

Ár Seacht nDícheall don Ghaeilge

**Polasaí Shinn Féin chun
an teanga náisiúnta a normalú
agus a spreagadh i mbéal an phobail**

A Sinn Féin policy to normalise
and encourage use of our
national language in the public sphere

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Réamhrá

Leagtar amach sa cháipéis seo uaimhian Shinn Féin chun úsáid na Gaeilge a normálú agus a spreagadh i mbéal an phobail.

Níl teorann do chumas na hÉireann, dar linn. Ba chóir go mbeadh Éire ceannródach, ina deamhúnla do stáit dátheangacha is pobail mionteangacha eile, seachas ag treabhadh in iomaire iarchoilíneach.

Go háirithe, táimid ag díriú anseo ar foghlaim ón deachleachtas idirnáisiúnta chun an Ghaeilge is an saol Gaelach a dhéanamh níos feiceálaí, níos so-aimsithe, agus níos fusa páirt a ghlacadh inti agus leas a bhaint aisti sa ghnáthshaol laethúil, más sa siopa nó ag an UMB atá, i bhfógraí teilifíse nó ar chomharthaí bóithre.

Seachas an Ghaeilge a fhágáil mar ghné imeallach ‘opt-in’ den saol in Éirinn – rud ar gá iarracht a dhéanamh chun baint a bheith agat léi, rogha nach mbíonn ann in a lán comhthéacsanna – ba chóir go mbogfadh Éire i dtreo an Ghaeilge bheith ina ‘opt-out’ ar nós an Béarla: cuid uileláithreach den ghnáthshaol mórthimpeall atá éasca a sú isteach go héigniómhach agus a thuiscint gan mórán stró.

Seo an cineál cur chuige is gá má táimid dáiríre faoi foghlaim na Gaeilge a éascú do dhaoine, ach freisin más mian linn cearta teanga a chinntiú do na Gaeilgeoirí siúd ar mian leo saol trí Ghaeilge gan orthu constaicí gan críoch a shárú.

Tuigeann Sinn Féin nach leor na polasaithe seo iontú féin chun an sprioc againn an Ghaeilge a athchóiriú fud fad na tíre a bhaint amach agus ligint don saol sin trí Ghaeilge, agus sin an fáth nár chóir glacadh leo seo i bhfolús ach mar chuid de réimse leathan polasaí ar gá cur i bhfeidhm i rialtas.

Táimid tar éis a léiriú cheana féin conas a dhéanfadh muid leasú ar chúrsaí pleanála chun an Ghaeltacht a atógáil i bPolasaí cuimsitheach 10-phointe Pleanála & Tithíochta Gaeltachta anuraidh.

Leag muid amach bunús pholasaí cuimsitheach don Ghaeilge sa chóras oideachais ón naíonra tríd go dtí an tríú leibhéal agus níos faide san aighneacht a sheol muid ar Pholasaí an Rialtais

don Oideachas lánGhaeilge lasmuigh den Ghaeltacht, áit ar chuir muid in iúl an mian atá againn spriocanna arduithe céimneacha a shocrú ag féachaint d’aidhm 50% de dhaltai bunscoile a bheith i nGaelscoil faoi 2050.

Teastaíonn obair freisin chun an Ghaeilge a chur chun cinn sna meáin agus sa chultúr, agus i soláthar seirbhísí ag an Stát agus ag comhlachtaí príobháideacha araon. Is gá an Ghaeilge a chosaint ar líne freisin, go háirithe leis an siopadóireacht, fógraíocht agus cumarsáid atá ar bhun again ansin anois.

Bunchlocha a bheith sna polasaithe seo de chur chuige uileRialtais a chuirfeadh Sinn Féin i bhfeidhm ón chéad lá in oifig mar rialtas sa Stát, chun cothrom na Féinne a theaspáint dár dteanga náisiúnta.

Tiocfaidh na Sé Contae faoi Acht Féiniúlachta agus Teanga 2022 ina bhforbróidh Coimisinéir Gaeilge nua caighdeáin dea-chleachtais maidir le húsáid na Gaeilge ag comhlachtaí phoiblí chun a húsáid a threisiú agus a chosaint.

Tá súil againn pacáistiú dhátheangach agus soláthar innill féinfhreastal le Gaeilge agus Béarla a fheiceáil ó thuaidh, go háirithe toisc go gcaitheann a lán cuideachtaí príobháideacha leis an oileán mar mhargadh aonair amháin, agus ba mhaith linn tuiscint a chothú i measc an phobail gnó go mbíonn daoine ar fud na hÉireann ag súil le meas d’úsáid na Gaeilge, agus gur féidir tairbhe airgid a bhaint ó úsáid na Gaeilge chomh maith.

Agus Seachtain na Gaeilge buailte linn, tugaimid cuireadh duit na moltaí seo a leanas a scrúdú, do thuairim a roinnt, agus do thacaíocht a léiriú chun Éire a thógáil a dhéanfaidh ceiliúradh ar ár n-oidhreacht teanga agus cosaint ar chearta Gaeilgeoirí.

Aengus Ó Snodaigh TD

Urlabhraí Gaeilge, Gaeltachta, Ealaíon agus Cultúir



Introduction

This document sets out Sinn Féin’s ambition to normalise and encourage the use of Irish in the public sphere.

Sinn Féin sees no limit to Ireland’s potential. Ireland should serve as a model for other bilingual states and minority language communities to follow, not a lagger behind, stuck in a post-colonial rut.

In particular, we focus here on learning from international best practice to make Irish more visible, more accessible, and easier to engage with and use in everyday life, from the shop to the ATM, from the ads you see on TV to the signs on our roads.

Rather than Irish being left as a peripheral ‘opt-in’ aspect of Irish life – something you have to put effort into to engage with and which is in many settings simply not an option at all – Ireland should adopt policies to move towards Irish being ‘opt-out’, like English already is: a ubiquitous part of the everyday environment that is easy to passively consume and understand with minimal effort.

This type of approach is necessary if we are serious about facilitating people learning Irish, but also in order to guarantee the language rights of Irish speakers who wish to live their lives through Irish and not face endless obstacles on that path.

Sinn Féin understands that these policies alone will not be enough to achieve our aim of restoring Irish use nationwide and enabling life through Irish, which is why these should not be taken in isolation but as part of a broader set of policies we believe a government must put in place.

We have already set out how we would embark on a reform of planning to rebuild the Gaeltacht, in our comprehensive 10-point Gaeltacht Housing & Planning Policy launched last year.

We set out the basis of a comprehensive policy for Irish in the education system from naíonra right through to third level and beyond in our submission to the Government’s Policy on Irish-

medium Education outside the Gaeltacht, where we also set out our ambition to set progressively increasing targets to achieve a goal of 50% of primary school pupils attending Irish-medium schools by 2050.

Work too is needed to promote Irish in media and culture, and in the provision of services by both the State and private companies. Strengthening protections for Irish over the internet is also of vital importance as so much of our shopping, advertising, and communication now takes place online.

These policies will together form pillars of an all-of-government approach Sinn Féin would set about implementing in the 26 Counties from Day 1 in office, to do justice to our national language.

The Six Counties would be subject to the Identity and Language Act 2022 where a new Irish Language Commissioner will develop standards of best practice relating to the use of Gaeilge by public authorities aimed at enhancing and protecting its use.

We hope to see bilingual packaging and the provision of self-service machines with Irish and English in the North, especially given that many private companies treat the whole island as a single market, and we would seek to foster an understanding within the business community that respect for the use of Irish is expected by people across Ireland, and can also be financially beneficial.

This Seachtain na Gaeilge, we invite you to examine the following proposals, give feedback, and share your support for building an Ireland that celebrates our linguistic heritage and protects the language rights of Irish speakers.

Aengus Ó Snodaigh TD

Spokesperson for Gaeilge,
the Gaeltacht, Arts and Culture



Cur Chuige Nua: Gaeilge más féidir, Béarla más gá

Tá sé i gceist againn dul i ngleic le trí fadhbanna ar leith sa pholasaí seo.

Ar an gcéad dul síos, tá foghlaimeoirí ann ag streachailt páirt a ghlacadh sa teanga agus gan mórán deiseanna acu a gcuid Gaeilge a fheabhsú sa ghnáthshaol lasmuigh den scoil.

Trí feiceálacht na Gaeilge a ardú, agus muid ag glacadh le dátheangachas ar phacáistiú tháirgí, chomharthaíocht, agus i bhfógraí, déanfaidh muid níos fusa é do foghlaimeoirí dul i dtaithí le foclaíocht ina gcomhthéacs mar rud atá fréamhaithe, ábhartha agus normálta dóibh.

Cabhróidh an polasaí normálú seo le foghlaimeoirí an Ghaeilge a fheabhsú agus a bheith ina gcainteoirí Gaeilge.

É sin ráite, léiríodh i nDaonáireamh 2016, in ainneoin gur mhaígh 39.8% den daonra sna 26 Contae – os cionn 1.7 milliúin duine – go raibh Gaeilge de chumas acu, níor labhair ach 1.5% (73,803 duine) í ar bhonn laethúil lasmuigh den chóras oideachais.

