seamless Interoperable Data & Transparency**
- Pilot a digital traceability and materials passport solution for each product to track source materials, emissions, and end-of-life guidance
- Implement ERP integration for end-to-end visibility from design to delivery

C. Valorisation of Regional Resources & Renewable Raw Materials

- Post industrial and consumer Portuguese textile waste as raw input; partner with local mills and post-consumer textile collectors
- Demonstrate low-emission, short-lead production models through regional supply and demand matching

D. Micro-Factory Deployment

- Establish a physical micro-factory space in Northern Portugal (textile hub) capable of short-run production, prototyping, repairs, and returns-based de-manufacturing
- Use this site for both production and as an SME demonstration hub for best practices

Broader Impacts

- Contribute directly to the European Green Deal and Circular Economy Action Plan
- Strengthen regional textile innovation ecosystems
- Reduce pre-consumer textile waste through data-driven local production
- Showcase scalable DTC business model built on digital efficiency, community, and sustainability

Contact:

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