

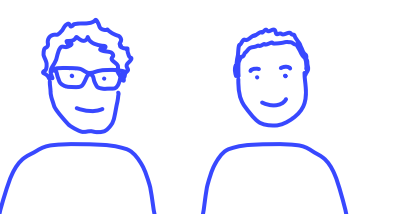
Intro

Having just graduated from NCAD in 2023 we (John & Tom) thought it would be fun to test our skills on a personal design project. We considered many topics but settled on the following project focus:

“How might we improve Irish Society”.

We then spent two months working on the project part time.

This booklet shows the source of our ideas so that others can follow our process and better understand where we are coming from.



Springschaft

origin

Spring

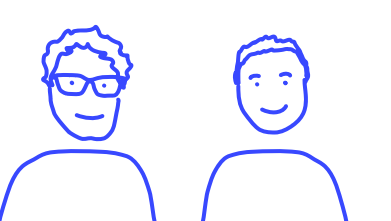
- We started our project in spring
- Spring symbolises new beginnings and rebirth

-schaft

- Taken from the concepts of 'Gemeinschaft' and 'Gesellschaft', translated from German as Community and Society.

Content

Secondary Research - <i>Books, Videos, Articles</i>	4
Primary Research - Survey, Co-creation Workshop	12
Research Process	28
Research Poster	30
Insights	32
Development Process	34
“What is the State for?” - Flyer	36



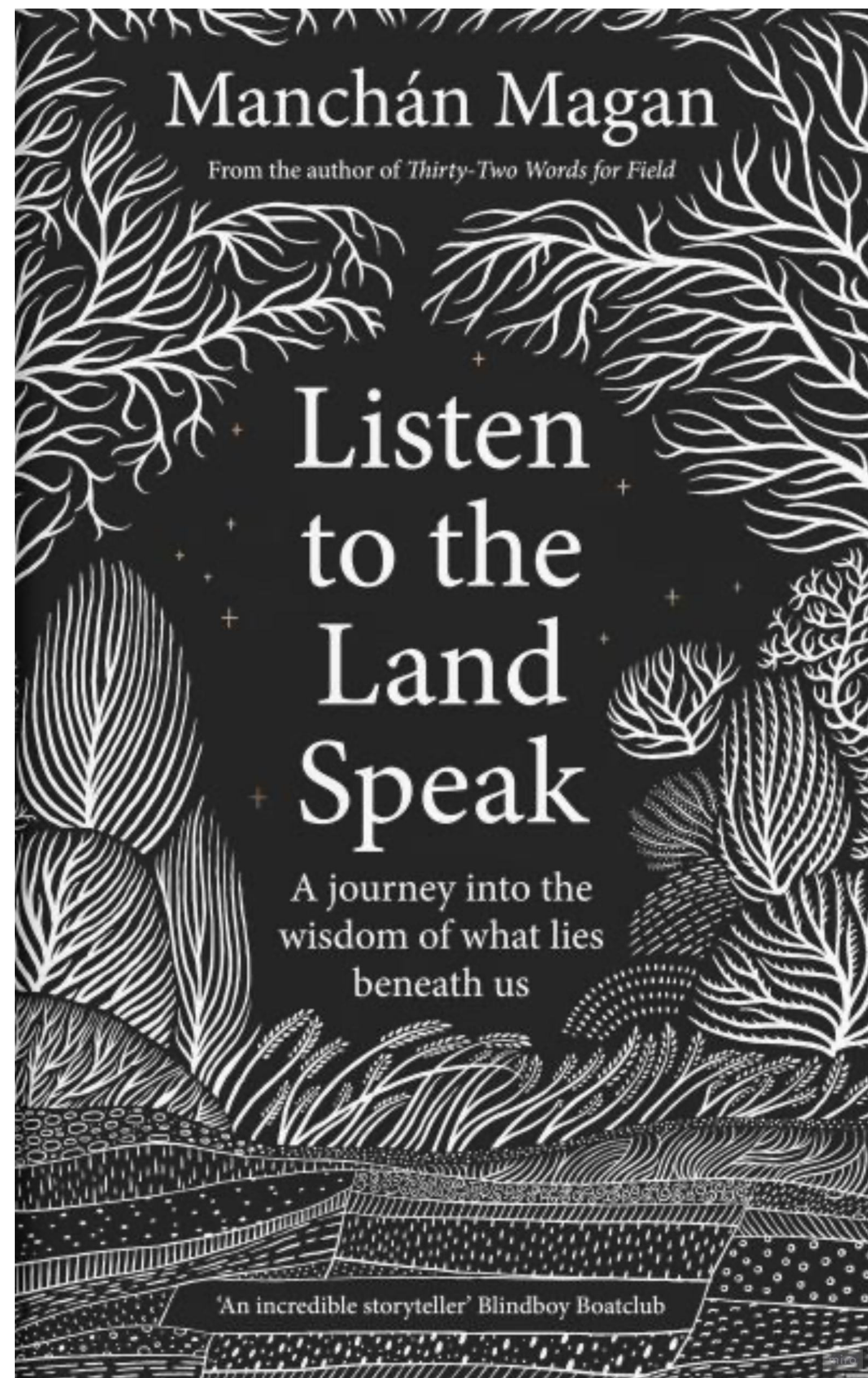


Meta Skills - Five Talents For The Robotic Age

~ Marty Neumeier

In *Metaskills* Neumeier examines what we've got wrong about human creativity.

“ Unfortunately, our education system has all but ruled out genius. Instead of teaching us to create, it's taught us to copy, memorize, obey and keep score. ”

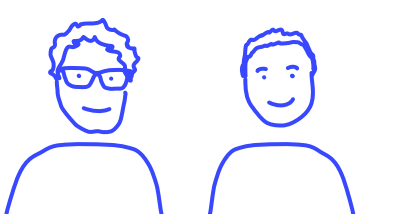


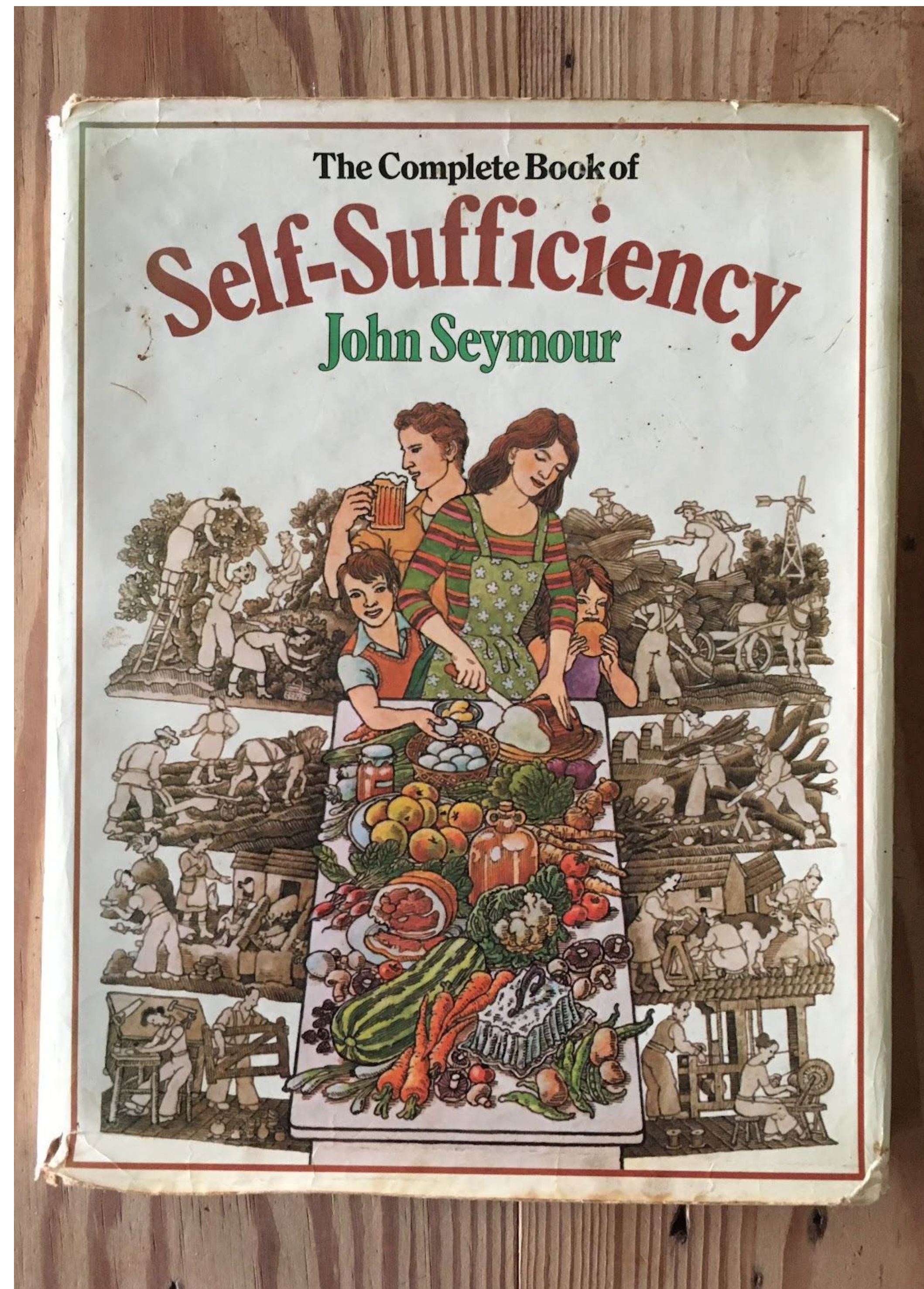
Listen To The Land Speak

~ *Manchán Magan*

Listen To The Land Speak explores the historic wisdom hidden in and preserved by the landscape around us.

“ All was well until the Age of Reason dawned and the urge to define and delineate our reality became an oppressive compunction. ”