Mar sin, tá dúshlán na gcainteoir éigniómhacha romhainn, atá in ann Gaeilge a úsáid ach nach n-úsáideann nó nach bhfuil deis acu. Tá flúirse cúis ann go roghnódh duine gan teanga mhionlaithe a labhairt, lena n-áirítear easpa bhlaiseadh nó lagmhisneach inti lasmuigh den seomra ranga, áit ina bhfuil an Béarla fréamhaithe mar ghnátheanga an chumarsáid, agus an náire sóisialta atá seachadta ó ghlúin go glúin ó ré coilíneachta na Breataine agus atá le feiceáil sa chaoi ina ndéantar an Ghaeilge a cháineadh go minic mar rud neamhghnách gan tairbhe, marbh.

Bheadh sé i gceist ag rialtas Shinn Féin cainteoirí Gaeilge a chumhachtú a bheith gníomhach agus cuing seo an mheon choilíneach a chaitheamh dóibh faoi dheireadh. Chun é sin a bhaint amach, tá gá le bunchéim shimplí a ghlacadh an ceart Gaeilge a úsáid a chosaint, agus an Ghaeilge a normálú mar ghné feiceálach agus bríomhar d'Éire na nua-aoise, ach ní mór dúinn dul chun tosaigh ar sin agus a bheith gníomhach ag cur Gaeilge chun cinn agus daoine a spreagadh úsáid na Gaeilge a roghnú áit a roghnaíonn siad Béarla faoi láthair.

Tá Sinn Féin ag moladh frása a ghlacadh mar phrionsabal don pholasaí teanga sa Stát seo, frása atá curtha chun cinn sna blianta beaga anuas go háirithe i measc iad siúd ar mian leo an Ghaeilge a fhoghlaim agus spreagadh: “Gaeilge más féidir, Béarla más gá”.

Mana atá ann do chainteoirí agus don Stát féin.

Athrú meon suntasach a bheadh ann ó chur chuige an mhaorlathais reatha, áit a bhfuil sé de nós acu an Béarla a úsáid i gcónaí, agus gan géilleadh don Ghaeilge a bheith san áireamh seachas nuair a ghlacann siad leis go bhfuil sé riachtanach i ndáiríre de réir an dlí.

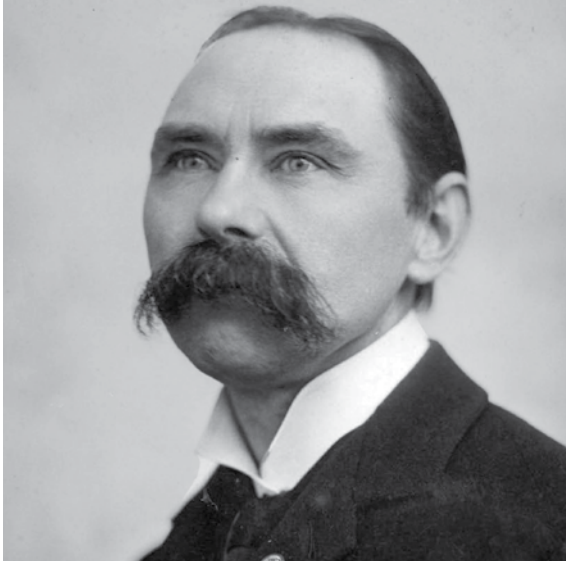
Is é naimhdeas an Stáit i gcoinne cearta Gaeilgeoirí an tríú fadhb ar mhiste linn tús a chur lena shárú, rud a d'fhéadfadh mianach iomlán na gcainteoir a fhorbairt agus iad anois á dhíspreagadh ó labhairt na Gaeilge ag Stát a dhéanann níos fusa dóibh Béarla a roghnú faoi láthair.

Tá gníomhairí teanga ag lorg go ndéanfaidh an Stát “tairsint gníomhach” ar sheirbhísí trí Ghaeilge, sé sin le rá gur chóir go gcuirfead ar an eolas tú go bhfuil rogha agat leanúint trí mheán na Gaeilge ar an gcéad dul síos nuair a ghlaíonn tú ar eagrais Stáit nó a fheastlaíonn tú ar oifig seirbhíse poiblí, seachas go mbeadh ort dul as do bhealach á lorg.

Tacaíonn Sinn Féin leis an gcur chuige seo, agus sa cháipéis seo táimid ag moladh go shocrófar an nGaeilge mar rogha réamshocraithe ar UMBanna, ar mheaisín ticéad nó innill féinfheastal, rud a spreagfadh an phobal tabhairt fúthú i nGaeilge, ach le rogha i gcónaí iompú ar an mBéarla mas mian leo.

Iarmhairt ar an mana Gaeilge más féidir, Béarla más gá, ná nár chóir don Stáit Béarla a úsáid áit ar leor an Ghaeilge chun teachtaireacht a sheoladh don phobal i gcoitinne.

Ní smaoineamh nua é seo, agus is léir ó theidil oifigiúil agus eagrais Stáit – ar nós An Taoiseach, Bus Éireann agus Bord Gáis – agus ó logainmneacha ar nós Dún Laoghaire, Cóbh, Port Laoise agus fud fad na Gaeltachta, gur féidir le mhuintir na hÉireann, fiú iad siúd nach labhraíonn



ach Béarla, ní hamháin dul i dtaithí ar théarmaí Gaeilge ach a bheith bródúil astu.

Faraor, tá nós roghnaitheach agus drogallach ag an Stát ó thaobh féiniúlacht an Ghaeilge a cheiliúradh, in ainneoin gurb í chroílár na náisiúntachta againn agus go ndéanann sí pobail a chomhnascú lena dtimpeallacht. A bhuí le brú ó Shinn Féin agus ó phobal labhartha na Gaeilge, daingneoidh Acht na dTeangacha Oifigiúla (Leasú) 2021, a ritheadh le déanaí, tiomantas nua i leith teidil Gaeilge amháin a bheith ag eagrais nua Stáit. I rialtas, thabharfadh muid faoi cur chuige seasmhach a chur i bhfeidhm chun a chinntiú go dtabharfar tús áite oifigiúil don Ghaeilge in aon bhrandáil de chuid an Stáit nó in aitheantas logainmneacha.

Go simplí, iarracht atá sa pholasaí seo an brí a bhaineann le stádas na Gaeilge mar an “phríomhtheanga oifigiúil agus teanga náisiúnta” de réir Airteagal a 8 den Bhunreacht a shainmhíniú agus a chur i bhfeidhm faoi dheireadh. Cuireann an airteagal seo in iúl nach Stát dátheangach muid ag a bhfuil dá teangacha oifigiúla ar chomhchéim, ach Stát dátheangach ina bhfuil teanga amháin – an Ghaeilge – in ainm is a bheith níos tábhachtaí ná an cheann eile – Sacs-Bhéarla – ar mhaitheas léi a chur chun cinn arís mar theanga in úsáid ar fud na tíre.

Is mór an trua go bhfuil rialtas i ndiaidh rialtas de chuid Fianna Fáil agus Fine Gael tar éis gníomhú i gcoinne an fhoráil bunreachtúil seo, agus is de thairbhe sin gur gá na polasaithe leagtha amach sa cháipéis seo a chur i bhfeidhm. Faoina stiúir, lean an Béarla amháin

mar ghnáthnós i siopaí, ar innill féinfhreastal agus san fhógraíocht, agus tá an lámh in uachtar fós ag an mBéarla ar ár gcomharthaí bóithre agus chun cinn fiú i mbrandáil an Stáit féin.

Níl sé ceart ná cóir gur gá dúinn polasaithe mar seo a chur i bhfeidhm ag an staid seo. Ligeadh do chur chuige teacht i gcion orainn in Éirinn nach nglacfar leis in aon sochaí dátheangach eile, agus is fianaise é gur gá an intinn a dhíchoilíniú anseo go fóill, mar atá molta ag Ngũgĩ wa Thiong’o.

Ina thráchtas ceannródach faoin nGéarchá le Dí-Anglú na hÉireann, mhol Dubhghlás De hÍde, céad Uachtarán an Stáit seo, Protastúnach agus bunaitheoir Chonradh na Gaeilge, fíis eile ón méid a ceadaíodh titim amach:

“Ní mór dúinn splanc éicint inspioráide de thírghrá a mhúscailt i measc an chosmhuintir a bhaineann leas as an teanga go fóil, agus deireadh a chur leis an dearca náireach – cáineadh na míle teanga ar ár gcuid ceannairí agus stáitairí – a fhágann fir agus mná óga dearg le náire agus a gcinn cromtha acu nuair a chloistear iad de thaisme ag labhairt ina dteanga féin.”

Feabhas a bheadh ann dá mbeadh comhthromaíocht stádaís idir Ghaeilge agus Béarla. Sheolfar teachtaireacht láidir go bhfuil áit ag an nGaeilge freisin in Éirinn dá mbogfadh muid ón staid reatha ina bhfuil Béarla amháin i bhfeidhm sa siopa agus ar an sráid, agus ina bhfuil an Ghaeilge le feiceáil níos lú agus i gcló iodálach amháin ar chomharthaí bóithre in aice logainmneacha móra láidre an Bhéarla, chuig Éire ina bhfuil an Ghaeilge agus an Béarla ar chomhchéim in aice a chéile.

Tuigeann Sinn Féin áfach gur gá dul níos faide ná sin, chun tosaigh ar an dátheangachas ann féin agus tús áite a thabhairt don Ghaeilge, chun ár dteanga a shlánú ón meath agus chun tacú leis an athbheochan.

