



dazzle

2024+

IMPACT REPORT

Advancing Sustainability Together

Welcome to our first-ever impact report



Before we dive in, we just want to say - thank you for being here and taking the time to explore our journey.

Dazzle was born in the winter of 2022 with a clear vision: to make sustainability more **accessible** through connecting businesses with top sustainability professionals - bridging expertise with **impact**.

Now, a little over two years later, we're excited to reflect on how far we've come and share the milestones that have defined our journey.

This report isn't just about numbers or accomplishments - it's about the people, the stories, and the energy that brought Dazzle to life. It's a celebration of our community, our clients, and the impact we've created together.

From delivering projects that matter to fostering connections across borders, we've been building a movement grounded in purpose and powered by collaboration.

And this is just the beginning.

Behind the vision: Conversation with Robert



Robert is the Founder of Dazzle, born and raised in the Netherlands, and building the company from Rotterdam. Coming from a sustainability consulting background himself, he experienced firsthand how traditional consulting models often lacked flexibility, efficiency, and affordability - making it harder for businesses to take action.



Robert's *personal mission* with Dazzle is simple:

to make sustainability expertise more accessible by bringing world-class talent within reach.



Reflecting on the journey



What inspired you to start Dazzle, and how has this year matched up to your vision?



*“To help companies and freelancers to find each other for meaningful work that drives change. Dazzle started therefore with a simple but powerful mission: **“to make the best people in sustainability accessible”**. Reflecting back on 2024, this year exceeded all our expectations. It really matched up to our vision - it was special for us.”*



What moment stands out as a proud milestone for Dazzle?



“There have been many milestones so it’s hard to pick one. From signing our first clients, completing over 100 projects, or working with industry leaders such as PostNL, Eurostar, and Plan A. However, the proudest moments often come from the smaller, more ‘internal’ wins - hiring the first amazing people who share the vision for Dazzle, building our community, or celebrating team successes like publishing this very Impact Report. One particularly special milestone is the Dazzle Community Calls with freelancers, especially the Q4 2024 session. The energy in these calls is extraordinary - these online sessions give us all the opportunity to connect together every quarter, to reflect, be vulnerable, and make exciting plans for the months ahead.”



Were there any unexpected challenges you faced this year, and how did you overcome them?



“The biggest challenge was transitioning from a start-up to an established business in a fairly short period of time. With over 30% growth per quarter, there was a need to scale fast - implementing new systems, adapting to freelancing regulations, and hiring the right people to support the growth. These growing pains, though challenging, were made manageable by the incredible individuals we surround ourselves with. By the end of 2024, it becomes even clearer that the journey itself - filled with all the valuable lessons and growth - was what made the year great, rather than just reaching the end goals.”

Community and impact



What role has the Dazzle community played in shaping Dazzle?



“The Dazzle community of freelancers is really the heartbeat of our business. All the expertise, feedback, and collaboration with the freelancers shape every aspect of it. Representing over 40 countries, they bring diverse perspectives, refine Dazzle’s positioning, and drive the sharing of knowledge. This network is not just part of Dazzle, it is really the foundation of our success.”



Can you share a story or achievement that highlights Dazzle’s community impact?



“There are so many examples of real community impact that we were able to facilitate as a high-end matchmaking platform, but one standout moment involved a freelancer from Portugal and another from Qatar teaming up to assist a Turkish client. So cool! In close collaboration the freelancers calculated the client’s carbon footprint, improved their EcoVadis score, and developed their very first annual sustainability report for 2024. Besides project-based impact, our community is also connected via Slack where we facilitate meaningful connections. Not only online, but freelancers in the same country often meet for coffee and collaborate on projects as well. Fostering this kind of connection and engagement is something we are very proud of.”



What’s one thing you’ve learned from the Dazzle community this year?



“One of the most important lessons has been the value of working with actual data rather than assumptions. For example, implementing feedback surveys later in the year created an essential loop for understanding areas of improvement and identifying what resonates with freelancers. All freelancers who pass our screening and join our community, have a ‘get to know the team’ call with Dazzle, where we strive to know them a bit better and listen to what they have to say. The better we know our freelancers, the better we can facilitate matches with our clients, so it’s a win-win for everyone.”

Looking ahead



How do you envision Dazzle evolving in 2025 and beyond?



“This is an exciting time in Dazzle’s journey. The plan for 2025 includes professionalizing the different aspects of the business and continuing to surround the organization with the right people to support its growth. Our goal is to reach more sustainability freelancers and managers, sharing Dazzle’s story and amplifying its impact. While we are already proud to be Europe’s leading platform for sustainability freelancers, this is only the beginning!”



If you had to describe Dazzle’s future in one sentence, what would it be?



“Leveraging our best talent to solve the planet’s biggest challenges.”

Personal connection



What drives you personally to keep pushing forward with Dazzle?



“Our mission, the urgency, and the incredible people involved in building Dazzle are my constant sources of inspiration.”



How has this experience shaped you as a leader and individual?



“Starting Dazzle has been, by far, the best decision of my professional career. It has taught me so many great lessons about myself. Every day, I strive to stay true to myself and reflect this into our business. This means ensuring that the human element remains at the heart of our operations and business. Building genuine relationships - with our clients, freelancers, and team - has always been a priority. Leading Dazzle has only reinforced how crucial strong relationships are and just how true the saying ‘Culture eats strategy for breakfast’ really is. Above all, I continue to learn every day. Both Dazzle and I will always be a work in progress.”



If you could go back to the start of Dazzle, what one piece of advice would you give yourself?



The journey is the destination!

2024

by the numbers



100+ projects

delivered across **15+** countries



200+ freelancers

across **40+** countries



50+ languages

spoken



8+ years

average years of experience



20+ collaborations

sparked within the community



5+ partnerships

launched for a better impact

What we're all about



Dazzle exists to empower changemakers, build connections, and ignite possibilities. We're not just a platform - we're a movement. Our ambition? To make sustainability **'business as usual'**.

Why the name of Dazzle? Well, for several important reasons.

A herd of Zebras can be referred to as a Dazzle, but unlike mythical unicorns, Zebras are real, and their uniqueness lies in their black and white stripes. In the business world, a 'Zebra company' is a company that focuses on both the black and white of business. They balance profitability (the black), with positive social and environmental impact (the white). (Unlike unicorn companies that focus solely on rapid growth).

And that's what Dazzle is all about. We believe in blending success with responsibility, and purpose with profit. We have set out to build a business where collaboration beats competition, and progress is driven by purpose, not profit (we believe profit is a by-product of purpose, but it should never be the end goal).

But not only that, by making top sustainability talent easily accessible, we are helping other companies become Zebra companies too. So really, if you put all of our clients together in a group, you could call them a Dazzle! While we also like to refer to our community of freelancers as a Dazzle too. A community of top-quality sustainability experts working together to make the world a better place.

What we're all about



One final aspect of the name Dazzle, is that we believe Zebras are a perfect representation of the nature we are trying to preserve and restore by making sustainability more accessible. Zebras are majestically beautiful, and we want to make sure the planet is a nourishing home for them, and all other creatures, for many years to come.

So for us, Dazzle is much more than just a name - it's our ethos. We are building a movement where sustainable success, community, and impact walk hand in hand. Together, we're redefining what it means to grow, succeed, and leave a legacy.

One day, we hope that all companies will be Zebra companies; then, the whole business world will be one big Dazzle.

Our culture is rooted in our values, which define how we show up and move forward together:

1.

Progress with purpose

We're not just moving forward, we're moving with intention. Every step we take is guided by our passion for a more sustainable world. Progress isn't just about growth - it's about making a difference where it matters most.

2.

Ambition with integrity

We dream big and we push boundaries, but we do so with honesty and heart. Our ambition is fueled by a commitment to doing what's right, staying true to our values, and always putting purpose over profit.

3.

Community empowerment

We believe in the power of people. Together, we're stronger, smarter, and more capable of creating lasting change.

Projects and collaborations



2024 saw us partnering with incredible clients and launching impactful projects that aligned with our mission. Thanks to our diverse and highly vetted community of top sustainability professionals, we've delivered impactful projects that cover almost every aspect of sustainability. From carbon footprint assessments and lifecycle analysis (LCA) to strategy development and reporting, we've supported organizations in navigating complex challenges with actionable solutions.

We have successfully completed over 100 projects for more than 45 clients, spanning nearly 20 countries

These projects were as varied as the industries we served, which ranged from automotive, chemicals, and packaging to food, pharmaceuticals, logistics, IT, and even solar systems.

Our services included everything from CSRD advisory and EcoVadis assessment support to decarbonization plans, carbon footprint assessments, and governance and compliance projects. We provided interim sustainability managers, developed creative solutions like report designs and concept development, and conducted workshops and training to empower clients and their teams. Despite the large diversity of the services provided and industries and businesses served, all our projects share one common goal - drive meaningful and sustainable impact.

Beyond supporting our clients, partnerships were a key driver of Dazzle's growth in 2024. By collaborating with leading software providers and advisory firms, we built high-quality freelance talent pools to enhance their service offerings and enable them to better support their clients.

Integrating Dazzle's network of sustainability experts into their solutions has enabled more flexible, scalable, and on-demand support, allowing our partners to respond quickly to urgent requests and evolving market needs. This "staff-on-demand" approach ensures businesses have access to the right expertise at the right time.

Looking ahead, we aim to expand our partnership model, helping more organizations seamlessly integrate flexible top-tier sustainability expertise into their solutions.

Quote from Adam Millett:

Marketing Lead



“From the moment I was introduced to the concept of Dazzle, I have always thoroughly believed in what the company is trying to accomplish. To bring the best sustainability professionals together in one place, so that companies can easily access the sustainability expertise they need. What a win-win-win situation this really is.

*From the **company’s perspective**, it makes it much easier to overcome sustainability challenges and to improve performance. From the **sustainability professional’s perspective**, it makes it easier to find meaningful work, allowing them to focus their time on doing what they do best; making companies more sustainable. And last but probably most, from **the entire planet’s perspective**, creating this effortless link between companies and sustainability expertise means that the business world will increasingly treat society and the environment better.*

***Dazzle creates an ongoing link that should improve everything for everyone moving forward.** This is something that I only believe more and more the longer I work with Dazzle. Everyone involved with this organization is fully and truly behind this mission, and I have absolute confidence in their ability to continue fulfilling it.”*

Client success stories



U.S. POLO ASSN.
SINCE 1890

“...Everyone throughout the process was professional, organized, and wonderful to work with...”

The United States Polo Association’s (USPA) industry-leading clothing brand faced a challenge: their sustainability director was going on maternity leave, leaving a significant gap in their sustainability team. Rather than letting this disrupt their momentum, USPA turned to Dazzle for support. Their need was clear: a senior-level sustainability expert who could step in seamlessly and keep things running smoothly.

Within just two weeks, Dazzle matched USPA with Patricia Valdes, a highly experienced sustainability professional with over 17 years of expertise, including work with other leading clothing and apparel brands. Patricia’s background as a former PwC senior sustainability consultant made her the ideal fit for the role.

The transition was seamless. With strong collaboration between Patricia, USPA’s VP, and a well-organized handover, Patricia quickly integrated into the team and ensured projects stayed on track during the maternity leave period. She provided strategic oversight and continuity, allowing the team to maintain focus on their sustainability goals.

Reflecting on the experience, the client shared: “Dazzle made finding an expert sustainability freelancer to provide maternity leave coverage seamless. From start to finish, they made sure everything was taken care of, and our freelancer was everything we had hoped for. Everyone throughout the process was professional, organized, and wonderful to work with. I would highly recommend Dazzle for anyone looking for a sustainability freelancer.

Client success stories



“...Dazzle helped us find the perfect match...”

In November 2023, as the German Football Association (Deutscher Fußball-Bund) prepared for the 2024 DFB-Pokal finals for both men and women, they wanted to place environmental sustainability front and center for these major events. To achieve this, they turned to Dazzle for support. Recognizing the importance of finding the right expertise, we connected them with our Climate Action freelancer, Orjan, who brought exceptional credentials, including prior experience with FIFA - the global governing body of football.

Over the course of six months, Orjan collaborated closely with the Association’s sustainability manager, Simon Rasch, to integrate sustainable practices into the planning and execution of the cup finals. With extensive experience in planning and leading sustainable event management, Orjan was an ideal fit for the specialized requirements of major sporting events.

Reflecting on the partnership, Simon shared: “It was important for us to match with a freelancer who worked in our sector and has many years of experience. This is because our sector-specific requirements in major sporting events are very specialized. Dazzle helped us find the perfect match.



“...Dazzle makes finding sustainability freelancers effortless...”

From sustainable real-life games to sustainable video games, Midgard is on a mission to make the video game industry more environmentally conscious. Their first step toward this goal was creating a curated list of the best carbon-neutral games on the market. To make it happen, Midgard reached out to Dazzle in December 2023, seeking a top-tier Life Cycle Assessment (LCA) expert. Within just 48 hours, we connected them with Talha, a highly skilled freelancer whose expertise aligned perfectly with their needs.

Over the course of 8 weeks, Talha conducted an LCA in compliance with ISO standards and delivered a comprehensive analysis to the client. The results not only provided valuable insights but also helped Midgard take a critical step toward their sustainability goals. The client was thrilled with the outcome and has been equally impressed by their broader experience with Dazzle.

