

“We provide circular, reusable packaging for events, workplaces and takeaways.”

## SARAH FLIESSBACH

### Shareclub



Sarah Fließbach, originally from Hamburg, Germany, first moved to Dublin at the age of 16 to improve her English. After her Leaving Certificate in 2000, Sarah pursued university studies in Edinburgh and Berlin before embarking on a career in film production in Berlin. In 2018, after 15 years in Berlin, she returned to Ireland.

Back in Dublin, Sarah continued her work in the film industry. However, she noticed a lack of sustainable solutions compared to Germany and this sparked her interest in fostering change. Motivated by her commitment to the circular economy, she founded Shareclub in 2022, a reusable packaging solution for events and workplaces.

“Living sustainably was essential to me, but I realised the solutions I knew from Germany weren’t prevalent here,” she says. “During the pandemic, things took a concerning turn. Reusable cups were no longer permitted, and with the closure of many restaurants, takeout orders surged. I realised the severity of the disposable cup problem and decided to dive deep into market research to explore innovative solutions.”

Discovering that Ireland discards 22,000 takeaway cups every hour, while almost

none get recycled or composted, she established Shareclub to start a sharing revolution. “We see a future where reusable sharecups replace disposable cups, eliminating mountains of waste,” she says.

Shareclub offers reusable packaging such as sharecups for events and workplaces, with the cups delivered to the event venue and collected and cleaned for reuse when it is over.

Shortly after setting up the company, Sarah achieved a significant milestone when Shareclub received the Environmental Protection Agency’s Green Enterprise Grant. “Receiving the grant was a huge validation, and it gave me the means to really start to develop my solution,” she says.

An innovative app was developed, allowing consumers to track their impact and to borrow and return cups via QR code scanning.

In May 2023, Shareclub launched at the Circular Economy Hotspot in Dublin and made a significant impact throughout the event. “Dublin City Council commissioned us to provide our reusable cups at the event, which was a fantastic opportunity for us,” Sarah says.

Shareclub’s mission is to empower event hosts and corporate workplaces to choose to reuse, one sharecup at a time.

With a growing number of clients, Shareclub has already saved thousands of disposable cups at events. Shareclub not only helps businesses reduce costs but also minimise waste, helping businesses meet their sustainability goals. Its in-app tracking technology provides clients with instant access to their impact data.

Sarah highly recommends the Back for Business programme to any entrepreneurs returning to Ireland. “The programme facilitated invaluable connections and support among diverse entrepreneurs. Even though we were from different industries, we shared similar challenges and were able to support each other,” she says.

Sarah has already hired one employee, a project manager, for Shareclub and is currently looking for a business partner. “It needs to be a person who is as invested and passionate about it as I am,” she says.

Her goal is to expand Shareclub’s solutions for diverse events, from conferences to festivals, by next summer, contributing to Ireland’s journey towards a more circular economy.

#### POSITION

Founder and CEO

#### WHAT WE DO

We provide circular, reusable packaging for events, workplaces and takeaways.

#### CONTACT US

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