Sin an fáth go bhfuil moltaí á leagan amach againn anseo a dhéanach úsáid na Gaeilge a spreagadh agus cainteoirí a chumhachtú í a úsáid más féidir ar chor ar bith, trína húsáid a éascú i gcónaí.

Beatha teanga í a labhairt.

A New Approach: Gaeilge más féidir, Béarla más gá

There are three distinct problems we seek to help address with this policy.

The first is that of learners who find it difficult to engage with Irish and are faced with few opportunities to use or improve their Irish in their daily life outside school.

By increasing the visibility of Irish through the adoption of bilingualism on product packaging, signage, and in advertising, we will make it easier for learners to familiarise themselves with vocabulary in its context as something rooted, relevant, and normal to them.

This policy of normalisation will help learners to improve and develop into Irish speakers.

However, Census 2016 showed us that while 39.8% of the population in the 26 Counties – over 1.7 million people – claim to be able to speak Irish, only 1.5% (73,803 people) did so on a daily basis outside the education system.

We therefore have a serious problem of passive speakers who can use the language but choose not to or don't have the opportunity. There are many possible reasons for a person to choose not to speak a minoritised language, including a lack of exposure to and confidence in using Irish outside the classroom, where English is the established norm for communication, and the social stigma that has been passed down through generations since British colonial rule whereby Irish is often dismissed as useless, abnormal, and dead.

A Sinn Féin government would seek to empower Irish speakers to become active users and throw off the yoke of this lingering colonial mindset. Part of that involves the very basic step of protecting the right to use Irish, and normalising Irish as a visible and living element of modern Ireland, but also entails going further and actively promoting Irish and encouraging people to choose to use Irish in situations where they currently choose English.

Sinn Féin proposes to adopt as a principle for language policy in this State a phrase that has been popularised in recent years by those

seeking to learn and encourage use of Irish: “Gaeilge más féidir, Béarla más gá”.

This phrase, which calls on us to use “Irish where possible, English where necessary”, can and should serve as a mantra for both speakers and the State itself.

This mentality would mark a significant departure from the current thinking of officialdom, where the practice is to use English at all times, and only surrender to include Irish where it is considered strictly required under the law.

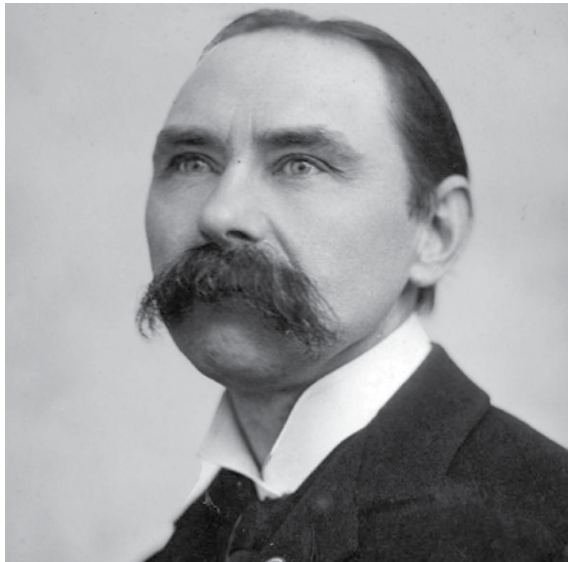
State hostility to the rights of Irish speakers is the third significant problem which we hope to begin addressing, and one which can help unlock the potential of speakers who are discouraged from speaking Irish by a State that makes English the easier option at present.

Language activists have been advocating for the State to engage in “active offering” of services through Irish, meaning that when you ring up a State agency or go into a public service office, you would first be met with, and informed of, the option to continue in Irish, instead of it being something you have to go out of your way to look for.

Sinn Féin supports this approach, and in this document proposes to make Irish the default home page language for ATMs, ticket machines or self-service kiosks, encouraging the public to engage through Irish, but allowing the option to switch to an English option should they so choose.

The corollary of Gaeilge más féidir, Béarla más gá, is that the State shouldn't use English where Irish alone is sufficient to communicate the message to the public at large.

This is not a new idea, and we see in official State titles and bodies – such as Taoiseach, Bus Éireann and Bord Gáis – and from place names like Dún Laoghaire, Cóbh, Port Laoise and right across the Gaeltacht, that the Irish people, even those who speak only English, can not only grow accustomed to using Irish terms but take pride in them.



However, the State has been selective and reluctant in embracing the Irish language identity which is the very essence of our nationhood, and which connects communities with their surroundings through their national language. Thanks to pressure from Sinn Féin and the Irish speaking community, the recently passed Official Languages (Amendment) Act 2021 will now mean a strengthened commitment to new State agencies having Irish language titles. In government we would set about implementing a consistent approach so that official preference is given to Irish in all State branding and place name recognition.

Put simply, this policy approach is an attempt at finally defining and implementing what it means for Irish to be the “first official and national language” under Article 8 of the Constitution. This article sets out that we are not simply a bilingual State with two co-official languages of equal status. We are a bilingual State in which one language – Irish – is meant to be given preference over the other – English – so that we may encourage Irish back to widespread use nationwide.

Unfortunately, successive Fianna Fáil and Fine Gael governments have operated against this constitutional provision, which is why the policies set out in this document are necessary. Under their lead, English-only has been the accepted norm in shops, self-service machines and advertising, and English dominates our road signs and has taken precedence in the State’s own branding.

It should not have been allowed to become necessary at this stage for such policies to be adopted. The situation which has arisen in Ireland would not be tolerated in any other bilingual society, and is evidence that decolonising the mind, as proposed by Ngũgĩ wa Thiong’o, is still needed here.

In his seminal treatise on “The Necessity for De-Anglicising Ireland”, the first Uachtarán of this State, an Irish Protestant and founder of the Gaelic League, Douglas Hyde, set out a different vision to that which was subsequently allowed to take hold:

“We must arouse some spark of patriotic inspiration among the peasantry who still use the language, and put an end to the shameful state of feeling -- a thousand-tongued reproach to our leaders and statesmen -- which makes young men and women blush and hang their heads when overheard speaking their own language.”

Equality of status between Irish and English would itself be an improvement. Going from a status quo where our shops and streets are English-only, and where road signs only show Irish in smaller italic font beside the big bold English names of our places, to an Ireland where English and Irish are side by side, treated as equals, would send a strong message that Irish has its place in Ireland too.

However, Sinn Féin knows that in order to save our language from decay and support revival, we need to go further, beyond bilingualism alone, and put Irish to the fore.

That is why we are setting out proposals that would actively encourage use of Irish and empower those who can speak it to do so whenever possible, by working to make it always possible.

Beatha teanga í a labhairt.

Costais a Choimeád Thíos don Stát agus do Ghnólachtaí

Luaitear costais go minic mar chúis gan cearta teanga nó feiceálacht na Gaeilge a fheabhsú.

Glacann Sinn Féin go dáiríre le buairt lucht an ghnó is cáiniocóirí, go háirithe agus iad ag streachailt faoi láthair le harduithe praghas agus géarchéim an chostais maireachtála, gan trácht ar éiginnteacht sa gheilleagar atá tagtha chun cinn toisc Breatimeacht, paidéim Cóivid-19, agus cogadh san Úcráin.

Seo an fáth go bhfuilimid ag leagadh polasaithe amach anseo agus aidhm acu a laghad costais a bheith ar an Stát agus ar chomhlachtaí. Cuid mhór den pholasaí seo, ní bheidh costais breise i gceist.

Níl costas ag baint, mar shampla, le meas a léiriú don cheart Gaeilge a labhairt.

Ní bhaineann costas ach oiread leis an Stát focail Gaeilge a roghnú seachas Béarla ina bhrandáil.

I gcás an phacáistiú dhátheangach, comharthaí bóithre agus i siopaí, fógraí, agus innill idirghníomhacha, ní bheadh tionchar ag na polasaithe seo ach ar phacáistiú nua, ar chomharthaí nua nó athchóirithe, agus ar innill nua nó uasdátaithe, rud a chiallóidh nach mbeidh gá le pacáistiú, comharthaí, fógraí nó innill reatha a athrú nó a uasdátú dá bharr.

Chinntedh muid tréimhse roimh-réidh ionas go mbeidh gnólachtaí in ann ullmhú do na rialacha nua, agus dhéanfaidh muid iarracht an riachtanas don dátheangachas a chuimsniú sna rialacha nua don phacáistiú atá le tabhairt isteach chun feidhm a thabhairt d'athruithe ar Rialachán an Aontas Eorpaigh um Fhaisnéis Bhia do Thomhaltóirí a chiallóidh go dteastóidh pacáistiú nua cheana féin.

Ba chóir go laghdófar costais aistriúcháin toisc cheana féin go gcuireann Foras na Gaeilge, an eagrais Stáit uile-Éireann atá freagrach as cur chun cinn na Gaeilge, áiseanna cunta don aistriúcháin ar fáil do ghnónna, agus go mbeadh siad ar fáil chun tacú leo siúd ar mian leo cloí leis na rialacha nua.