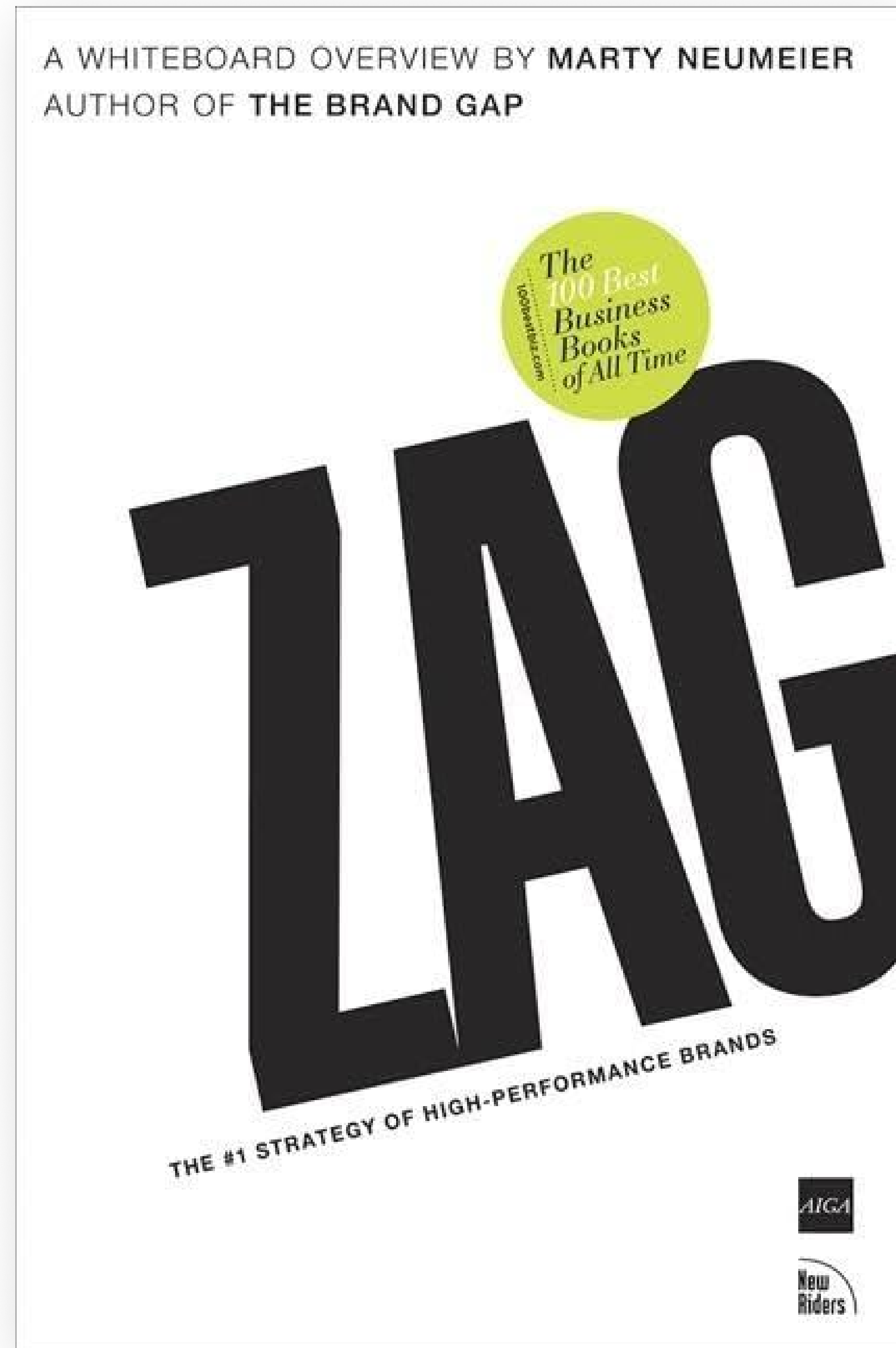


Self-Sufficiency

~ John Seymour

Self-Sufficiency explains how individuals can develop self reliance and in so doing achieve a more fulfilling lifestyle.

“ Self-sufficiency is not ‘going back’ to some idealised past in which people grubbed for their food. ”

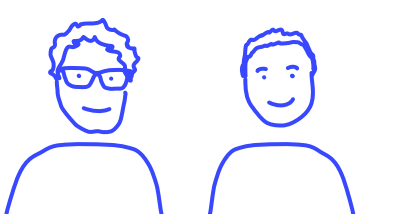


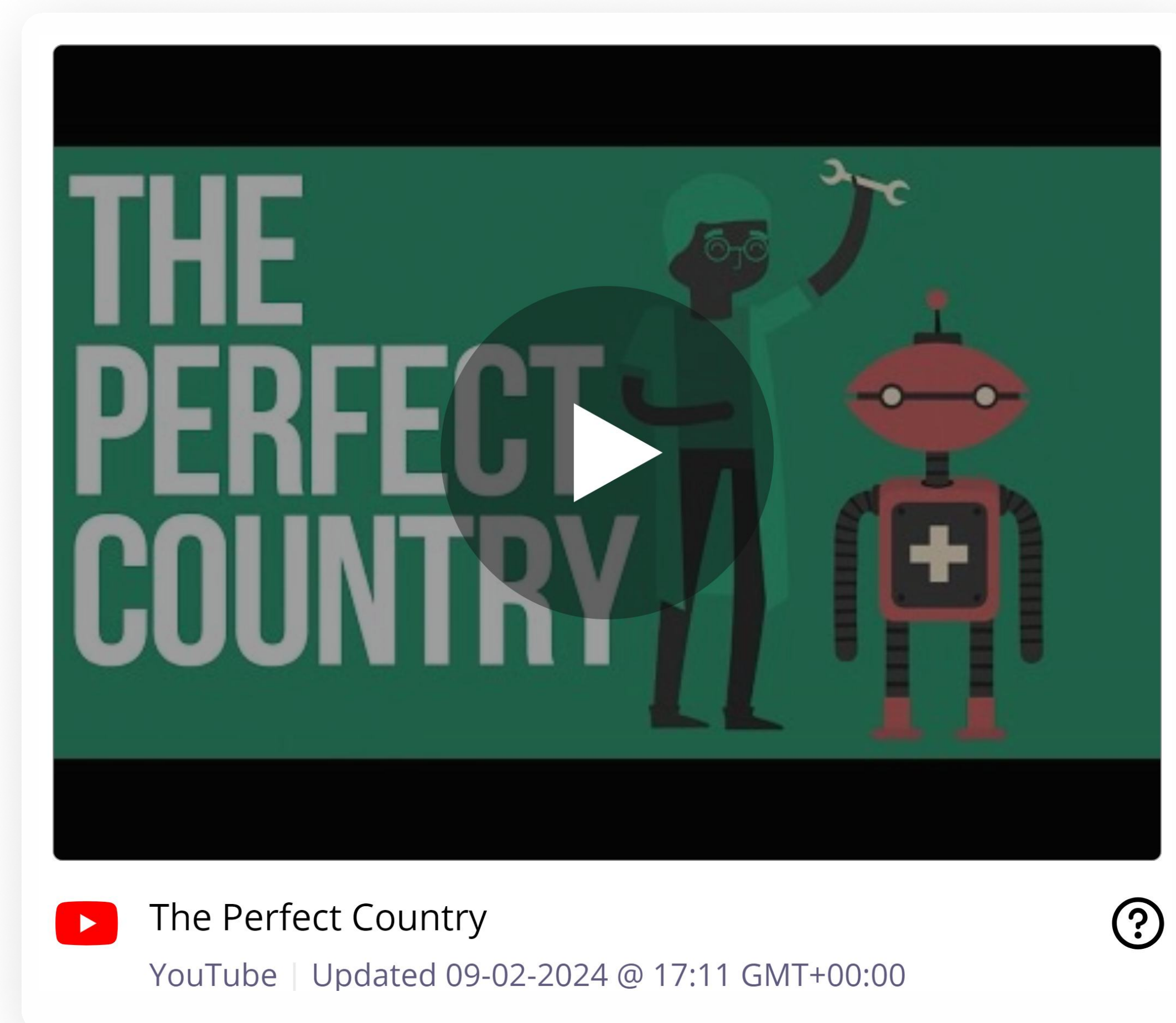
ZAG - The #1 Strategy of High-Performance Brands

~ Marty Neumeier

This is a short book designed as a guide to help people understand and build brands in the modern world.

“ We humans are more adept at adding elements than subtracting them. ”



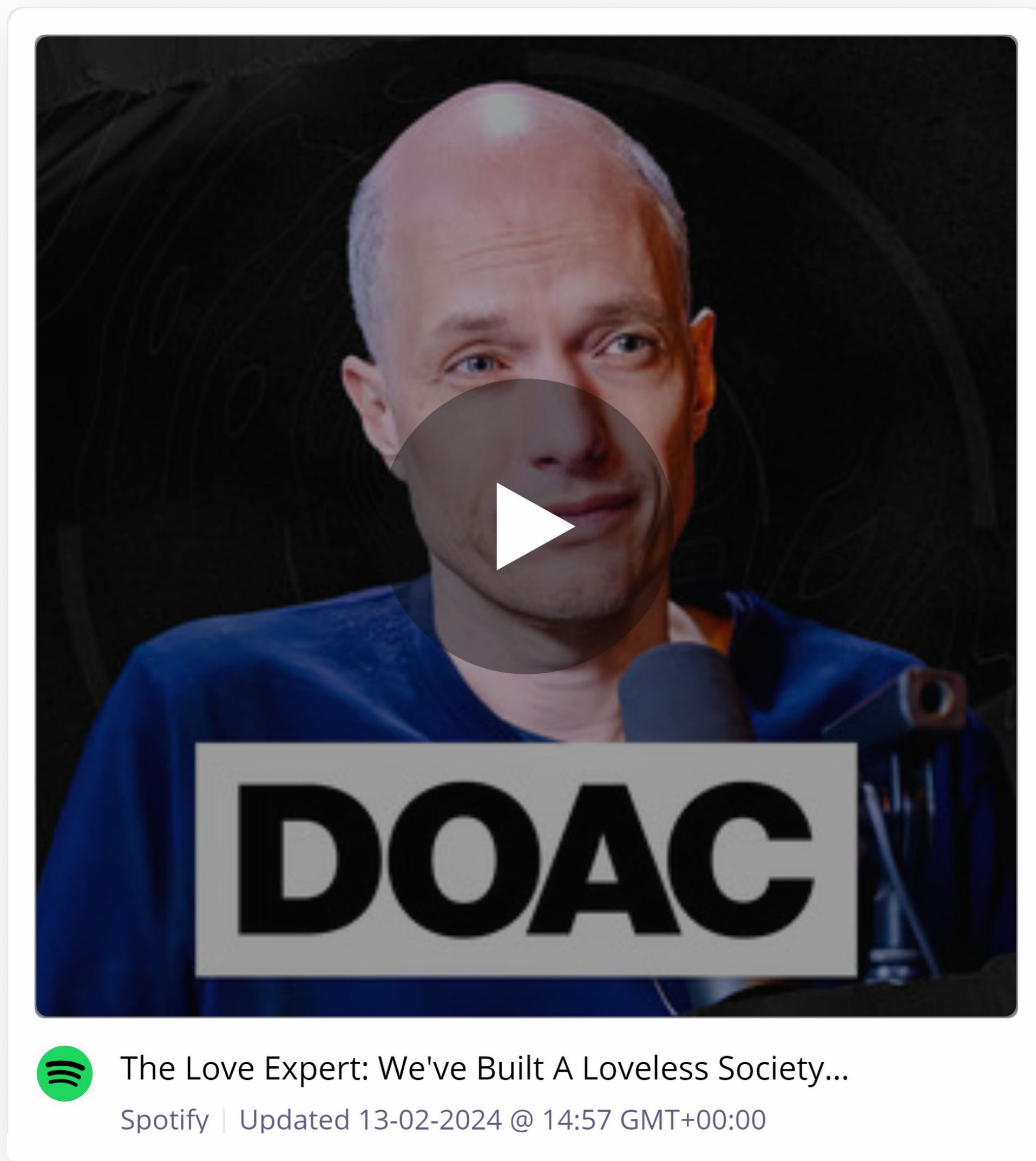


The Perfect Country

~ *The School of Life*

The *Perfect Country* speculates about what a perfect country could look like as a means to address current problems.

“When it's the right sort, work can be far more fulfilling than leisure.”



The Love Expert - We've Built A Loveless Society & It's Making Us Depressed

~ *Alain de Botton, Diary of a CEO*

Alain addresses why mental health issues are on the rise and how our society's ideologies affect the ways in which we love and live.

“If you really believe in a world in which those who get to the top deserve to get to the top by implication you are also positing the existence of a world in which those who are at the bottom deserve to be at the bottom.”



Cultivating Purpose and Leading with Optimism

~ *Simon Sinek*

In this talk *Simon Sinek* answers questions related to why purpose is important when it comes to organising people.

“ Absent Idealism: All we look for is right or wrong. Absent Idealism: We no longer see ourselves on the same team in pursuit of the dream we see each other in opposition to me being right or you being wrong. ”



Ireland's housing crisis is a disaster for its people - and a gift to far-right fearmongers

~ Rory Hearne

Hearne examines the effects of the Irish housing crisis, its causes and the current situation.