As Jerome Ibañez, Midgard’s Founder, shared: “One of the hardest things about working with freelancers (especially in sustainability) is sourcing. It’s really difficult and time-consuming to go through tons of pages on LinkedIn to find someone. Dazzle makes finding sustainability freelancers effortless. Just tell them what the project is about, what you think you need, and your budget, and they’ll come up with a recommendation. All of the freelancers they’ve introduced to me so far have been spot on.

Client success stories



“...Dazzle helped match us with a great freelancer for our project and made the process fast and easy...”

In April 2024, global insights agency SKIM Group sought an external copywriter with expertise in sustainability communications. Their goal was to refine a set of sustainability messages already developed for their external communication strategy, turning them into compelling and impactful content. Within just 24 hours of reaching out to Dazzle, they were matched with Adam, a freelance sustainability copywriter and communications expert. Adam reviewed the existing messages and built upon them to craft polished, persuasive copy that exceeded the client’s expectations.

David Voxlin, SKIM Group’s sustainability director, shared his thoughts on the experience: “Dazzle helped match us with a great freelancer for our project and made the process fast and easy. We simply forwarded our brief and the team at Dazzle took care of the rest. We are really happy with the outcome of the project and look forward to working with more Dazzle freelancers in the future!



“...A big thanks to Dazzle for the perfect matchmaking...”

As the Corporate Sustainability Reporting Directive (CSRD) continues to reshape sustainability reporting, organizations like Nedspice Group are seeking support to navigate these new requirements. For their fiscal year 2023, Nedspice needed to conduct a Double Materiality Analysis (DMA) in alignment with ESRS-1 standards as part of their preparation for FY2025 actions.

To address this challenge, they turned to Dazzle. Within just a few days, we matched them with Chi, a CSRD expert whose expertise and multilingual capabilities made her the perfect fit for the project. Over a three-month collaboration, Chi worked closely with Nedspice Group, guiding them through the DMA process and providing valuable feedback on their existing sustainability strategy. By the end of the project, Nedspice’s CSRD concerns had been replaced with confidence and clarity.

Reflecting on the experience, Nedspice Group’s sustainability manager, Renée van den Elsen, shared: “We had a great experience working with freelancer, Chi. She brought a wealth of knowledge on the sustainable regulatory landscape and guided us perfectly through our Double Materiality Assessment. The feedback she gave on our current sustainability strategy was very valuable, concise, and practical. Overall, we would highly recommend Chi to any organization trying to enhance their sustainability strategy. A big thanks to Dazzle for the perfect matchmaking.

The Dazzle Community



At the heart of everything we do is the Dazzle Community - a thriving network of sustainability professionals united by a shared passion for creating impact.

With almost 200 members spread across more than 45 countries and fluent in over 50 languages, our community is as diverse as it is talented.

This global network brings together a wide range of expertise, from ex-MBB consultants and CSRD specialists to EcoVadis experts, LCA practitioners, and everything in between.

What sets the Dazzle Community apart is not just the breadth of knowledge but the spirit of collaboration and support

Our community embodies the values that Dazzle stands for: progress with purpose, ambition with integrity, and the power of community



We share insights on the latest sustainability regulations, brainstorm creative solutions for a client project, or simply connect across borders to exchange ideas

The Dazzle Community



To keep this vibrant network connected and engaged, we host quarterly calls with our members. These sessions are an opportunity to share updates, discuss plans, and exchange ideas. They foster transparency and collaboration, ensuring every member feels informed and empowered to contribute to the community's collective goals.

Beyond fostering connection, we are committed to empowering our freelancers by ensuring they are fairly compensated for their expertise and contributions. Through Dazzle, they gain **the freedom to work independently**, transform their careers, and take on meaningful projects that align with their skills and aspirations.

Our matching process goes beyond just filling roles - it's about connecting talent with organizations that share their vision for impact.

This alignment enhances project outcomes but also fuels a deeper sense of purpose for our freelancers and clients alike.

This collective expertise and sense of unity is **the foundation of our success**. It's what enables us to deliver impactful projects, match clients with the perfect talent, and drive meaningful change in the world of sustainability.

Quote from Farah Mammadli:

Global Community Manager



“Dazzle Community is more than just a network. It’s a space where passion meets purpose, where expertise is valued, and where collaboration fuels impact. Seeing our freelancers grow, thrive, and find work that truly aligns with their values and aspirations is what makes this community so special.

We are not just creating opportunities, we are building a movement of sustainability professionals who support one another and drive meaningful change together. That’s the power of Dazzle.”

Freelancer testimonials



CHI NGUYEN - CSRD & CLIMATE ACTION FREELANCER

“...Collaborating with Dazzle was a game-changer for my career...”

I could spend less time finding clients and more time focusing on solutions with their clients. They took the time to understand my skills, personality, and career goals, matching me with the perfect clients. The matchmaking process was smooth and professional, allowing us to interact and manage expectations. Dazzle also frequently checks in during the project to ensure timelines and goals are respected, and both parties are happy. I highly recommend Dazzle to companies seeking help with their ESG journey and freelancers looking for a like-minded community.



NALISE HAHN

“...Working with Dazzle has been the most seamless, professional and exciting experience I've had whilst freelancing..”

Robert is an excellent communicator, always providing clear details, acting as a critical friend and liaising with clients to ensure everyone is on the same page. The projects and clients are varied, which really helps keep things interesting! It's also great to be part of the community of freelancers which they've grown - a necessity when working remotely and without a team! I'm really looking forward to working with Dazzle over the coming months!”



IRIS VAN BEUZEKOM

“...It's been great working via Dazzle!..”

Robert is very ambitious, and combines that with a lot of heart for the sustainability cause. They are very open to feedback, on the ball, and adapted well to make their innovative business model work. I am currently on a great assignment, which I wouldn't have found without them. As I tell my clients: they do the sales, and I just have to bring my brain, which suits me perfectly. And my clients have been very happy, so it's a win-win-win!



Freelancer testimonials



ORJAN LUNDBERG

“...Dazzle provided exactly what I was looking for when I wanted to grow my number of sustainability freelancing projects..”

Once they had assessed my skills and experience, the team quickly matched me with several exciting, relevant and interesting projects. It's been a pleasure working with Dazzle so far and I am really looking forward to continuing our collaboration. The Dazzle team is professional, engaging and 'on the ball' - a joy to work with. I like the Dazzle model a lot and I think this can play an important part in how we work in the future.

NIENKE SCHROOTS

“...I am a Dazzle-freelancer and I very much enjoy working with Robert..”

I am impressed with how quickly he built the company, how well Dazzle's AI tool works, and the level of professionalism. Dazzle team always makes sure I have enough information about a prospective client and/or assignment to be able to judge it, they are highly responsive and approachable, and stay engaged throughout the assignment.



TALHA ANWAR

“...What truly sets Dazzle apart is its robust matchmaking algorithm...”

It's like having a personal assistant who knows exactly what projects align with my skills and interests. No more wasting time sifting through irrelevant listings; this platform delivers tailored opportunities straight to my inbox.

What's next for 2025 and beyond



As we look ahead, our vision for Dazzle remains clear: sustainable growth, meaningful impact, and commitment to the values that brought us here.

For 2025 and beyond, our focus will be on scaling thoughtfully - expanding our reach and capabilities while staying true to our mission of delivering value to both our community and our clients.

Growth for us isn't just about numbers; it's about **impact**.
Every project, every collaboration,
and every connection will be
guided by purpose and intention.

We will continue to take on more impactful projects that address the pressing challenges of sustainability. Whether it's helping businesses navigate complex regulations, enabling carbon reductions, or empowering teams through education and training, we're committed to driving positive change across industries and geographies.

At the same time, our community remains at the heart of everything we do. We'll prioritize building even stronger connections within the Dazzle network - expanding opportunities for collaboration, introducing new initiatives to celebrate our members' expertise, and providing ongoing support to help them thrive.

2025 isn't just another year for Dazzle; it's a stepping stone toward an even brighter future together with our community and clients. We're excited to explore what's possible, push boundaries, and create a lasting legacy of impact.

Here's to the next chapter of growth, purpose, and progress - together.

A big thank you



As we reflect on the past year and look toward the future, we want to take a moment to express our deepest gratitude.

To our clients: thank you for trusting us with your challenges and partnering with us to create meaningful impact. Your commitment to sustainability inspires us every day, and we're honored to be part of your journey.

To our freelancers: you are the heart and soul of Dazzle. Your expertise, passion, and dedication have turned bold ideas into reality and made a difference for organizations across the globe. We're incredibly proud of the work you do and the vibrant community we've built together.

And to **everyone** who has supported Dazzle in big or small ways: thank you for believing in our mission and helping us grow. Every project completed, every connection made, and every idea shared is a step toward a more sustainable and impactful future.

Thank you for being part of the Dazzle journey.

Contact us by phone at **+31 6 53 15 25 27**.
We'd love to answer any questions you may
have, or discuss possibilities.

You can also contact us by email at **info@dazzle-platform.com**.
We aim to respond within 48 hours.

dazzle