Tá Sinn Féin tiomanta cheana féin i dtreo

buiséad an Fhorais a mhéadú, mar atá curtha in iúl againn i mbuiséid malartacha leis na blianta anuas, agus féadfadh sciar dó seo deileáil leis an éileamh méadaithe don aistriúchán de thoradh na polasaithe seo.

Tá maoiniú molta againn freisin chun líonraí gnó Gaeilge a chur ar bhun i gcontaetha agus cathracha fud fad na tíre, bunaithe ar mhúnla Gaillimh le Gaeilge, a thabharfadh cúnamh oiriúnaithe áitiúil do ghnónna ar mian leo feiceálacht agus úsáid na Gaeilge a mhéadú ina gcuid oibre.

Trí infheistiú a dhéanamh sna líonraí gnó seo, agus i scéimeanna píolótacha chun costais a mheas ó thaobh comharthaí reatha a athrú go gníomhach i gceantair áitiúil ar leith, cothóimid nasc leis an teanga, tacóimid le normálú na teanga sa phobal, agus ísleoidh costais fadthéarmach toisc go n-ísleoidh an gá le maoiniú breise do cur chun cinn na Gaeilge fad is atá tuiscint agus úsáid ag ardú.

Cur i bhFeidhm

Áit a mbaineann na polasaithe seo le cearta tomhaltóra nua i gcás pacáistiú, comharthaí, nó innill, an Coimisiún um Iomaíocht & Cosaint Tomhaltóirí a bheadh freagrach as cur i bhfeidhm is fíneáil a eisiú.

I gcás eagrais Stáit, agus an ceart níos fhoirleithne Gaeilge a úsáid, molann Sinn Féin cumhacht breise a thabhairt don Choimisinéir Teanga chun iniúchadh a dhéanamh ar sháruithe líomhnaithe, chun moltaí a thabhairt nó fíneálacha a ghearradh chun a chinntiú nach dtarlóidh a leithéid arís, agus chun an t-airgead bailithe a chaitheamh ar chur chun cinn na Gaeilge. Beidh deis i gcónaí achomhairc cúirte a lorg ar chinneadh nó fíneál eisithe ag an gCoimisinéir.

Bac éifeachtach iad na cumhachtaí seo, fiú nuair nach n-úsáidtear go minic iad sa Bhreatain Bheag.

Minimising Costs for the State and for Businesses

Cost is often cited as a reason not to improve language rights or increase the visibility of Irish by those who oppose such moves.

Sinn Féin takes seriously the concerns of businesses and taxpayers, particularly as they are currently struggling in the face of rising prices and the cost of living crisis, as well as economic uncertainty that has arisen in recent years as a result of Brexit, the Covid-19 pandemic, and the war in Ukraine.

This is why the policies we outline in this document aim to minimise the costs for both the State and for businesses. Many areas of this policy will entail no additional costs.

It costs nothing, for example, to respect the right of people to speak Irish.

It costs nothing either, for the State to choose Irish language words instead of English in its branding.

In the case of product packaging, road and shop signage, advertisements, and interactive machines, these policies would only affect new packaging, newly installed or replaced signs, and new or updated machines, meaning no existing packaging, signage, ads or machinery would need to be replaced or updated as a result.

We would also ensure a run-in period so that businesses could prepare for the new rules, and we would aim to incorporate the requirement for bilingualism into the new rules for packaging that are already planned to give effect to recent changes to the European Union's Regulation on Food Information to Consumers, which already means new packaging will be required.

The cost of translation should be largely mitigated by the fact that Foras na Gaeilge, the all-Ireland State agency responsible for the promotion of Irish, already provides businesses with resources to help with translation, and would be on hand to help those who wish to comply with the new rules.

Sinn Féin is already committed to increasing the budget of Foras na Gaeilge, as we have set out in successive alternative budget proposals, and

part of this could help to address the increased demand for translation as a result of these new policies.

We have also proposed funding for the creation of Irish language business networks in our counties and cities nationwide, on the model of Gaillimh le Gaeilge, which would provide locally tailored assistance to businesses who wish to increase the visibility and use of Irish in their work.

Investing in these líonraí gnó, and in pilot schemes to examine the cost of actively replacing existing signs with Irish ones in specific local areas, should help foster engagement with the language, assist in the normalisation of the language in the public sphere, and reduce costs in the long term as the need for additional funding to promote Irish declines with increased understanding and use.

Enforcement

In cases where these policies relate to new consumer rights re: packaging, signage, or machinery; the Competition & Consumer Protection Commission should be tasked with enforcement and fines.

In the case of State agencies, and the right to use Irish more broadly, Sinn Féin proposes to further empower the Language Commissioner to investigate alleged violations, to give recommendations or issue fines to ensure violations do not occur again, and to use money obtained to support language promotion. Any decisions or fines issued by the Commissioner could be appealed to the Courts.

Such powers, used sparingly but effectively in Wales, act as a deterrent from breaking the law.

An Ceart Gaeilge a Úsáid a Chosaint



1. An Ceart Gaeilge a Úsáid a Chosaint

Ní chóir go mbeadh gá dúinn cosaintí ar leith a chur i bhfeidhm chun a chinntiú go bhfuil an ceart ag daoine Gaeilge a labhairt in Éirinn. Tá sé áiféiseach fiú smaoinemh go mbeadh fadhb ag baint leis.

Faraor, tá cásanna feicthe againn leis na blianta beaga anuas inar cuireadh in aghaidh an ceart seo.

Sa bhliain 2018, chlúdaigh clár Cormac ag a Cúig ar RTÉ Raidió na Gaeltachta scéal inar ghearr AA glaoch fóin idir fostaí agus custaiméir toisc gur thosaigh siad ag labhairt Gaeilge, agus dúradh nach raibh cead ach Béarla a úsáid “toisc fáthanna praiticiúla”.

I 2021, phléigh Comhchoiste Oireachtais na Gaeilge, na Gaeltachta agus Phobail Labhartha na Gaeilge meamram a seoladh go oibríthe i monarchan Gaeltachta, a fhaigheann tacaíocht ó Údarás na Gaeltachta, ag tabhairt treoir dóibh “gur gá Béarla a úsáid i gcónaí”, fiú i gcomhthéacs sóisialta san ionad oibre. Ghabh an fostóir, Randox, leithscéal as ucht an “botún” a tharla, dar leo.

Tá fios againn freisin faoi cásanna inar dhiúltaíodh freastal ar bhail den phobail, inar caitheadh go héagothrom leo, nó inar imeaglaíodh iad i siopaí, ag comhlachtaí poiblí, nó ag stráinséirí fiú i roinnt cásanna, díreach toisc gur as Gaeilge a bhí siad ag caint.

Iontu féin, níl anseo ach samplaí ar leith, ach le chéile tá cultúr á nochtú iontu inar glactar leis mar ghnáthrud in áiteanna daoine a cháineadh díreach toisc an teanga náisiúnta a labhairt.

Meon é seo atá seachadta ó ghlúin go glúin ó bhí sé mar pholasáí oifigiúil stáit na Breataine le linn don ré choilíneach cosc a chur ar úsáid na Gaeilge, agus tá scéalta tromchúiseacha cloister againn go bhfuil an cur chuige seo agus an drochíde do shaoránaigh a labhraíonn Gaeilge fós á léiriú ag baill ar leith den Gharda Síochána.

Ní chóir go mbeadh an ceart ag aon tríú phearsa, comhlacht príobháideach, nó eagrás

Stáit cur isteach ar do cheart cumarsáid a dhéanamh le duine eile trí Ghaeilge in Éirinn.

Tá tú i dteideal Gaeilge a labhairt in Éirinn.

Cé gur annamh a aimsítear polasáí lom nocht ag díspreagadh nó ag cur cosc ar úsáid na Gaeilge, tuigtear go dtarlaíonn sé i bhfírinne in a lán suíomh, léiriú den frithGhaelachas normálaithe.

An tionchar a bhíonn ag taithí mar seo ar chainteoirí Gaeilge aonaracha ná beaguchtach a chur ar dhaoine í a labhairt agus an meon gur rud as gnách, mímhúinte nó mícheart í an Ghaeilge a threisiú. I gcómhthéacs ina bhfuil ganntanas deiseanna ann cheana féin dul i dtaithe leis an teanga lasmuigh den seomra ranga, bíonn drochthionchar cinniúnach ag eispearas mar seo nuair a thapaíonn tú deis.

Tá Sinn Féin ag moladh mar sin an ceart Gaeilge a úsáid – saor ó bhac gan chúis, ón imeaglú, ón mbullaíocht, ón chiapadh agus ón stiogmatú – a aithint sa dlí, más san ionad oibre nó i gcomhthéacs sóisialta atá, nó áit ar bith laistigh de shrianta na saoirse cainte atá cosanta.

Níl pribhiléid speisialta á bhronnadh ar Ghaeilgeoirí anseo. Beidh feidhm fós ag rialacha reatha maidir le hord poiblí, paraméadair fuaimne, nó an ceart ag daoine eile gan a bheith ionsaithe ó bhéal, orthu. Níl ann ach nach mbeidh cead ag aon duine stop a chur leo iad féin a chur in iúl de bharr an teanga a labhraítear. Glacann muid leis áfach go bhfuil comhthéacsanna eisceachtúla oibre ann inar féidir leis a bheith riachtanach go hoibiachtúil dá gcuid oibre cur isteach leis an teanga atá á labhairt, agus beidh sé sin éascaithe faoin dlí.

Chumhachtódh muid An Coimisinéir Teanga sárú líomhnaithe a scrúdú, agus fíneálacha a ghearradh orthu siúd atá freagrach dar leo, agus tuarascáil a dhéanamh ar sháruithe. Bheadh deis ag fostóirí cúis a chur in iúl sula nglacfar cinneadh, agus beidh ceart roimh achomhairc cúirte i gcónaí.



Cás-Staidéar: An Bhreatain Bheag

Tá an moladh seo bunaithe ar Bheartais Breatnaise 2011 atá i bhfeidhm sa Bhreatain Bheag agus a thugann cosaint sa dlí d'úsáid na Gaeilge. Leagtar amach i gCuid a 6 dóibh "An Saoirse Breatnais a Úsáid" agus cumhacht do Choimisinéir na Breatnaise iniúchadh a dhéanamh áit a chuirtear isteach ar an saoirse sin.

Faoin reachtaíocht, is ionann cur isteach ar shaoirse an Bhreatnais a úsáid agus:

- ◆ a rá leat nár chóir duit Breatnais a úsáid; nó
- ◆ a rá leat go mbeidh daor ort toisc úsáid a bhaint as an mBreatnais.

Is féidir leat iarradh ar an gCoimisinéir, a dhéanfaidh macnamh ar an bhfianaise agus cinneadh faoi an bhfuil cás ann le hiniúchadh. Má tá iniúchadh, thabharfaidh siad a dhearca maidir leis an gcur isteach, an bhfuil cúis leis, agus conas a chinntiú nach dtarlóidh a leithéid arís.

1. Protecting the Right to Use Irish

It should not be necessary to bring in specific protections to guarantee the right to speak Irish in Ireland. The very idea that speaking Irish in Ireland could be problematic seems preposterous.

Sadly, we have seen cases in recent years where this right to speak Irish is not respected.

In 2018, the Cormac ag a Cúig programme on RTÉ Raidió na Gaeltachta covered a story in which AA cut off a phone call between an employee and a customer because they started speaking Irish, and insisted that ‘for practical reasons’ only English was permitted to be used.

In 2021, the Joint Oireachtas Committee on the Irish language, the Gaeltacht and the Irish-Speaking Community deliberated on a memo sent to workers in a Gaeltacht factory, which receives support from Údarás na Gaeltachta, that instructed them that “English must be used at all times”, even when socialising in the workplace. The employer, Randox, apologised for what they said was an “error”.

We also know of cases in which members of the public were denied service, treated unfairly, or intimidated in shops, by public bodies, and in some cases by total strangers, simply because they were speaking Irish.

Alone, these are only isolated examples, but taken together they point to a culture where it is considered acceptable in certain quarters to reproach people for simply speaking their national tongue.

This is a mentality that has been passed down since it was official British state policy during colonial rule to prohibit the use of Irish, and we have had worrying stories of some members of An Garda Síochána continuing this approach by treating citizens who speak Irish with contempt.

No third person, private entity, or State body, should have the right to interfere with your right to communicate with someone else through

Irish in Ireland. In Ireland, you are entitled to speak Irish.

While it is rare to find an explicit policy discouraging or prohibiting use of Irish, we know in practice that it occurs in many settings, and represents a normalised Gaelophobia or anti-Irish sentiment.

The impact of such experiences on the individual Irish speaker knocks confidence in speaking the language and reinforces the feeling that using Irish is somehow abnormal, impolite or wrong. In a context where there are already so few opportunities to engage with the language outside the classroom, encountering this attitude when you do engage can have a decisively detrimental effect.

Sinn Féin is therefore proposing to enshrine in law the right to use Irish - free from unjustified interference, intimidation, bullying, harassment or stigmatisation – in the workplace, in a social setting, or anywhere else within the confines of what is protected under freedom of expression.

This won't afford any special privilege to Irish speakers. They will still be subject to existing rules on public order, noise parameters, or the right of others not to be verbally assaulted in any language. This will simply mean nobody will be allowed to stop them expressing themselves on the grounds of the language they speak. We accept, however, that there are certain exceptional work contexts where interference in the language spoken could be objectively necessary to carry out business, and the law will facilitate that.

We would empower An Coimisinéir Teanga to investigate allegations of interference, and to issue fines to those found to have interfered with this right, and to report on violations. Employers would have the opportunity to justify their reasoning before a decision is made, and there would also be a right to appeal any decision or fine to the courts.



Case Study: Wales

This proposal is based on the Welsh Language Measures, 2011, which operate in Wales and give legal protection to the right to use Welsh. Part 6 of this legislation outlines the “Freedom to Use Welsh” and empowers the Welsh Language Commissioner to conduct an investigation where that freedom is infringed upon.

Under this legislation, interference with the freedom to use Welsh is defined as someone:

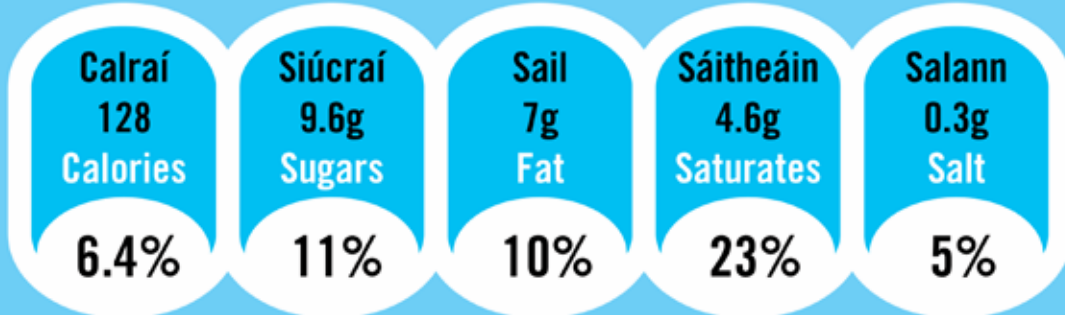
- ◆ telling you that you should not use the Welsh language; or
- ◆ telling you that you will suffer in some way because you used the Welsh language.

You can apply to the Commissioner, who will consider the evidence and decide whether there is a case to investigate. If the investigation goes ahead, they will give their views on the interference, on whether this interference can be justified, and on how to prevent an incident happening again.

Pacáistiú Tháirgí

I ngach riar de 250ml tá

Each 250ml serving contains



de do threoirmhéid laethúil

of your guideline daily amounts



FAISNÉIS BHEATHAITHE		NUTRITIONAL INFORMATION	
Fuinneamh	274kJ/66 Kcal	Energy	
Próitéin	3.3g	Protein	
Carbaihiodráití	4.8g	Carbohydrate	
Sail	3.5g	Fat	
Vitimín B12	0.9ug	Vitamin B	
Cailciam	118mg	Calcium	
Sóidiam	0.06g	Sodium	

CML Ciondáil Mholta Laethúil RDA Recommended



2. Pacáistiú Tháirgí

Tagann an moladh seo anuas ar fheachtas phobalbhunaithe atá ag fás, le tacaíocht ó Chonradh na Gaeilge agus ó pholaitheoirí ó ghach chearn den pholaitíocht chomh maith leis an phobail de thairbhe dul ó dhoras go doras agus aird na meán a tharraingt ar an gcúis.

I measc na tíortha dátheangacha, tá Éire neamhghnách sa méid is nach bhfuil ach teanga oifigiúil amháin ar tháirgí againn sna siopaí. I gcomhthéacs an stádas atá in ainm is a bheith ag an nGaeilge mar “phríomhtheanga oifigiúil agus teanga náisiúnta” faoin mBunreacht, is mór an náire é seo.

Cearta tomhaltóra iad cearta teanga. Dar leis an reachtaíocht reatha, ní mór go gcuirfear tomhaltóirí ar an eolas faoi tháirge “ar bhealach sothuigte”. Más i mBéarla amháin atá an t-eolas seo, níl sé sothuigte don chainteoir Gaeilge seachas má iompaíonn siad ar an mBéarla.

Sa slí seo, tá Béarla á mbrú orthu siúd ar mian leo maireachtáil trí mheán na Gaeilge agus tá an Stát ag caitheamh leis an mBéarla ar nós gurb é an t-aon teanga oifigiúil sa Stát do shaol an ghnó.

Tá cainteoirí Gaeilge, mar thomhaltóirí, i dteidil eolas ina dteanga féin. Tá teaghlaigh Gaeltachta agus níos faide i gcéin i dteidil an deis a bpáistí a thógáil trí Ghaeilge.

Tríd an Ghaeilge a normálú mar chuid feiceálach de na teachtaireachtaí seachtanúla, bheadh daoine á cumhachtú againn, foghlaiméoirí agus cainteoirí líofa i gcoitinne, páistí agus daoine fásta, dul i dtairbhí leis an teanga sa ghnáthshaol lasmuigh den seomra ranga, foclóir a fhoghlaim ina chomhthéacs, saol trí Ghaeilge a mhaireachtáil más mian leo. Seans go ligfeadh don chur chuige nua seo “Gaeilge an bhosca gránach” a normálú i dteaghlaigh fud fad na tíre.

Leis na blianta tá an Stát tar éis cásanna cúirte a throid agus a cháilliúint i gcoinne éilimh ó Ghaeilgeoirí do lipéid le Gaeilge.

