

Fiona Smiddy

Green Outlook



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Before starting her own business, Fiona, a Chartered Accountant worked as Senior Accountant with a renewable energy company in Dublin. In mid-2018, the company closed and Fiona was made redundant.

She took it as an opportunity to explore the world and went travelling for five months, before moving to Allen, Co Kildare in December 2018 with an idea for a sustainable business.

It was while travelling in South America that she became increasingly conscious of how our daily lifestyle choices impact the environment and came up with the idea for her own sustainable business.

In March 2019, she set up Green Outlook as a one-stop shop for eco-friendly products with a focus on Irish made. The website now has 200 sustainable products including shampoo bars, natural deodorants, reusable razors, bamboo toothbrushes, natural skin care, reusable sanitary products, cloth face masks and hand sanitiser.

ACORNS provided Fiona with a platform to network with like-minded and supportive business women and helped her to develop her business ideas.

Fiona was recently selected as one of Ten Outstanding Young Persons by JCI Dublin for 2020 and Green Outlook currently has over 150 5-star reviews on Google and Facebook.

As well as focusing on the ecommerce platform, Fiona is also working with corporate clients to engage employees in the area of sustainable living through workshops and sustainable corporate gift solutions.

Green Outlook is determined to continue its growth in both business to consumer and business to business retail, while Fiona encourages more people to adopt a sustainable lifestyle through an expanding product range and educational content.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine