

Request for Proposal: MEER Website Development and Brand Content Strategy

MEER Overview:

[MEER](#) (Mirrors for Earth's Energy Rebalancing) would like a creative agency or independent contractor to develop a content strategy, copywriting, and develop/design user experience for the MEER.org website with the goals of educating stakeholders on the organization and supporting our cause.

The goals of the website are:

1. Motivate potential users (e.g. governments, organizations focused on climate change adaptation and mitigation, including heat reduction, water storage entities, and farm owners/operators) to recognize MEER mirrors as a practical and effective product for passive cooling and reducing water evaporation.
2. Attract monetary and in-kind donations. MEER is a non-profit, 501c3 formed in the USA with an all-volunteer staff. MEER designs and makes surface mirror arrays that reflect 92% of the sunlight back into space before the energy is converted to heat.

Website Objective(s):

- **Issue Awareness:** As one of its core marketing assets, MEER wants its website to emphasize the above overview which would be focused foremost on saving lives communicated through visuals, narratives, and explanations of climate change problems, with MEER's solar reflectors as a feasible and immediate solution. Heat Officers, for example, should be persuaded and motivated to install mirrored roofs as an attractive solution to the urban heat island effect. Foundations and individual donors will hopefully want to donate. Then, on the other applications of water retention, soil protection/carbon retention, and global heat, the human story needs to be convincingly narrated.
- **Improved Website Experience:** The website should serve as a storytelling platform with compelling imagery to drive an emotional response from the users visiting the website. The site should also be informative for those who are looking to educate themselves on the issues, with access to downloadable resources such as reports, articles, infographics, etc. that will encourage them to donate.
- **MEER as Solutions Provider:** Currently, the website does not capture the humanitarian heat problem and our solution with a simple, clear narrative and excellent imagery, both static and filmed. For the global problem of heat and our global solution, physics is either too esoteric and academic or too simple. We need to strike a balance with clear basic physics upfront with temperatures as a key outcome. Later in the website, we can have scientific detail so that it will withstand expert scrutiny. In a similar manner, the logo does not say anything about what MEER does and MEER is also seeking a designer for a new logo that will be in coordination with the revised content strategy.

- **Drive Advocacy:** The website currently has a fair amount of activism embedded in it criticizing industry and the IPCC for example. We would like this to become more objective, pointing out that the “business as usual” and IPCC goals have continued to be missed, emphasizing the point that society needs time to decarbonize because the earth is getting much hotter than most mainstream publications and organizations have stated. Additional background information will be shared with interested applicants..
- **Example websites** that have good imagery and content narration:
 - <https://www.vesta.earth/>
 - <https://www.coolroof-france.com/en/homepage/>
 - <https://www.climateworks.org/>
 - <https://fifthwall.com/>

Target Audience

We want government officials (e.g. Chief Heat Officers and Mayors) as well as heat-focused foundations/donors to see MEER as a good solution to these problems. The target audience includes:

- **Heat Officers and Mayors** will know the problem, but this website will show them a unique solution. [C40](#) mayors and their staff are an important audience too. These politicians are local and focused on the city. They want solutions that work right now and will help their constituents. The key focus should be on saving lives and potentially on preventing evaporation in water storage. Descriptions of why this problem exists will not be relevant.
- **Foundations and Donor**
 - Example: [Arsht Rockefeller Foundation](#)
 - Large donors and foundations targeting heat. Recently, [Rocky Mountain Institute](#) launched a focus group on addressing urban heat.
 - The above institutions are progressive and will generally know the issues too. They will want solutions that work at a local level as well as help the earth as a whole. Again, much more focused on the solution instead of how we got here as a problem.
- Other individuals and organizations who care about the environment, but may not be aware of how to address heat. This group has a wider range of knowledge on the issue of heat. Many will wonder why such a simple solution has not been tried before. For them, explaining the evolution in the climate change movement from 100% focus on decarbonizing (i.e. mitigation) to some acceptance of adaptation and eventually some acceptance of solar geoengineering may be helpful. MEER does get conflated with stratospheric aerosol injection, although MEER mirrors are much simpler and safer on many levels compared to stratospheric aerosols injection. Many people still believe in the IPCC goals and that following a gradual path of decarbonization will make-

Scope of Work*:

- Take the lead on content strategy and website development – visual language, copywriting, image sourcing, UX experience, and reporting and analytics.
- Ability to work within the existing CMS (Wix).
- Knowledge of SEO and SEM when updating content

* There should be a lot of interaction with MEER professionals to make sure that the content is accurate and fairly described.

Proposal:

MEER would like interested parties to submit a proposal (which can be simple) including

- Resources and staffing on the project
- Timeliness in terms of start, and finish dates, and other relevant constraints. While there are no immediate dates, we would like to start the work soon and complete it within 2-3 months.
- Whether pro bono or paid. MEER is happy to highlight your organization's contribution and we do hope that your organization will appreciate the deep impact you can have on humanity.
- Remote position with the ability to work across time zones. The MEER team works remotely in different locations, principally in Ireland and Tokyo.
- Portfolio and/or case studies of previous work, client testimonials preferred

Please email Eric Golden at egolden@meer.org with any questions and/or a proposal.