Beginnings

- Blank space on household form (paper form)
- Feedback - form not allowing people to record personal items
- 400 submissions for census questions
- Last fully paper census - handwriting
- Opportunity to create something new – Time Capsule
- Census forms are confidential for 100 years
- Give people an opportunity to personalize/add details that are important to them
- Social History Archive
Census 2022 was the first census form that offered the opportunity to write an individual note although….

We did find a record of Irish revolutionary Sean Mac Diarmada whose 1911 return described him (in Irish) as ‘single but not for long’
Government approval of content

- Government approval of content was given in July 2019
- Press release issued at the time
- Media very interested in time capsule even at this early stage
- Additional opportunity to raise awareness and engage our audience
“Information you provide in this Time Capsule is optional and is collected **voluntarily** under Section 24 of the Statistics Act 1993. This content is protected by the same confidentiality protections as all your Census data **for 100 years**. After 100 years, this Time Capsule will be made available to the public. This space is for handwritten messages only. Photographs or other attachments will be removed and cannot be returned.”
Publicity campaign timelines

- Census Publicity Campaign Launch – 3 March 2022
- Time Capsule Mini Campaign Launch – 21 March 2022
- #TimeCapsuleStories
- Census in Schools
BE COUNTED

Sunday 3 April

CENSUS
www.census.ie
Time Capsule Mini Campaign Launch

- Photocall, Press Release, PR activity and social media
- Specific Artwork
- Different angle to the census conversation
- Emphasised the historical aspect
- Huge hook for media interest and interviews
CSO call for Ireland’s Time Capsule Stories

Census 2022 contains a first of its kind Time Capsule to record a message to future generations

21 March 2022: With Census night of April 3rd, now less than two weeks away the Central Statistics Office (CSO) are encouraging the people of Ireland to start thinking about their Time Capsule entries.

From family recipes, to poems, diary entries or drawings, the Time Capsule is a new feature in Census 2022, where households can record their own personal message to future generations and historians. As is the case for all information gathered during the Census, the entries will be kept entirely confidential for 100 years before being released to the public in 2122.

While this is the first Census form that offers the public an official opportunity to write their own individual note, we did find a record of Irish revolutionary Seán Mac Diarmada whose 1911 return describes him as ‘single, but not for long’.

Speaking at the launch of the CSO’s call for #TimeCapsuleStories in EPIC The Emigration Museum in Dublin, Minister of State at the Department of the Taoiseach, Jack Chambers TD said:

“A census is a vital source for historians when they are studying a point in time, as the data gathered helps them to understand the way the society functioned and the lives of the people
Time Capsule Mini Campaign Launch

- Book concept - Visualise the Time Capsule entries
What to write in the time capsule part of Census 2022?

There is a blank space left for you to write or draw something that will remain under seal for 100 years - the idea is that you have the...

What did you write in the Census time capsule? We want to read your stories

Whether it was a poem or a political statement, we would like to share some of the responses to the new time capsule feature in Census 2022.

Independent.ie
Census will include a unique chance to record a personal ...

"For future scholars of Irish society, the time capsule will provide an even greater insight into life here in 2022. It is a chance for the...

The Guardian
From grief to paw prints, people share Ireland census 'time capsule' messages

Niamh Ni Charra wrote a piece of music. Was wracking my brains wondering what to put in the #Census2022 #timecapsule and then it dawned on me...
#TimeCapsuleStories

- Got the social media conversation going
- Caught the imagination......
- Interesting ideas shared online
- Heartfelt stories
- Humour
I hope that the birds still flit by. The trees are abundant.
I hope that humanity has
succeeded in saving our world. If this is
not the case, I fear that for greed
the earth will be
beyond the point of rescue.

How sad that for greed
Census in schools

- Easy and interesting school exercise
- All school levels can engage
- Brings the conversation home
- Raises census awareness in a memorable way
Takeaways

• Personal and historical aspect to completing a census
• Great media and engagement opportunities
• Memorable way to reach people
• Engaged younger audiences
• Approx 1 in 5 filled out the time capsule based on analysis of first 20% of census forms processed
Any Questions?

Thank you