Sa bhliain 2008, bhí an lámh in uachtar ag múinteoir bunscoile san ArdChúirt agus í ag

lorg go mbeadh rabhaidh sláinte ar phaiceid toitíní i nGaeilge chomh maith le Béarla. Chinn Cúirt Bhreithiúnais an Aontais Eorpaigh i 2021, sa chéad breithiúnas iomlán riamh ar chás a ritheadh trí Ghaeilge, gur gá go ndéanfar lipéadú Gaeilge ar leigheas tréidliach, tar éis gur chinn an ArdChúirt nár rith rialacháin Béarla amháin curtha i bhfeidhm ag Airí Talmhaíochta Fhine Gael agus Fhianna Fáil i ndiaidh a chéile le dlí an AE.

In aineoinn na cinnithe seo, agus an béalghrá tugtha acu do chur chun cinn na Gaeilge, tá an Rialtas reatha ar tí rabhaidh éigeantacha sláinte a sheoladh ar bhuidéil agus cannaí alcól i mBéarla amháin.

Tá na cúiseanna seafóideacha tugtha, go ndéanfadh lipéad dátheangach caighdeánach ar bhuidéal alcól praiseach d’inharthantacht gnónna toisc a bheith chomh costasach sin i gcomparáid le lipéid aonteangach, nó go gcuirfeadh siad mearbhall ar dhaoine ar shlí a chuirfeadh a shláinte i mbaol, maslach don Ghaeilge agus do chainteoirí Gaeilge, agus ag tabhairt meas amadain ar chách.

Seachas cur i gcoinne gach iarracht an Ghaeilge a chur ar chomhchéim leis an mBéarla sna siopaí agus fanacht ar chásanna dlí sa chúirt, ghlacfaid muid go fonnmhar leis an dátheangachas ó thús.

[Laistigh den chéad téarma i rialtas, d’oibreodh Sinn Féin chun pacáistiú dhátheangach a thabhairt isteach sna siopaí, rabhaidh sláinte san áireamh.](#)

Bheadh sé i gceist againn eisceachtaí a cheadú don riail seo i gcásanna iompórtálaithe speisialtacha, táirgí tástálacha agus áitiúla, agus i gcásanna eile amháin de réir mhúnla Ceanada, fad is atá siad féadartha de réir dlí an AE.

Choinneodh muid costais thíos do ghnónna freisin tríd an athrú seo a chomhnascú leis na riachtanais nua do lipéadú bhia atá le tabhairt isteach cheana féin agus trí chúnadh aistriúcháin a sholáthar do ghnónna trí Fhoras na Gaeilge don tréimhse ullmhúcháin roimh theacht i bhfeidhm an athruithe.



Cás-Staidéar: Ceanada

Mana simplí atá ag an bhfeachtas Pacáistiú Dháttheangach a bhunaigh Cian Ward le déanaí: “Más féidir le Ceanada, cén fáth nach féidir linn?” Is ó thaithí Chian ag tabhairt Fraincis agus Béarla faoi deara le chéile ar chuile rud ó bharráí seacláide go glantach i gCeanada a d’eascair a fheachtas nuair a d’fhill sé abhaile.

De réir Acht agus Rialacháin Ceanada um Phacáistiú agus Lipéadú do Thomhaltóirí, ní mór go mbeadh an dá teanga oifigiúil i gCeanada – Béarla agus Fraincis – soléite ar tháirge, le chéile ar lipéad amháin nó, má tá níos mó ná dromchla amháin ar lipéad atá den tomhas agus den fheiceálacht céanna, féadfar phainéil teaspántais éagsúla an Béarla agus an Fhraincis a léiriú.

Is as seo a tháinig rud ar a thugtar “Fraincis an bhosca gránach” in a lán teaghlaigh Béarla, áit ina bhfuil tuiscint ar bhunrudaí sa bhFraincis fiú acu siúd nach bhfuil aon cumas nó muinín acu sa teanga toisc é a léamh ar an mbosca callóga arbhair ar maidin. Éascaíonn sé seo Fraincis do foghlaimeoirí.

Tá eisceachtaí ceadaithe i gcás:

- ◆ bia speisialtacha (bia iompórtáilte nach bhfuil in úsáid go foirleathan agus nach bhfuil ionadaí ar fáil go héasca, nó bia nó deoch a úsáidtear do shearmanais reiligiúnda);
- ◆ bia áitiúil (ar dhíol sa cheantair rialtas áitiúil inar déanadh é nó i gceantair béaldoras amháin);
- ◆ bia tástálacha don mhargadh (atá ceadaithe don mhargadh mar thástál amháin);
- ◆ ainm agus áit an ghnó;
- ◆ ainmneacha comónta do dheochanna alcólacha ar leith;
- ◆ coimeadáin loingis nach bhfuil in ainm is a bheith díolta le tomhaltóirí ar bhonn miondíola.

If Canada can do it,
why can't we?



Más féidir leo, cén
fáth nach féidir linn?

Cur i gcomparáid nach maíonn ach 29% de mhuintir Ceanada go bhfuil Fraincis de chumas acu, ach gur 40% sna 26 Contae a deir go bhfuil Gaeilge acu de réir Daonáireamh 2016. Tá daonra níos mó ag Gaeilgeoirí in Éirinn ná ag cúig ballstáit de chuid an AE, an Éistóin agus an Laitvia san áireamh ag a bhfuil sé mar riachtanas pacáistiú a dhéanamh ina dteangacha náisiúnta.

2. Product Packaging

This proposal comes off the foot of a growing grassroots campaign, supported by Conradh na Gaeilge, that has garnered backing from politicians across the political spectrum as well as among the general public by knocking on doors and drawing media attention to the issue.

Ireland is unusual among bilingual countries in having only one official language on our products in shops. Given the supposed status of Irish as the “first official and national language” under the Constitution, this is particularly shameful.

Language rights are consumer rights. Existing legislation requires product information to be provided to consumers “in a comprehensible manner”. If this information is in English only, it is not comprehensible to an Irish speaker unless they switch to English.

In this way, English is pushed on those who wish to live their lives through Irish and the State acts as if English is the sole official language of the State for commercial purposes.

Irish speakers as consumers deserve information in their language. Families in the Gaeltacht and beyond deserve the chance to raise their children through Irish.

By making Irish a normal and visible part of the weekly shop, we would be empowering people, whether learners or fluent speakers, children or adults, to engage with the language in an everyday context outside the classroom, to learn vocabulary in real life, and to live through Irish if they wish. This new accessibility could lead to ‘cereal box Irish’ becoming normal in households nationwide.

The State has for years fought and lost cases in Court where Irish speakers demanded Irish on labels.

In 2008, a primary school teacher won her High Court bid to have health warnings on cigarette packets in Irish as well as English. The Court of Justice of the European Union in 2021

found, in the first ever full judgement on a case conducted in Irish, that veterinary medicine sold in Ireland must be labelled in Irish, following a High Court ruling that the English-only regulations imposed by successive Fine Gael and Fianna Fáil Agriculture Ministers were incompatible with EU legislation.

Despite these decisions, and their claims to support the promotion of Irish, the current Government is set to introduce compulsory health warnings on alcohol bottles and cans in English only.

Ridiculous excuses suggesting that putting a standard bilingual label on a bottle of alcohol would be so much more expensive than a monolingual label that it would damage the ability of businesses to survive, or that Irish on the label could even be so confusing to people as to pose a risk to their health, are insulting to the Irish language, to Irish speakers, and to everyone’s intelligence.

Rather than ride roughshod over efforts to give Irish equal status to English in our shops and wait for legal challenges in the courts, we would actively embrace bilingualism from the get go.

A Sinn Féin government would work to ensure that within a first term in government, bilingual packaging is introduced on products in shops, including on health warnings.

We would aim to allow exceptions to this rule only in the case of specialised imports, test and local products, and certain other cases in line with the Canadian model, where permitted under EU law.

We would also ensure costs for businesses are kept to a minimum by incorporating this change as part of the wider package of food labelling requirements already set to be introduced, and by providing free assistance in translation for business through Foras na Gaeilge throughout the period in the run up to the change taking effect.



Case Study: Canada

The mantra of the recent Bilingual Packaging campaign established by Cian Ward has been a simple one: “If Canada can do it, why can’t we?” Cian’s experience of seeing French and English together on everything from chocolate bars to detergent in Canada is what inspired him to set up the campaign back home.

Under Canada’s Consumer Packaging and Labelling Act and Regulations, both official languages of Canada – English and French – must be legible on a product, either presented together on the one label or, if there are 1 or more surfaces on the label that are of the same size and prominence, separate English and French display panels may be used.

This has led to what is known as “cereal box French” in mainly English-speaking households, where even those without competence or confidence in French understand the basics they read on their cereal box in the morning. It is seen as a way to make French accessible to learners.

Exemptions are allowed in the case of:

- ◆ specialty foods (imported food that is not widely used and for which there is no readily available substitute, or food or beverage used for religious ceremonies);
- ◆ local foods (sold only in the local government area where it is produced or in a directly adjacent neighbouring area);
- ◆ test market foods (approved for a test market only);
- ◆ the name and place of business;
- ◆ common names for certain alcoholic beverages;
- ◆ shipping containers not intended for resale to consumers at retail.

