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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 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.

“Living sustainably was essential to me, but I realised the solutions I knew from Germany weren’t prevalent here,” she says. “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 in 2022 to start a sharing revolution. “We see a future where reusable sharecups replace disposable cups, eliminating mountains of waste,” she says.

Shareclub initially offered reusable cups for events, with the cups delivered to the

event venue and collected and cleaned for reuse. Today, Shareclub still supports events, but also focuses on closed-loop reuse systems for towns, workplaces and campuses.

Today, Shareclub is focused on helping workplaces, campuses and towns implement closed-loop reuse systems that reduce costs, eliminate waste and support sustainability targets.

“Our reusable cups and bowls can be borrowed in one participating location and returned in another, making reuse simple and convenient for cafes, canteens, sports clubs and communities,” Sarah says.

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.

Shareclub has since introduced RFID technology, making the borrowing and return process even more frictionless while helping clients track their environmental impact through a dashboard. “All of our products are made in Ireland, and clients can now buy them and customise them if they so wish,” Sarah says.

The company has just launched in Greystones with Wicklow County Council, local cafes, sports clubs and the county council canteen all participating in a new town-based pilot. Shareclub has also worked with councils and regional waste offices in the south of Ireland on reuse projects for community events.

The business is also further developing its environmental impact dashboard through the We Build accelerator from TechFoundHer and InterTradelIreland.

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.

In 2024, the company won the Startup Visionary Award at the Diversity in Tech Awards and was a silver winner at the All-Ireland Sustainability Awards. It is one of the finalists for the RDS Circular Economy Awards.

Sarah intends to expand Shareclub’s closed-loop reuse model across more towns, workplaces and canteens, while continuing to support events across Ireland in reducing single-use waste.



POSITION

Founder and CEO

WHAT WE DO

We provide reusable cups and bowls for towns, workplaces, cafes and events, helping organisations reduce waste and measure their environmental impact.

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