“ Ireland used to have one of the highest rates of home ownership in the EU. But despite near full employment and record economic growth in recent years, just 66% of housing is owner-occupied now, down from 79% in 1991. ”

Springshaft - Research



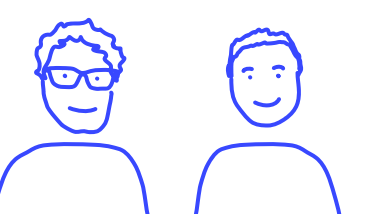
Hello, this survey is designed to gather research for our design project. We are spending five weeks exploring how we might improve Irish society. If there are any questions you don't want to answer that's fine. Have fun!

Thank you,
John & Tom

Next →

Survey

As part of our research we conducted an online survey during February 2024 with questions centred around the topic of 'How we might improve Irish society'.



People in a place

Fierce ethno-nationalism, not on a colour or race basis but a kind of "your here, your one of us" vibe

Same people living in the same place

Storytelling

Stories. Hands down, we tell stories about everything, and language is one of metaphor, imagery, sensation, its hugely experiential (no wonder we've so many great writers). And music.

Storytelling - scholars and pubs

Pride

General people are proud to be Irish

A sense of pride of being Irish

Sense of Humour

Sense of humor, conversational, kindness, traditional

Our sense of humour, our witty replies, just the fact of being Irish in a different country and seeing a jersey on someone or hearing an Irish voice, Irish people would always approach and bond. We tend to look out for each other and are very easy to get along with.

A general positive outlook, friendliness and humour. is a society that takes things easily, which is a good thing.

A sense of humour

Sense of humour, culture, morality, decency

Not-too-serious and un Irish culture

Friendlyless, openness, understanding of what it feels like to be oppressed.

Generally nice and friendly people.

Alcohol and friendly people

A cultural pressure to be generally sound and friendly where possible?

What do you think binds

Community

Good community spirit

Community

Relationships - all types of 'durable' human relationships. Commitment to Irish society

Community

Community, respect, fairness, humour

ly
re
be

in love for our culture regardless of the issues, I feel Irish culture is a very proud culture and we always come together on that front

ing proud
to be Irish
when leave
Ireland

Sense of
humour, Music,
drinking culture,
sport - gaa and
rugby



Irish society together?

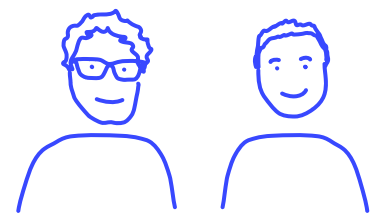
Diversity

Diversity for the most part, always going to be those opposed that are set in their old ways

Shared Values

a certain set of values, a love of talking (and bitching)

Overall shared priorities - family, socialising, equal opportunity



Space / communities

Honestly
no idea
soz

physical
activities,
running
groups, yoga
in the park

More funding for
public spaces like
outdoor
swimming pools,
playgrounds etc

I think we need
more public spaces
that aren't hostile to
humans and even
encourage human
interaction.

More community
based events/
systems such as
community
centres, free
courses etc

More
community
ingrained
/initiatives

More money spent on community led
projects so communities can self identify
issues and needs and brainstorm ways to
meet them. More money spent on
infrastructure for small towns and
villages (removal of main roads in favour
of bypasses) rather than on suburbs
housing estates close to dublin. More
grants for small businesses. More money
for the arts. That should be nearer the
top.

By rebuilding
communities, by
improving housing
and health care
policies, by making
Irish people proud
of our country

Toolkits - within
communities
empowering people
to work with each,
share skills and
common goals

More emphasis on allowing children to learn at their
own pace, recognise and articulate their experiences.
More support for parents and less shame around
needing help. Less money spent on private
accommodation (eg. the 80% of the €194,000,000 that
was supposed to help the homeless in 2016, but went
to Airbnb's pockets). More money spent on
community led projects so communities can self
identify issues and needs and brainstorm ways to meet
them. More money spent on infrastructure for small
towns and villages (removal of main roads in favour of
bypasses) rather than on suburbs housing estates close
to dublin. More grants for small businesses. More
money for the arts. That should be nearer the top.

We need to find a new way to knit
communities together since much of
what our small communities revolved
around has been or is being eroded -
quite rightly eg catholic church,
compulsory heteronormativity, shame? -
so maybe we make more efforts to
encourage the growth of communities in
new positive ways that keep young ppl
here? Especially in inland outside of
dublin where it feels like there is literally
nothing to do but be heteronormative eg
play football, drink, go to mass, get
married, have babies, die?

More community
projects eg free
concerts, more
benches, social
clubs

Architecture

Also society could be improved
by the incorporating beautiful
design across all public buildings
/ services instead of ugly / of
simplified utility design - think
post boxes, phone boxes,
proposed Reno of Stephens
green shopping centre, pencil
shaped bollards at schools

Knowledge campaigns - maybe TV based
- recently saw Room to Improve
highlighting availability of grants for
home development but also highlighting
areas of the system that aren't working -
Irish people get really behind some TV
shows and I think increasing knowledge
on something like sustainability for
example could have great buy in.

Bring back
the Trolley
on the
trains!

What are some fun Irish society could

Festivals

Block parties in the
summer where
neighbors can get to
know each other,
music events,
celebrating cultures.

More events that
seek to preserve the
unique parts of Irish
society like festivals.
More investments in
the arts, film &
media.

Bealtaine fire
festivals in summer
all around the
country - do some
old Celtic tribal
dancing, it would be
great craic

More spaces
for music
Longer
summer

We used to have street parties
years ago. All the neighbours
would organise it and all bring
their tables and chairs out put on
a huge spread and bouncy
castles for the kids karaoke for
the adults. It was great crack.
Communities need to get
together again and improve their
own areas

street parties etc.
communities should
work together for
fun events,
christmas, summer,
st bridget day

Not sure, I think
developing
biodiversity in
rural areas
would be good

In ways you think d be improved?...

Emigration

Go through
military
service

Share what
makes us
different whilst
respecting our
individuality

In terms of fun, more events
people together and more opportunities
for young adults to stay in Ireland. Young
people are living the country at an
alarming rate and have no reason to stay
due to the issues of Irish society. I think
something needs to be done to give Irish
people incentive to stay because most
people don't want to leave family and
friends behind but haven't got many
options to do otherwise. Maybe finding a
way to provide more options would be a
good way to begin ☺

More
affordable
housing to
stop people
emigrating.

Bringing
people
together

Children activities

Raising money for
charities. Children
bring communities
together, maybe
something through
kids.

More activities to do on bank
holidays. Ireland is really lucky
that we get so many bank
holidays, but nearly everywhere
is often shut on these days,
especially local businesses. I
wonder if something nice could
be done on these days to get
people out instead of being in
the house all day.

Offer more extracurrr activities,
especially for kids, in local
community centres. Not
necessarily sports either, as
some kids may want to do other
stuff. Organise more local
festivals and markets to get
people to go outside and
interact. A good example is the
people's park market in Dun
Laoghaire

More emphasis on allowing
children to learn at their
own pace, recognise and
articulate their
experiences. More support
for parents and less shame
around needing help.

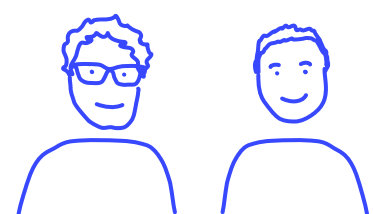
Education
target
learning
difficulties

Teaching,
studying

Government

Offer incentives to
allow more people
make/ create a
liveable wealth
standard and stop
living off taxpayers
money.

I don't know if there
are fun ways, we
just need better
budgeting and
perhaps a better
government.



Hardworkers

Sheep
Everyone follows

Small bird eg: swallow
Not the biggest, not the scariest, but by their own will they'll go further and do more than any other could

Horse
Hardworking with nice temperaments. Outdoor creatures

change
chameleon
Always changing

Loyal
Fox or wolf
Lives in packs, strong, clever, wild
Mother Hen.
Small but protective and loyal to the end

Mythic
Magpie
A very tired wolf
Wolf - associated with and Ireland
Tired - no current issues face

If you had to pick an animal for your society which animal would you pick?

Hippo
Beautiful solid strong but potential if above are not addressed to be dangerous, violent and unpredictable
Heron
The way Irish people gently walk through the brush, trying not to upset people / each other, a gentle country - which got (government) a wake up call in November 2023
Awe Inspiring
Horse.
A beautiful and majestic animal, but requires a lot of work...a lot of money.

A deer
Hyper sensitive to their environment, capable of being elegant and graceful, and fierce, often floundering about.

Fresh Air for Mental & Physical Health
seal
I think Ireland have recently fallen in love with sea swims, coffee and exercise since covid. People get up early to do these activities or run and Irish people love seeing seals in water

Individual
Fox
People to their are the best
Xxx
Society should not described animals

Superstitious, hang out in groups, polite

It's an Irish wild animal but I also think its a good representation of Ireland and its wildlife, usually in Irish folklore a fox was seen as a wise animal that could get through tricky situations and I think that foxes in Ireland now are navigating tricky situations with loss of land which is kinda a good parallel for a lot of Irish citizens at the moment as well.

Fox

Emigration

Salmon

Have kids locally, watch them emigrate and then come back when they're old.

frog

slimy, cute, wet, cute, could jump ship at any point and move countries

Seagull

Cheeky, will occasionally shit on you, good fliers even in a storm, will eat your last bag of crisps, skwaakers!

Playful

Squirrel

Cheeky and busy, will be your friend if you give them food

Animal to describe Irish could it be and why?

alistic

le these days stick themselves. Most people don't know their neighbours. Foxes are solitary animals I think people have become the same

t be by

Biodiversity

Elk

The wildness of it once was

Pheasant

Confused, lost, sprawling, doesn't care about biodiversity, happily bullied by larger powers (will make no effort not to be hit by a car), still valid and interesting and pretty to look at

A pig

Consumes without regard to anything

Friendly, Kind & Playful

dog

every Irish person seems to own a dog. they live them

An otter a dog or a seal

Im picturing something friendly & playful but also clever

Some kind of small dog

Small but friendly!

A Robii

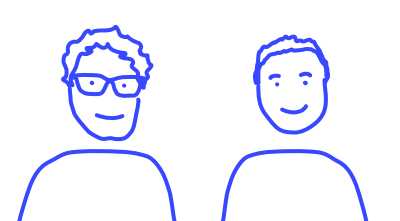
Friendly, easy going, cheerful by nature but very territorial (Irish people hate when non Irish people claim to be Irish eg. Irish Americans and we are territorial over our land/culture thanks to our history)

Dog

Dogs are friendly!

A dog

Can be friendly, can be fun, can be loyal, if treated badly it will be sad and might bite back.



idk

taking
our
money

I would like to hear
from the government
what the government
thinks the government
is for because im not
sure at this time

General
regulation, law
setting, but
gobshites all of
em

Hard to
tell
really!

Local level it's more
about the needs of
the area.
Government is
about making the
big bigger not
growing the rest.

Serving
itself at
this point.

Very little,
get sinn
feinn in

Making sure
the poor stay
poor and the
rich get richer

Serve People

They should be there for it
citizens working towards a
common goal and life style
for all, not just the elite
few. Looking after it
citizens. Working for the
people and country.

Representing the
wishes and best
interests of the people
and to protect the
people of this island
and represent their
rights internationally.

Serve
people

Equal representation of all
society and resolving
problems faced by
constituents, representing
Ireland on a global level to
attract foreign investment
and promote Irish exports

T
repre
and s
the p
For repres
the Irish p
and govern
country
transparen
fair wa

What do you think the g

Organising Society

Administer the monies in a
fair way, have a vision
where to go, make sure
people have a good life,
punish/admonish those
who do not hold up their
share of the bargain

To be the
foundation of
organisation of
Irish society

To try and
keep order
in society

An institution for collecting taxes
and optimally redistributing
them to aid lagging areas in
society. To provide structure,
guidance and leadership for
where the country wants to go.
To represent the wishes of the
people in a fair and just way.

