

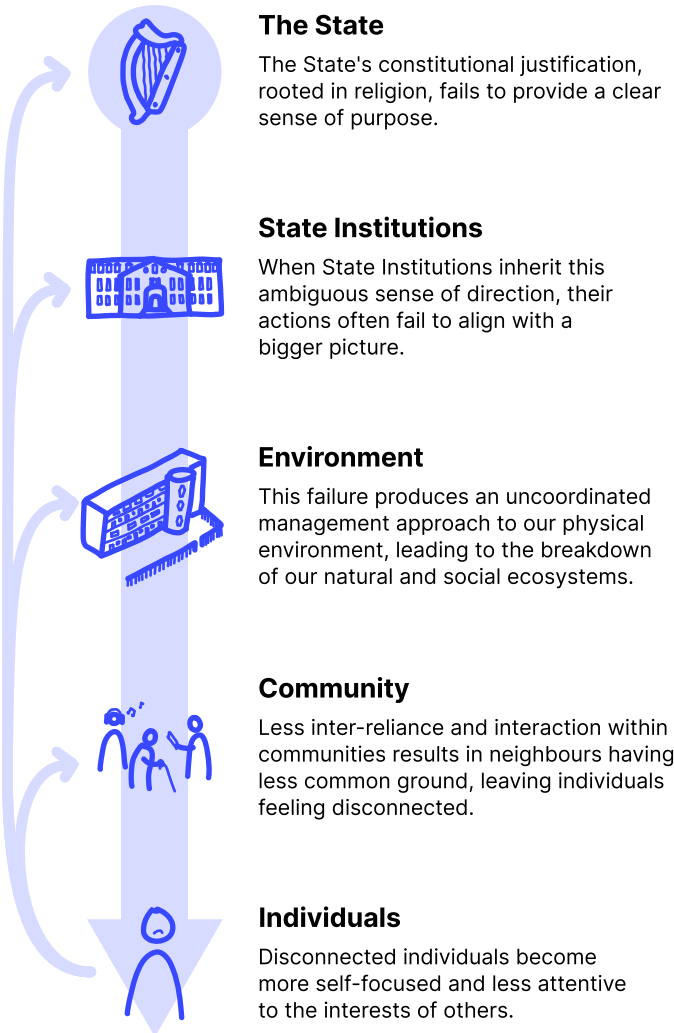
# What we noticed? Research Insights

We spent a week identifying the issues currently facing Irish society. These are some of the insights we discovered.

-  There is a disconnect between what people think the government is for what the government thinks it should do and what the government actually does.
-  People struggle to find affordable homes in key areas.
-  Our current education system is overly focussed on teaching limited content in a restrictive manner.
-  As a society we struggle to balance: Logic & Emotion, Science & Art, Knowledge & Creativity.
-  Individuals are no longer dependant on their local ecosystems which is causing a decline of inter-reliance within geographic communities.
-  With the decline of religion, we are losing its community aspects which knitted neighbourhoods together through shared storytelling.

# What's happening? Lack of Purpose

In reaction to the scientific revolution and the abusive use of power by the Catholic Church we are slowly erasing religion from various aspects of Irish life, including the State, Education, Geography, and Community. This has resulted in a sense of purposelessness within Irish Society.



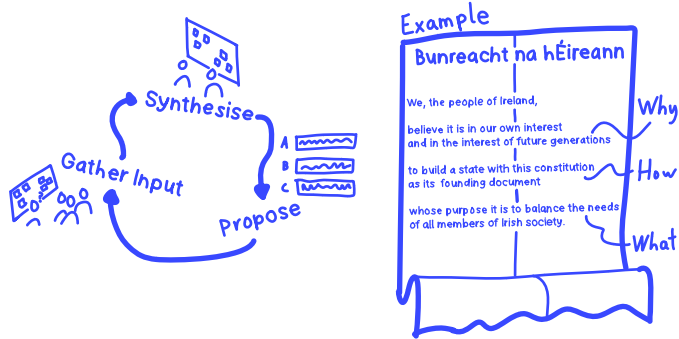
# What can we do?

## State Alignment

There are a number of steps the State can take so that its actions align with people's expectations.

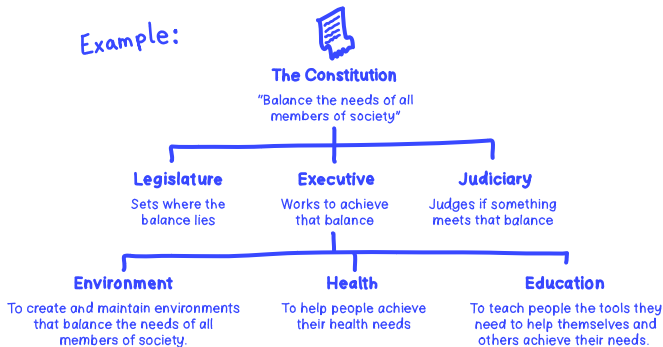
### 1. Define State Purpose

- ↳ Work with members of the public to gather feedback, analyse what they say and propose potential concepts.
- ↳ Create a simple clear statement defining what the State is for.



### 2. Align State Institutions

- ↳ Give each State Institution a simple clear singular purpose that fits under the state's overall goal.
- ↳ Remove all Institutions that don't fit underneath this goal.
- ↳ Align each Institution's actions with its purpose by asking: "Does doing this help us [insert Institution Purpose]?"



# Effect?

## Clear Purpose

When a goal is clear it is easier to take the steps necessary to reach it. If the constitution clearly lays out why, how and what the state's goal is, the following will happen...



### The State

Has a clear justified purpose and a clear understandable structure.

### State Institutions

Clearly fit under the State's overarching purpose. Actions align with stated purpose.

### Environment

Physical environment is created and managed in line with the State's purpose.

### Community

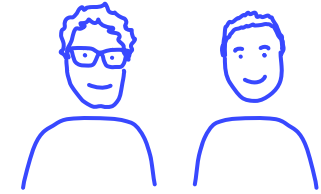
Communities thrive in an environment designed for them to prosper.

### Individuals

Individuals feel connected and fulfilled and work to help other members of their communities.

# Summary

Hi, we're John & Tom



Having just graduated from NCAD we thought it would be fun to put our design skills to the test by spending <sup>a few</sup> five weeks exploring how we might improve Irish society.

While researching we noticed many interconnected issues and identified an overarching cause.

The State has a brand problem. The expectations of the people and the many actions of the State don't align.

This can be solved by working with the Irish people to clearly define what the State is for and by then aligning its structure and actions with this purpose.

Isn't it easier if we know what the goal is?...

What is the State for?



Contact Details & More Info!

[www.springschaft.ie](http://www.springschaft.ie)