For comparison, while 29% of Canadians claim to speak French, 40% of people in the 26 Counties claim to speak Irish according to the 2016 Census. Irish speakers in Ireland constitute a larger population than five EU member states, including Estonia and Latvia who both require packaging in their national languages.

If Canada can do it,
why can't we?

Más féidir leo, cén fáth nach féidir linn?

Innill Féinfhreastal



3. Innill Féinfhreastal

Ba chóir go ndéanfadh dul chun cinn sa teicneolaíocht an saol níos éasca dúinn go léir, Gaeilgeoirí san áireamh.

Tá sé níos fusa anois ná ariamh seirbhís a sholáthar trí Ghaeilge i suíomhanna nach bhfuil gá ort daoine le scileanna i dteangacha éagsúla a fhostú chun freastal ar phobail éagsúla, ach ina áit ní gá ach innill féinfhreastal a chlárú chun an seirbhís céanna a sholáthar i réimse teangacha, an rogha fagtha ag an dtomhaltóir.

Féadfadh innill féinfhreastal a chuimsiú: UMB, meaisín ticéad don Luas, traein, bus nó aerlíne; féinchúntóir cuntar íocaíochta i siopa; nó, soláthraí seirbhíse idirghníomhach in oifig Stáit ar nós Custaim.

Sna blianta thart, rinneadh iarrachtaí chun a chinntiú go ndearna na meaisín seo freastal ar Ghaeilgeoirí, ach leis na blianta beaga anuas tá meath sonraithe againn ar an dul chun cinn seo.

Áit a bhí UMBanna de chuid Banc na hÉireann ag soláthar rogha Gaeilge agus a seirbhísí fisiciúla do chustaiméirí ag freastal ar Ghaeilgeoirí, go háirithe i gceantair Gaeltachta, feictear anois bráinsí áitiúla á dhúnadh agus Béarla amháin a shocrú ar UMBanna.

Tugann meaisín de chuid an Luas rogha Gaeilge

duit, ach déan iarracht é a úsáid agus tiocfaidh tú ar drochaistriúcháin a dhéanann an téacs seafóideach agus inúsáidithe.

Ní ghoileann na fadhbanna nua teicneolaíochta seo ar Ghaeilgeoirí amháin, ach cothaítear fadhb freisin dóibh siúd le hainmneacha Gaelacha. Cé gur réitíodh fadhbanna le hIarnród Éireann tar éis gearáin ón gCoimisinéir Teanga, d’fhan Aer Lingus os cionn iarrachtaí an cnámh spáirne seo a shárú, innill thicéad in Aerfort Átha Cliath san áireamh, toisc gur chomhlacht príobháideach iad. Ní hamháin go bhfuil sé maslach nach nglacann “aerlíne náisiúnta na hÉireann” le hainmneacha Gaelacha, ach cothaíonn sé fadhb nuair nach réitíonn d’ainm gan fada ar an phas bordála le hainm do phas.

Cuid lárnach d’ainm an duine ná an síneadh fada, agus tuigeann Sinn Féin go bhfuil diflir mór idir Sean agus Seán. Ceart bunúsach atá ann d’ainm féin a bheith agat.

Ní ghlacadh pobail teanga eile leis an easpa freastail seo. Tá éirithe chomh maith sin le ghníomhairí Breatnaise ag éileamh seirbhísí go bhfuil rogha Breatnaise feicithe ar fhéinfhreastal in Éirinn fiú, ó KFC i mBaile Átha Cliath go TESCO i mBéal Feirste, agus an Ghaeilge fós ar lár.

Mar sin, molann Sinn Féin reachtaíocht a sheoladh laistigh den chéad téarma i rialtas chun trí rialacha nua a chur i bhfeidhm i gcás innill féinfhreastail ag feidhmiú sa Stát dírithe ar an phobal:

1. Ní mór do gach inneall dá leithéid rogha Gaeilge ar chomhchaighdeán leis an mBéarla a sholáthar;
2. Ní mór do gach inneall dá leithéid glacadh le síntí fada agus ainmneacha Gaelacha a thaifead i gceart;
3. Ba chóir go mbeadh an rogha Gaeilge réamhshocrúithe ar innill féinfhreastal mar an rogha uathoibreach nuair atá ceann ann.

An tábhacht a bhaineann leis an pointe deireanach seo ná go spreagófar úsáid na Gaeilge más féidir de réir phrionsabal an tairscint ghníomhach, deis dul i dtraithí leis an teanga. É sin raite, ba chóir go mbeadh rogha iompú ar an mBéarla ann dóibh siúd atá á lorg, agus roghanna eile teanga freisin.

Chun costais a choimeád íseal do ghnónna, chinnteodh muid nach mbeadh feidhm ag an riail nua seachas i gcás meaisín nua ar an bhfód nó atá uasdátaithe tar éis don athrú teacht i ghníomh.



Cás-Staidéar: Siopa an Phobail, Indreabhán

Dea-shampla de comhlacht príobháideach ag tabhairt faoin dualgas freastal ar phobal labhartha na Gaeilge tríd an teicneolaíocht nua a oiriúnú dá gcuid riachtanas teanga a bhí ann in Indreabhán i nGaeltacht Chonamara i nDeireadh Fómhair 2022.

Tháinig Siopa an Phobail, ollmhargadh áitiúil an cheantair, faoi stiúir an mórchomhlacht ollmhargaidh ón mBreatain, TESCO.

Seachas Béarla amháin a bhrú ar an phobal Gaeltachta bródúil seo, chuir TESCO cuntair féinfhreastail ar fáil le scanóir láimhe a labhraíonn Gaeilge le custaiméirí.

Más féidir é seo a dhéanamh sa Ghaeltacht, níl aon leithscéal nach féidir le comhlachtaí an chúirtéis agus an meas céanna a léiriú do Ghaeilgeoirí fud fad na tíre, na ceantair Gaeltachta eile san áireamh.

3. Self-Service Machines

Advances in technology should make life easier for all. This includes Irish speakers.

It is now easier than ever to provide a service through Irish in settings where you no longer need to hire people with skills in different languages to meet the needs of different communities, but can instead simply programme a self-service machine to provide the same service in several language options, leaving the choice with the consumer.

A self-service machine could be: an ATM, a ticket machine for the Luas, train, bus or an airline; a self-service check-out kiosk in a shop; or, an interactive service provider in a Revenue office, or the like.

In years gone by, efforts were made to ensure such machines served Irish speakers, but in recent years we have seen such progressive developments rowed back.

Where Bank of Ireland ATMs once offered an Irish language option and their in-store customer service catered to Gaeilgeoirí, particularly in Gaeltacht areas, we now see local branches being closed and ATMs being made English-only.

Luas ticket machines offer an Irish language

option, but upon closer inspection it is clear that poor quality translations have been used, rendering the text nonsensical and unusable.

These new technical problems not only affect Irish speakers, but also cause problems for people with Irish language names. While issues with Iarnród Éireann were dealt with following complaints by the Language Commissioner, Aer Lingus as a private company has remained aloof of efforts to address this issue, including with its ticket machines in Aerfort Átha Cliath. Ireland's national flag carrier failing to accept Irish names is not only insulting, but causes problems when the fada-less name on your boarding pass does not match the name on your passport.

The fada is a core element of a person's name, and Sinn Féin understands that 'Sean' without a fada has a very different meaning to 'Seán'. The right to your name is a fundamental one.

Other language communities would not accept this erasure. Welsh language campaigners have been so effective in demanding services in Welsh that self-service kiosks in Ireland, from KFC in Dublin to TESCO in Belfast, have been spotted offering the option to use Welsh, while Irish remains missing.

As such, Sinn Féin proposes to introduce

legislation within a first term in government to establish three new rules for any self-service machines operating within the State targeted at the public:

1. Every self-service machine must offer an Irish language option of equal quality to the English;
2. Every self-service machine must accept síntí fada and allow Irish names to be properly recorded;
3. The Irish language option on self-service machines should serve as the default or homepage option where there is one.

This last point is important as a means to encourage people to use Irish where possible in line with the principle of ‘actively offering Irish’, as an opportunity to engage with and familiarise themselves with the language. However, the option switch to English should still be available for those who would prefer to proceed in English, and other language options should also be encouraged.

To minimise costs for businesses, we would ensure that the new rules would only apply in the case of newly installed machines or machines which undergo an upgrade or update after the change.



Case Study: Siopa an Phobail, Indreabhán

A positive example of a private company accepting their duty to serve the Irish speaking community by tailoring new technology to meet their language needs could be seen in Indreabhán in the Conamara Gaeltacht in October 2022.

Siopa an Phobail, the local community supermarket, changed hands after acquisition by the British supermarket giant TESCO.

Rather than imposing English only on this proud Gaeltacht community, TESCO provided self-service check-outs with hand-scanners that speak Irish to customers.

If this can be done in the Gaeltacht, there is no reason why the same courtesy and respect cannot be shown by companies to Irish speakers nationwide, including in other Gaeltacht areas.

4. Eolas sa Siopa

Díreach mar an gcéanna le heolas ar tháirgí, tá tomhaltóirí le Gaeilge i dteideal eolas a fháil istigh sa siopa nó i mbialainn in Éirinn ina dteanga féin freisin.