Organising the
country including
running public
services and
controlling the
country's impact
abroad.

In consultation with the
people -
Good management of the
country's finances, future,
environment, for the
overall good of the citizens
in particular the more
vulnerable

o
esent
serve
people

enting
people
ing our
in a
nt and
ay

The government is
supposed to be for the
people, it's supposed to
do the best for the
people. It should
represent our nation in
Europe and the world.

Government is for?

Improve Society

Policy
implement
fairness
supports care
system

To protect the
safety and
interests of its
citizens. Of the
people for the
people.

It should be for the
spread of wealth
and regulation of
services and goods
to meet the
populations needs.
But, like, it's not.

Trying to make
the country a
better place to
live, emphasis
on trying

Giving the people
their wants and
needs in the best
way possible

To present a future proof
society in which the people
have the best chance at a
decent life...to uphold
justice and champion the
actions required to ensure
we are moving forward.

Implement Policy

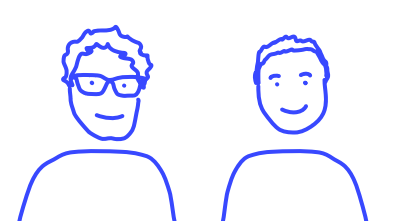
Creating policies
and legislation.
From financial to
social and
everything in
between.

To make policies to
improve the country
while balancing
issues such as
finances, security,
legislation etc.

In theory: implementing
policies to help the general
population
Often in practice:
implementing policies to
help themselves and their
friends

o implement
policies
identified by
Parliament

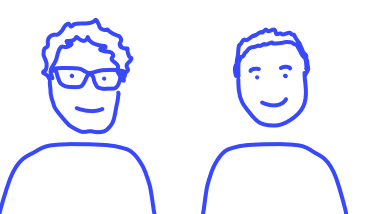
To carry out the policy,
actions, and affairs of
the state. They should
be identifying the
issues in our society &
putting plans in place
to fix them

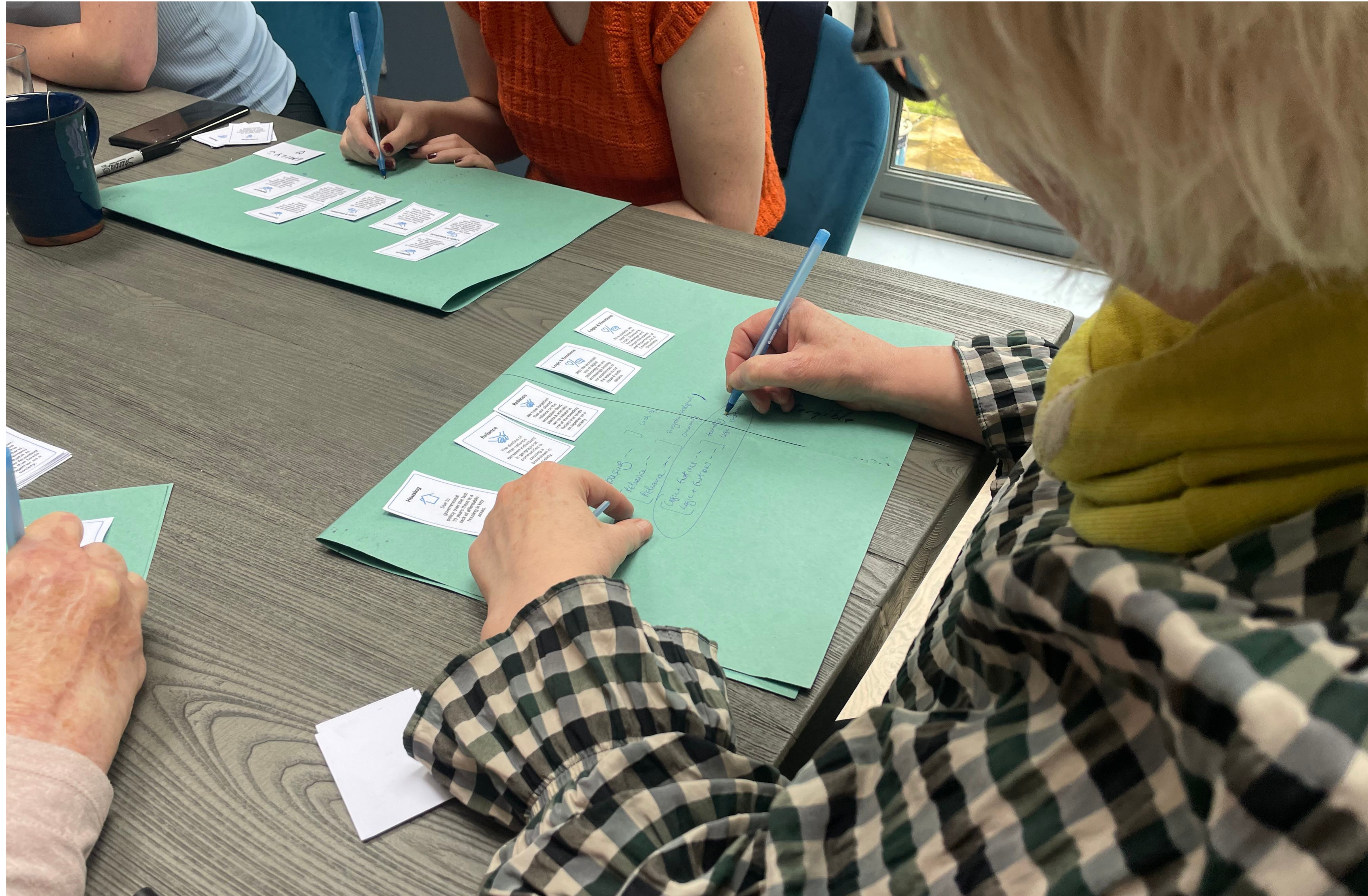


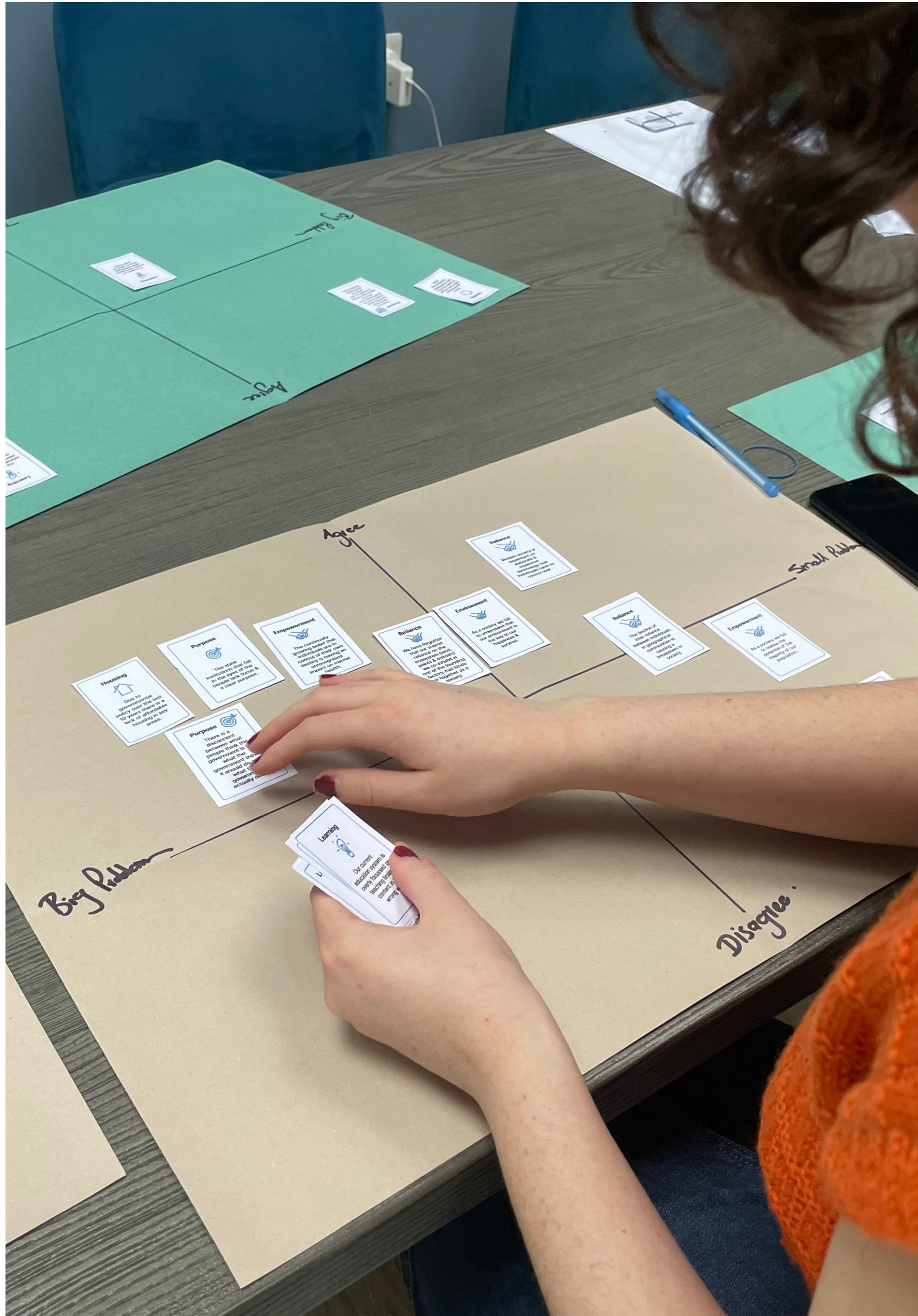


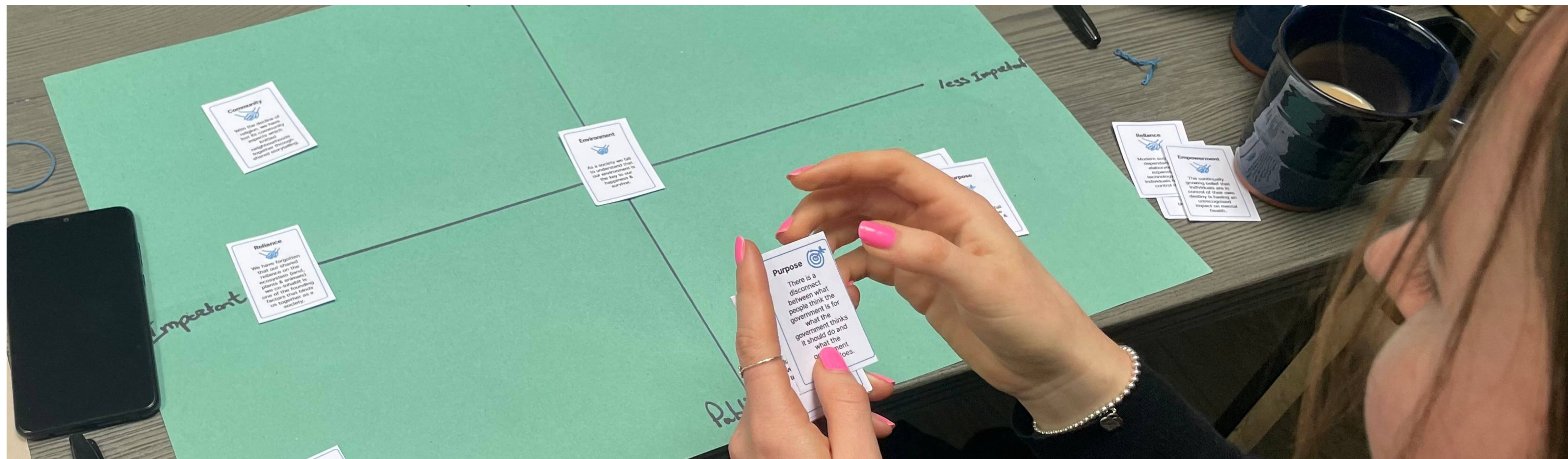
Co - Design Workshop

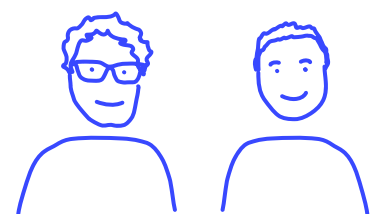
On the 24th of February we held a Co-design workshop with a small group of participants. We used this to gain insights, gather feedback on our research so far and come up with some fun ideas.

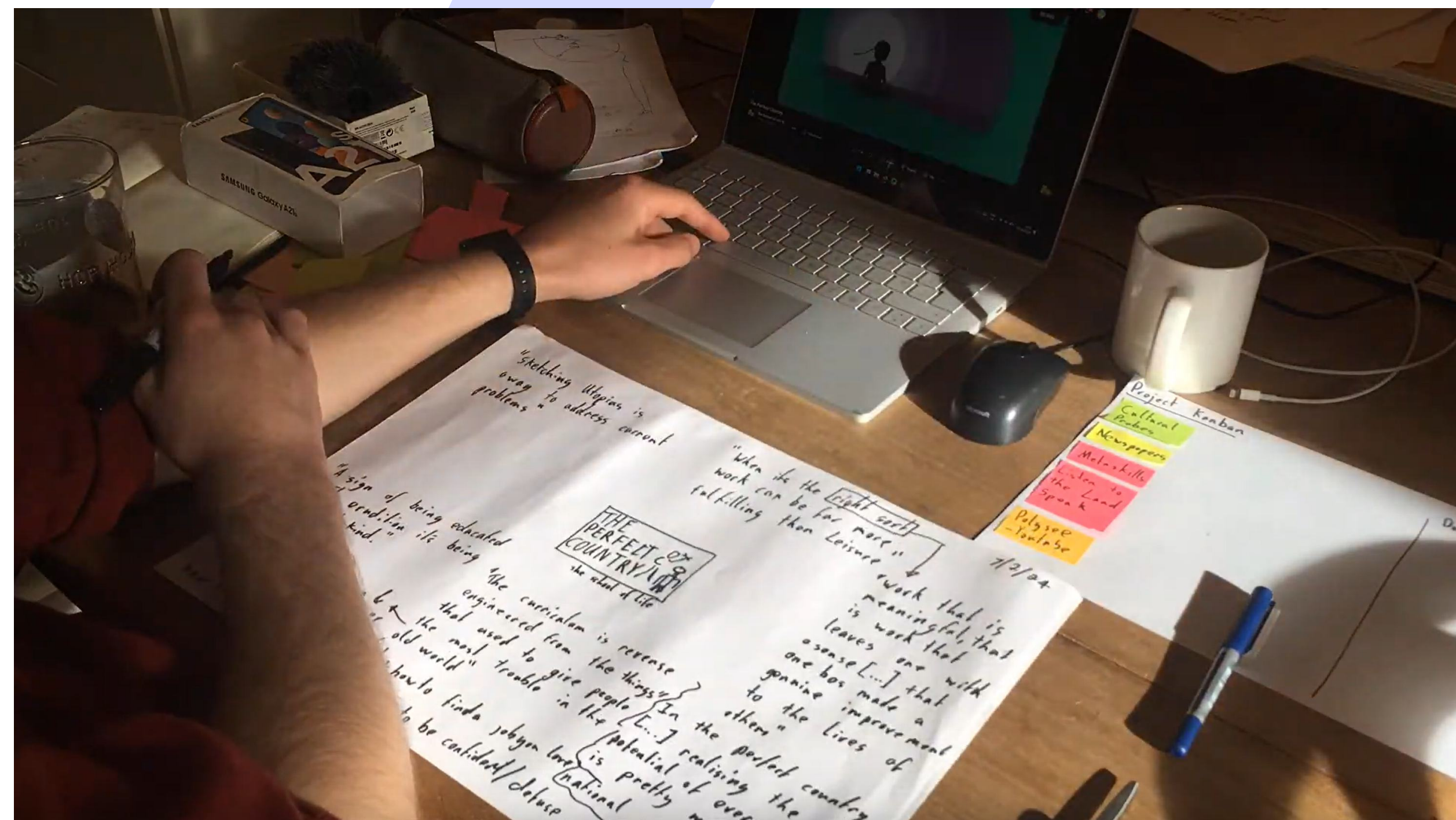


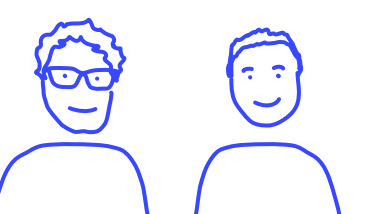
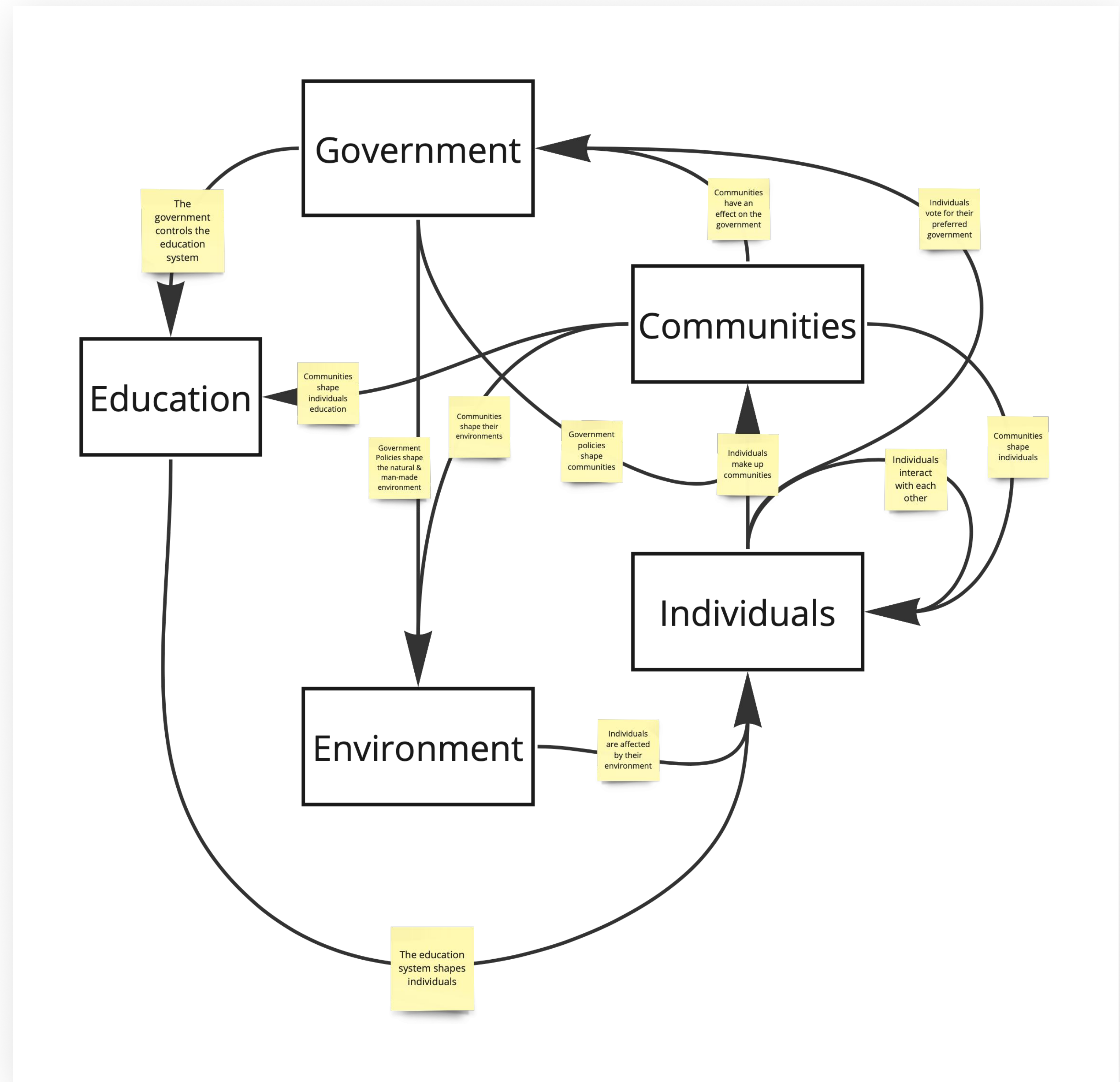
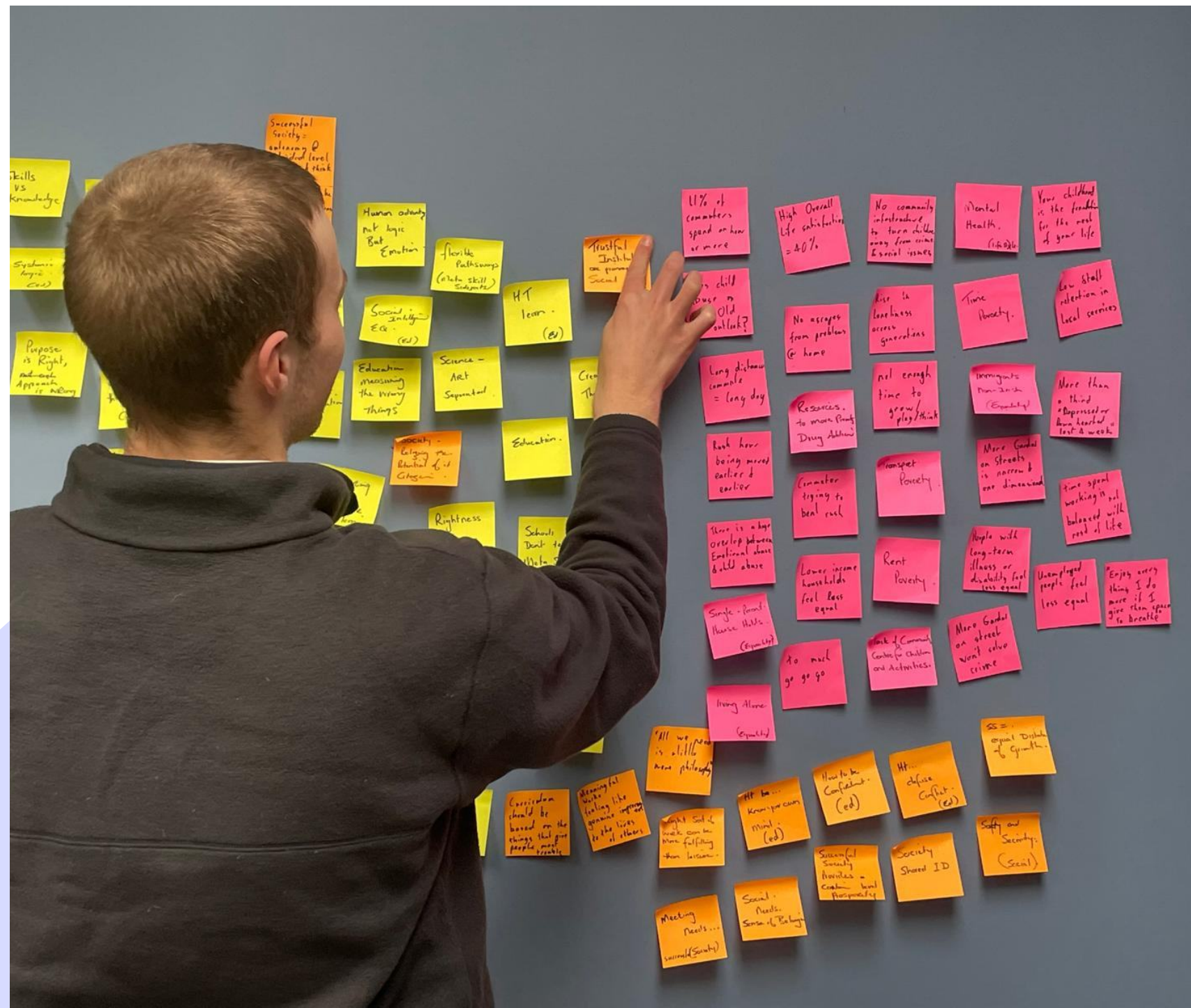












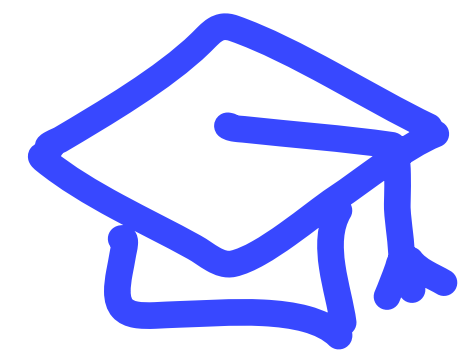
Research Insights



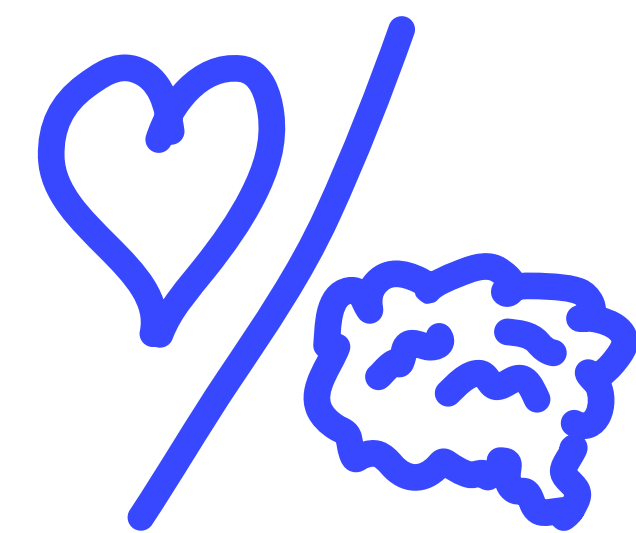
There is a disconnect between what people think the government is for what the government thinks it should do and what the government actually does.



People struggle to find affordable homes in key areas.



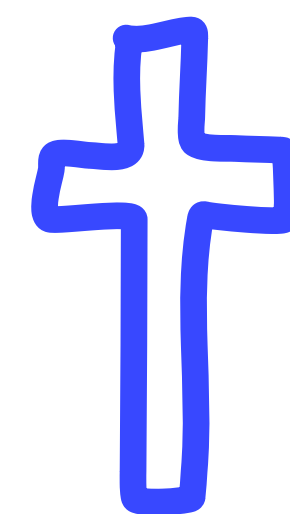
Our current education system is overly focussed on teaching limited content in a restrictive manner.



As a society we struggle to balance:
Logic & Emotion, Science & Art,
Knowledge & Creativity.



Individuals are no longer dependent
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.

Springschaft

Having just graduated we thought it would be fun to put our skills to the test on a project with no restrictions. That's why we are spending 5 weeks exploring how we might improve Irish society. This is a loose summary of our research so far.

Secondary Research



Metaskills ~ Marty Neumeier
In Metaskills Neumeier examines what we've got wrong about human creativity.

"Unfortunately, our education system has all but ruled out genius. Instead of teaching us to create, it's taught us to copy, memorize, obey and keep score."



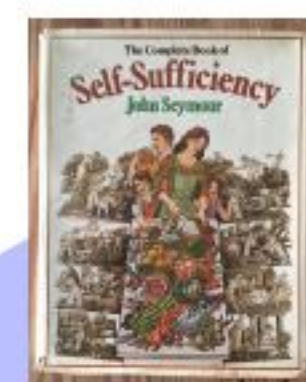
The Perfect Country ~ The School of Life
The Perfect Country speculates about what a perfect country could look like as a means to address current problems.

"When it's the right sort of work can be far more fulfilling than leisure"



Listen To The Land Speak ~ Manchán Magan
Listen To The Land Speak explores the historic wisdom hidden in and preserved by the landscape around us.

"All was well until the Age of Reason dawned and the urge to define and delineate our reality became an oppressive compunction"



Self-Sufficiency ~ John Seymour
Self-Sufficiency explains how individuals can develop self reliance and in so doing achieve a more fulfilling lifestyle.

"Self-sufficiency is not 'going back' to some idealized past in which people grubbed for their food."



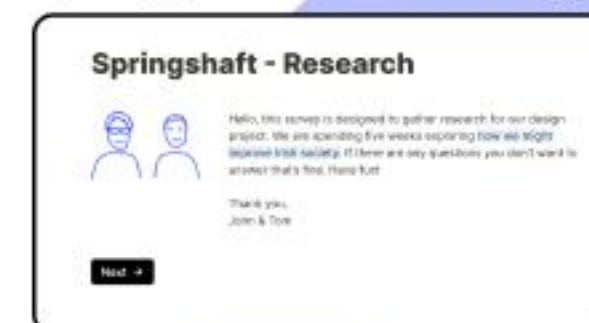
The Love Expert: We've Built A Loveless Society & It's Making Us Depressed ~ Alain de Botton

Alain addresses why mental health issues are on the rise and how our societies ideologies effect the ways in which we love and live.

"If you really believe in a world in which those who get to the top deserve to get to the top by implication you are also positing the existence of a world in which those who are at the bottom deserve to be at the bottom."

Research Summary

Springschaft - Survey



"Our health system is archaic, poorly run by an aged workforce with no capacity to change to keep up with our modern society."

↳ Laura ~ Privacy & Compliance

"I would like to hear from the government what the government thinks the government is for because im not sure at this time"

↳ Recent Graduate

"In a historically farming based society where much of Irish culture is born from/ revolves around farming communities we are deeply unappreciative of the work farmers do, we are uninformed about where our food comes from and as a result our government gets away with mistreating and underpaying farmers as well as making them scapegoats for climate crisis/ biodiversity collapse when they really should be working with them, giving them the supports they need to do better."

↳ Anonymous

"Too much autonomy is taken from people in the educational systems we have, and not enough emphasis is placed on organic curiosity and the opportunities to safely explore things. Moreover, the things that are studied in school are not conducive to supporting a genuinely healthy and compassionate life."

↳ Lucy ~ Actor

"We need to find a new way to knit communities together since much of what our small communities revolved around has been or is being eroded - quite rightly eg. catholic church, compulsory heteronormativity, shame?"

↳ Anonymous

Insights

Purpose

- 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.
- The state institutions that fail in the eyes of the people lack focus & a clear purpose.

Reliance

- The decline of inter-reliance between individuals in geographical communities is causing a breakdown in society.
- Modern society is dependent on elaborate and expensive technology that individuals have no control over.
- We have forgotten that our shared reliance on the ecosystem we co-inhabit (land, plants & animals) is one of the founding factors that binds us together as a society.

Learning

- Our current education system is overly focussed on teaching limited content in the wrong way.
- The speed of modern life doesn't allow individuals time to reflect and understand.

Logic & Emotion

- As a society we over focus on Logic, Science & Knowledge and forget the power and importance of Emotion, Art & Creativity.
- The continually growing belief that individuals are in control of their own destiny is having an unrecognised impact on mental health.
- With the decline of religion, we have lost its community aspects which knitted neighbourhoods together through shared storytelling.

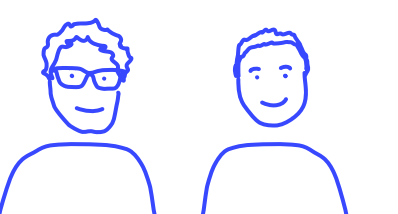
Housing

- Due to governmental policy over the last 30 years there is a lack of affordable housing in key areas.

We recognise that some of these insights may be factually incorrect but we believe that they are a good starting point for coming up with ideas and that the feedback we gather from sharing them will help improve them.

Research Poster

Once we had wrapped up the research phase of our project we created this research poster to summarise our research so far and to gather feedback by sharing our insights.



Insights

Purpose

There is a disconnect between what people think the government is for and what the government actually does.

The state institutions that fall in the eyes of the people lack focus & a clear purpose.

Reliance

The decline of inter-reliance between geographical communities is causing a breakdown in society.

We have forgotten that our shared reliance on the natural world (land, plants & animals) is one of the foundations of our society.

Learning

Our current education system is overly focussed on teaching limited content in the wrong way.

Individuals time to reflect and understand.

Logic & Emotion

As a society we over focus on Logic, Science & Knowledge and forget the power and importance of Emotion, Art & Creativity.

The continually growing belief that individuals are in control of their own destiny is having an unrecognised impact on mental health.

With the decline of religion, we have lost its community aspects which knitted neighbourhoods together through shared storytelling.

Housing

Due to governmental policy over the last 30 years there is a lack of affordable housing in key areas.

Show me this on the ground

reward

reward

reward
↳ Balance

reward

reward

What's Happening?

Lack of Purpose

The combination of the scientific revolution and the abusive use of power by the Catholic Church has steadily erased 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.

The State

The state's constitutional justification, rooted in religion, fails to provide a clear sense of purpose, leading to actions that often fail to align.

State Institutions

When state institutions inherit this ambiguous sense of direction, they tend to excessively concentrate on a limited set of activities, resulting in ineffective outcomes.

Environment

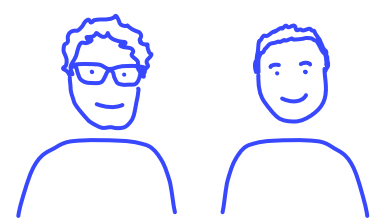
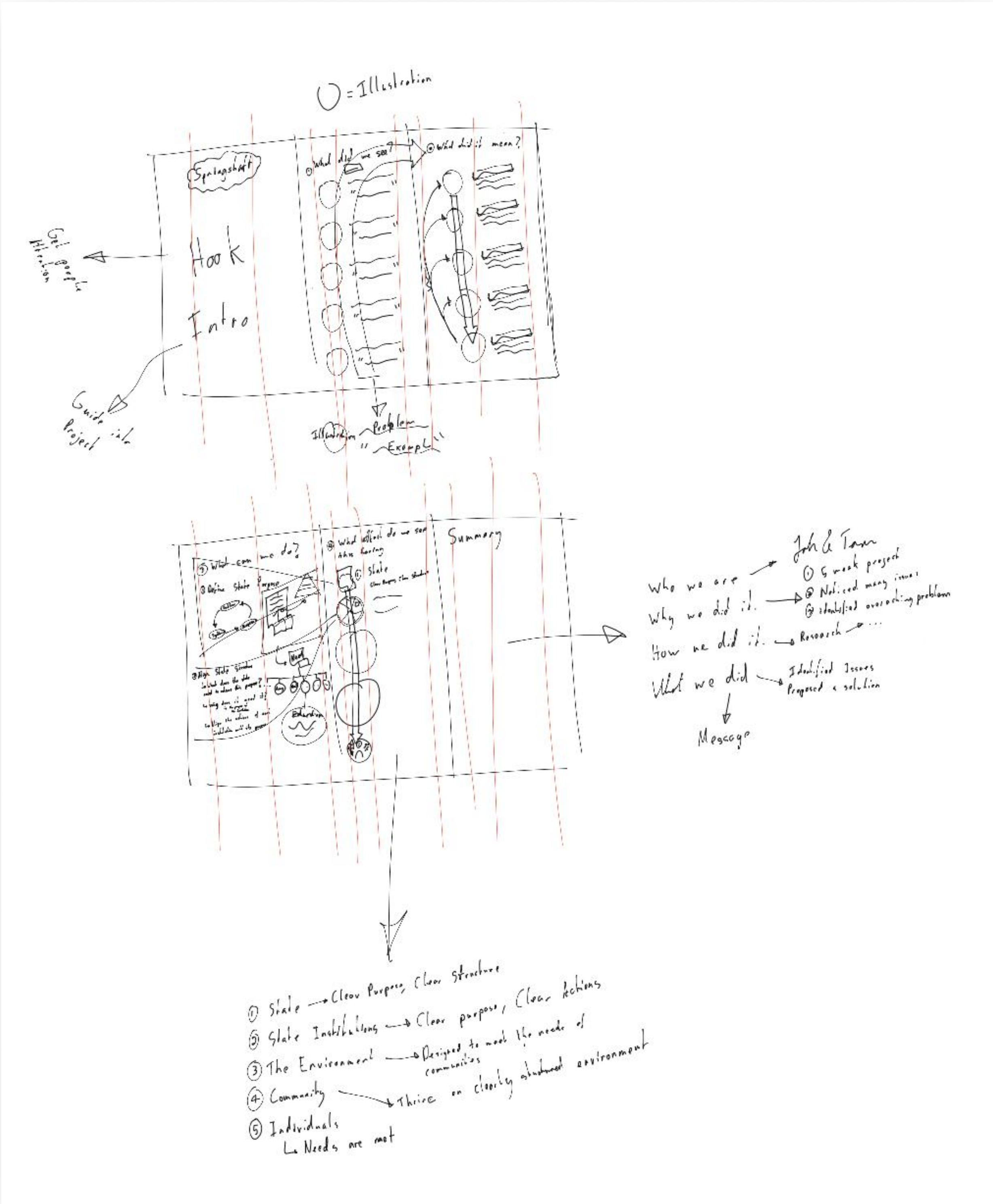
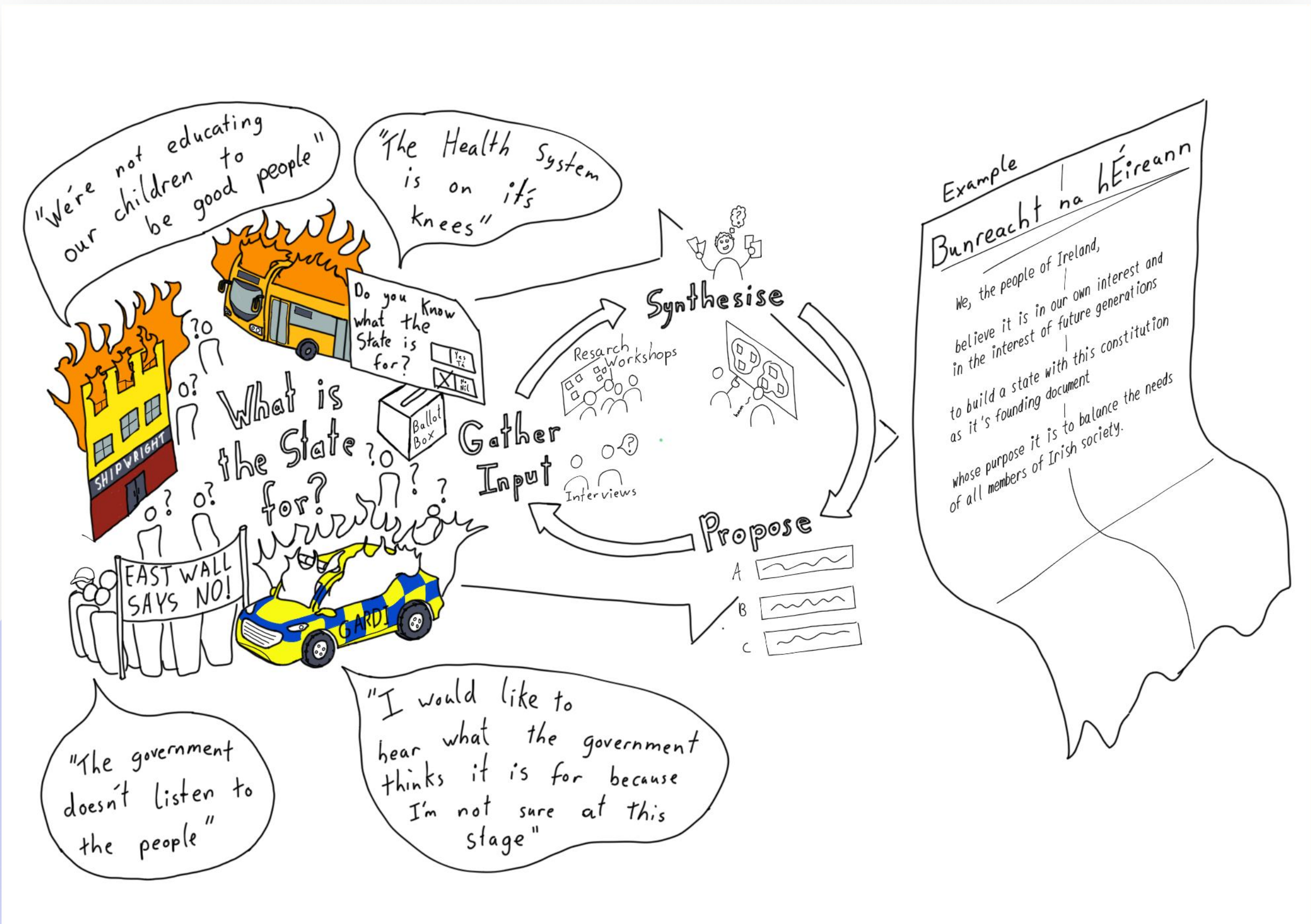
This ineffective concentration on a limited set of activities leads to an uncoordinated approach in the creation and management of our physical environment. This is contributing to the breakdown of our natural and social ecosystems.

Community

The breakdown of inter-reliance and interaction between members of geographical communities results in neighbours having less common ground. This leaves individuals feeling disconnected.

Individuals

When individuals feel disconnected they become more self-focused and less attentive to the interests of others. This can be observed when examining their interactions with society.



What is the State for?

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.

Sources can be found on our website: www.springschaft.ie

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.

- The State**
The State's constitutional justification, rooted in religion, fails to provide a clear sense of purpose.
- State Institutions**
When State Institutions inherit this ambiguous sense of direction, their actions often fail to align with a bigger picture.
- Environment**
This failure produces an uncoordinated management approach to our physical environment, leading to the breakdown of our natural and social ecosystems.
- Community**
Less inter-reliance and interaction within communities results in neighbours having less common ground, leaving individuals feeling disconnected.
- Individuals**
Disconnected individuals become more self-focused and less attentive to the interests of others.

Summary

We're John & Tom

graduated from NCAD
it would be fun to put
skills to the test by *a few*
we weeks exploring how
improve Irish society.

arching we noticed many
sted issues and identified
ing cause.

as a brand problem. The
s of the people and the
ns of the State don't align.

e solved by working with the
e to clearly define what the
and by then aligning its
nd 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

Legislature

Executive

Judiciary

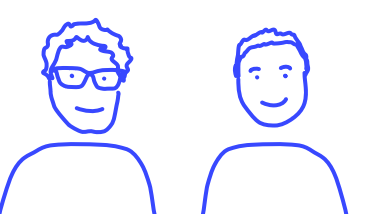
Environment

Health

Education

What is the State for? - Flyer

We created this final flyer in order to share our ideas. It summarises our research insights and highlights our proposed solution.



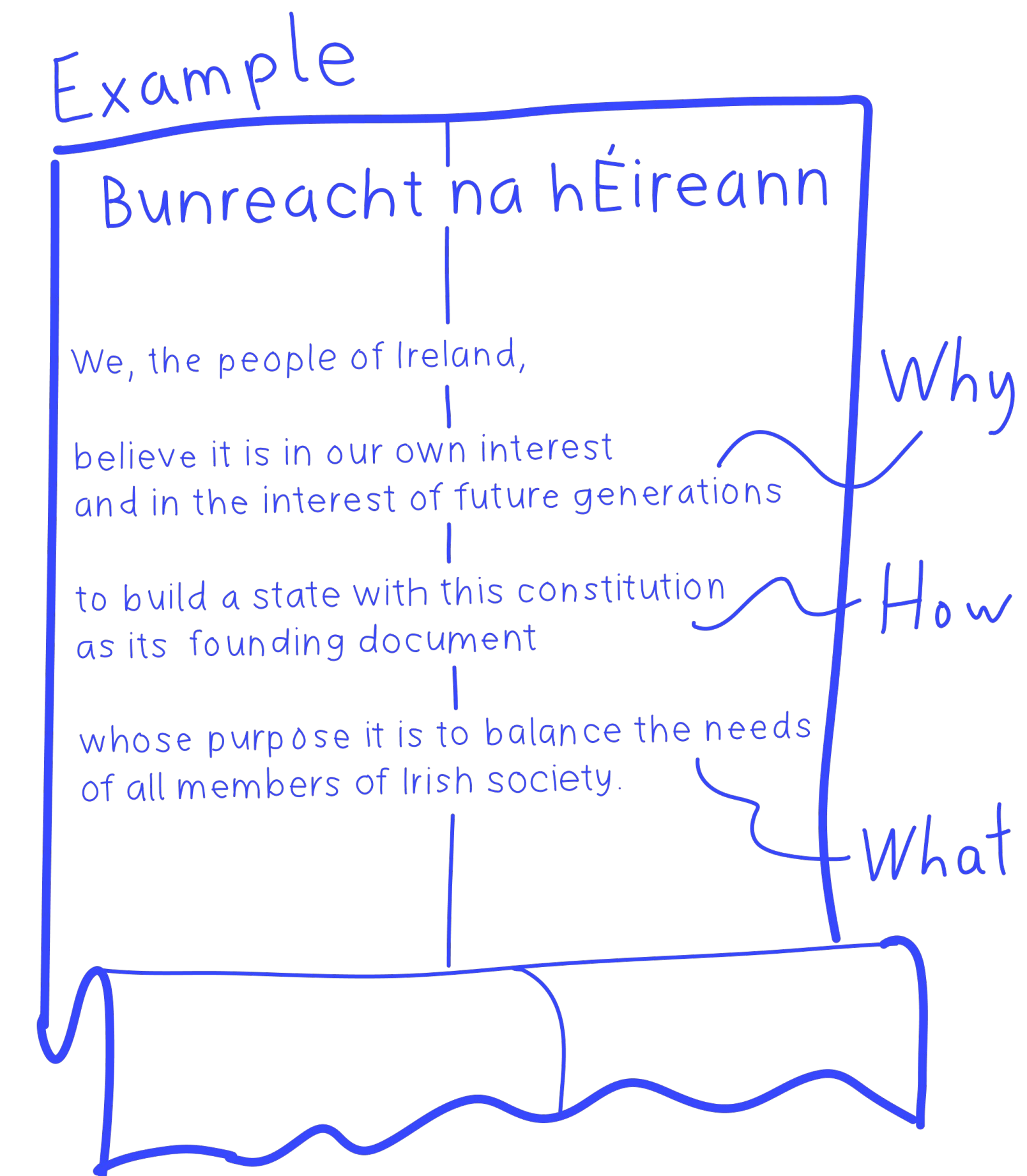
Conclusion

Irish society faces many seemingly unconnected problems.

At the heart of these issues is a lack of purpose. It is not clear what the State is for. Because of this 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.

**In short the State has a brand problem.
To solve this it needs to define what its
brand is and align itself with that brand.**



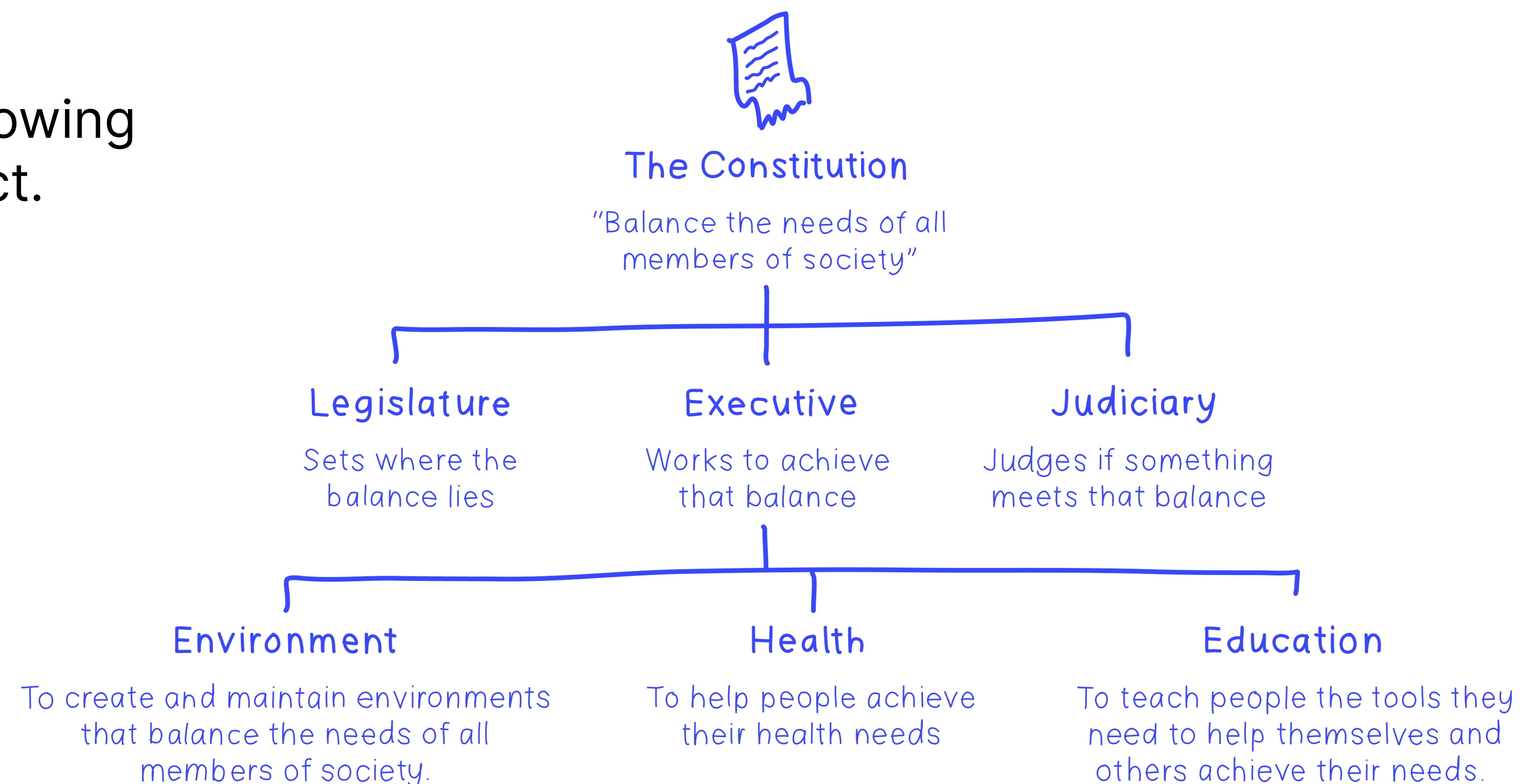
Thank you to everyone who helped make this project a reality.

These include: Enda, Daniel and Flora,

All the wonderful people who were kind enough to answer our Survey,

and those who participated in our Co-Creation workshop.

Lastly thank you for showing an interest in our project.



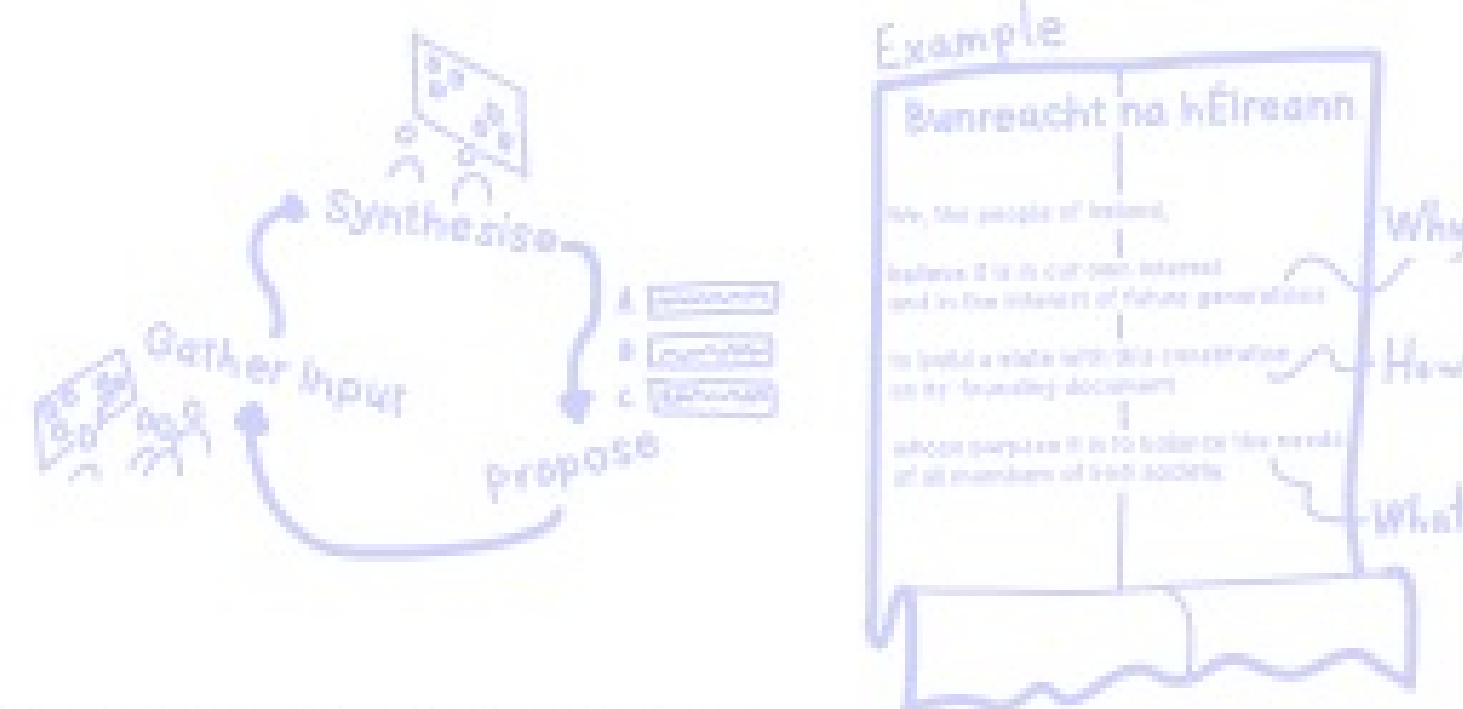
What can we do?

State Alignment

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

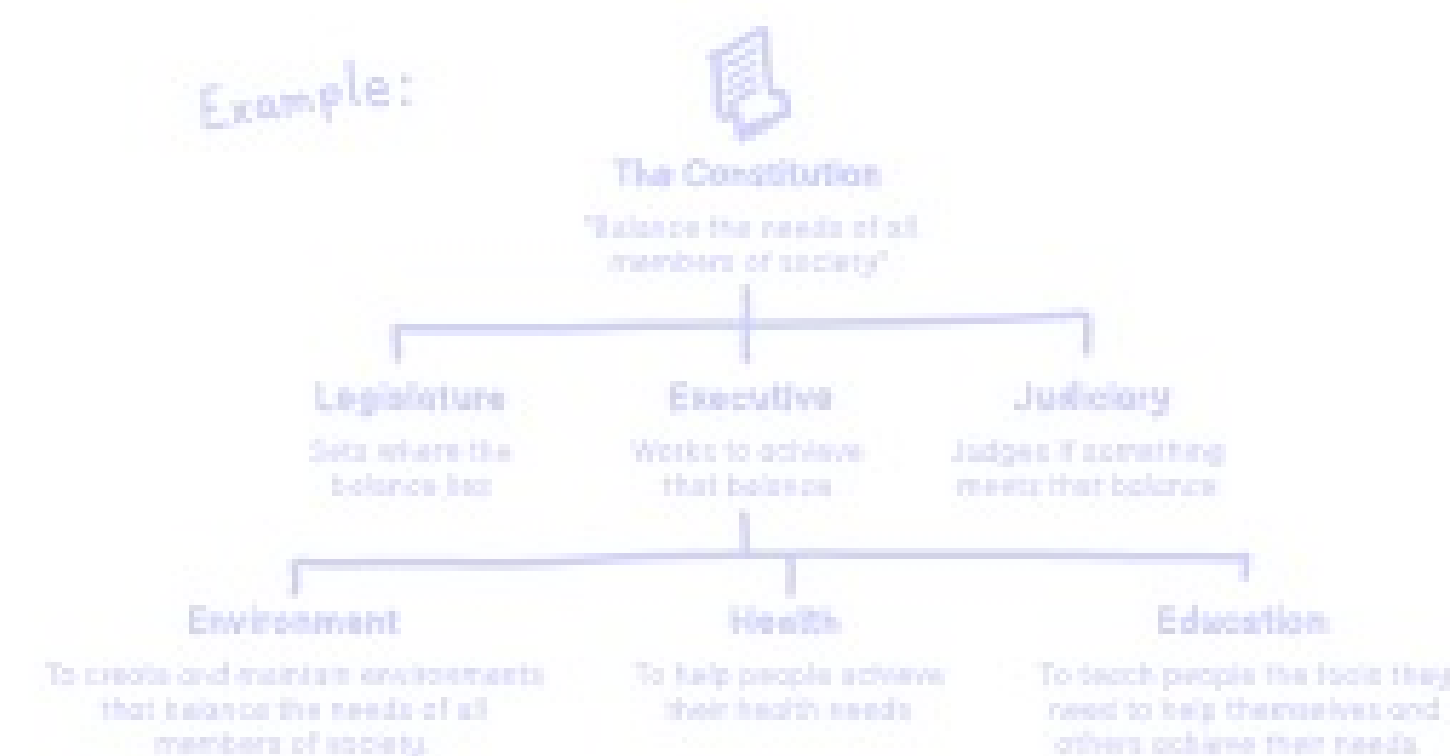
1. Define State Purpose

- ↳ 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...



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 ~~five~~ ^{a few} 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?



www.springschaft.ie

Contact Details & More Info!