Cuimsítear anseo comharthaí i suíomh gnó, fógraí fuinneoige, agus biachláir, le cóid MR san áireamh.

Trí timpeallacht a thógáil ina bhfuil ár sráideanna lán le fuinneoigí ag fógrú “lacáiste”, “lascaine”, nó “margadh” taobh le “discount”, “reductions”, agus “sale”, agus inar féidir le duine imeacht thart laistigh de shiopa trí Ghaeilge nó roghanna i gcaifé nó i mbialann a chur in aithne dóibh féin i nGaeilge ar an mbiachlár, cruthófar deiseanna ríthábhachtacha do foghlaimeoirí agus do chainteoirí araon foclaíocht a fheiceáil agus a thuiscint ina gcomhthéacs, ábhartha agus fréamhaithe lasmuigh den téacsleabhar nó den seomra ranga mar ghnáth nithe den ghnáthshaol laethúil.

Seo an fáth go ngeallann Sinn Féin riachtanais nua a achtú sa chéad téarma i rialtas don eolas sa siopa, lena n-áirítear comharthaí siopa, taispeántais fuinneoige, agus biachláir, agus súil againn a chinntiú gur i nGaeilge nó go dátheangach i nGaeilge agus i mBéarla atá siad.

Ní bheadh tionchar ag an riachtanas seo ar eolas atá curtha ar fáil i dteanga nó i dteangacha eile gan leagan Gaeilge nó Béarla i láthair, áit nár gá aistriúcháin a sholáthar. Ní bheadh

impleachtaí ann do shloinnte, trádmharcanna nó ainmbhrandaí ach oiread.

Ní chóir go mbeadh costas breise i gceist do chomhlachtaí toisc nach mbeadh aon dualgas ann comharthaí nó eolas reatha a athrú, bheadh feidhm aige ar chomharthaí nó biachláir nua amháin nó iad siúd atá uasdátaithe tar éis don staid sin. Chinnteodh muid tréimhse roimhré le dóthan foláireamh do ghnónna le n-ullmhú, agus chuirfeadh muid tacaíocht ar fáil do ghnónna trí Fhoras na Gaeilge agus líonraí gnó Gaeilge ar mian linn a bhunú i ngach contae.

Glacann muid le nádúr a lán ghnónna freisin ina ndéanfar eolas a thaispeántar a athrú go rialta go mbeadh sé anásta ar ghnó an chomhlachta aistriúcháin suas chun dáta a dhéanamh do chuile athrú. Mar sin, chinnteodh muid díolúine i gcás eolas sealadach atá le n-athrú laistigh de thréimhse trí sheachtaine.

Úsáideann a lán gnónna comharthaíocht Gaeilge cheana féin, gan gá le leagan Béarla. Ní bhíonn deacracht ag daoine an “leithreas” a aimsiú, agus téann siad i dtaithí ar théarmaí ar nós “fir” agus “mná” díreach uathu a fheiceáil go rialta i gcomhthéacs, go minic le siombail aitheanta ar fud an domhain. Taitníonn an deis seo dul i dtaithí leis an nGaeilge le custaiméirí, rud a chabhraíonn le híomhá an ghnó agus le foghlaimeoirí araon. Teastaíonn le Sinn Féin é seo a leathnú.

Cás-Staidéar: Bealach Uí Chinnéide in Iarthar Bhéal Feirste

Mar chuid d’fheachtas “Gnó le Gaeilge – Irish Means Business” de chuid Forbairt Feirste sa bhliain 2001, ghlac Ionad Siopadóireachta Westwood ar Bhealach Uí Chinnéide in Iarthar Bhéal Feirste le comharthaíocht dhátheangach, agus d’aithin an bainisteoir Clodagh Grimes “an gá seirbhísí trí Ghaeilge a sholáthar tríd an ionad iomlán toisc go bhfuil an ionad ag croílár an phobal labhartha.”

Cé go bhfuil páirc miondíola anois in áit an seanmheall siopadóireachta,

coinníodh an tiomantas don Ghaeilge beo i siopaí a tháinig níos déanaí ar Bhealach Uí Chinnéide. D’éirigh leis an FP áitiúil Gearóid Mac Ádhaimh an nós céanna a fháil sa Sainsbury’s béaldorais in Ionad Uí Chinnéide mar shampla.

Tá a lán cás-staidéar eile ann, go háirithe áit a spreagtar gnónna dul in iomaíocht do dhuaiseanna, ar nós GRADAIM Ghlór na nGael, a thugann aitheantas dóibh siúd a dhéanann an Ghaeilge a chur chun cinn nó freastal mhaith ar Ghaeilgeoirí.

4. In-store Information

As with information on products, Irish speaking consumers deserve to receive information within shops and restaurants in Ireland through their own language.

In-store information can include signage within the premises, window displays, and menus, QR-code online menus included.

Building an environment where streets are full of windows advertising “lacáiste”, “lascaine”, or “margadh” alongside “discount”, “reductions”, and “sale”, and where a person can navigate the inside of shops through Irish, or familiarise themselves with options in a café or restaurant in Irish on the ‘biachlár’, would create invaluable opportunities for learners and speakers alike to visualise and comprehend vocabulary in real contexts, relevant and rooted outside textbooks and classroom settings as normal parts of daily life.

This is why Sinn Féin would commit in a first term of government to enacting new requirements for in-store information, including store signage, window displays, and menus, with a view to ensuring they are in Irish or at very least bilingual in Irish and English.

This requirement would not affect information where it is provided in another language or languages with neither Irish nor English versions present, in which case no translation would be required. Family, trademark and brand names

would also be exempt.

This new policy should incur no extra cost to businesses as there would be no requirement to replace existing signs or information, it would simply apply in the case of any new signage or menus, or those that are updated after that point. We would ensure a run-in period with sufficient notice for businesses to prepare, and provide support through Foras na Gaeilge for business as well as the Irish language business networks we wish to see established in every county.

We also accept the nature of many businesses where information displayed in a store may change on a regular basis where maintaining up-to-date translation for every change would be too cumbersome on business life. As such, we would ensure that there would be an exemption in the case of temporary information set to be replaced within a three-week period.

Many premises already incorporate Irish language signage into their business, without needing to add an English translation. People have no trouble finding the “leithreas”, and get used to terms like “fir” and “mná” simply from seeing it regularly in context, often with internationally recognisable symbols. Customers value this ability to engage with Irish, helping the business image as well as learners. This is what Sinn Féin wants to expand upon.

Case Study: Kennedy Way in Belfast

As part of Forbairt Feirste’s “Gnó le Gaeilge – Irish Means Business” campaign in 2001, the Westwood Shopping Centre on Kennedy Way in West Belfast adopted bilingual signage, with manager Clodagh Grimes recognising “the need to provide services throughout the whole centre as the centre itself is in the heart of the Irish speaking community.”

While the old shopping mall has since been replaced by a retail park, the

commitment to the Irish language has stayed alive in stores that came later on Kennedy Way. Local MP Gerry Adams persuaded Sainsbury’s in the neighbouring Kennedy Centre to follow suit, for example.

Many other case studies exist, especially where businesses are incentivised to compete for awards, like Glór na nGael’s GRADAIM, which recognise those who promote Irish or serve Irish speakers well.

Fógraíocht



5. Fógraíocht

I rith ár saoil laethúla, tagann daoine i dteagmháil le fógraí gan áireamh, eolas a thagann muid trasna air agus a shúann muid isteach gan dara rogha againn. Ar an Luas, ag staid an bhuis, ar bhosca bruscair nó chlár fógraí, gan trácht ar an idirlíon nó inár meáin: Tá fógraíocht i ngach áit.

Cé go bhfuil aitheantas ann gur gá fógraíocht poiblí a rialú ar mhaithe le leasa an phobail, tá comhrá ag teastáil áfach ar iomadú fhograí ciotacha anásta atá freagrach as bóithre a bheith dorochtana agus truailliú solais inár dtimpeallacht istoíche.

Gné amháin den fhógraíocht poiblí nach ndéantar trácht ar go minic ná gur i mBéarla amháin atá an teachtaireacht iontú beagnach i gcónaí. Brúann sé seo teachtaireachtaí Béarla ar chainteoirí Gaeilge, gan toil nó rogha acu a mhacasamhail i nGaeilge a thógáil isteach sna spásanna poiblí seo ina áit.

Fáiltíonn Sinn Féin roimh an feabhsú measartha atá le feiceáil de thairbhe an riachtanas 20% a ceanglaíodh le chaitechas fógraíochta ag comhlachtaí poiblí chun a chinntiú go ndéanfar tuilleadh cumarsáid leis an phobail trí Ghaeilge, agus ba mhaith linn go ndéanfar múnla as seo.

Tá gá ach go háirithe le riachtanais a shonrú maidir le spás fógraíochta atá faoi cheadúnas nó cead pleanála tugtha dó ag eagrais poiblí, ar nós údaráis áitiúil nó comhlachtaí iompar phoiblí, ar mhaitheas lena chinntiú go n-úsáidfear iad chun an Ghaeilge a chur chun cinn go poiblí.

Ba chóir go mbeadh spásanna poiblí againn dátheangach, leis an nGaeilge mar ghné feiceálach normálta de chathracha agus bailte na hÉireann, má táimid chun Gaeilgeoirí a chumhachtú maireachtaí trí Ghaeilge i ndáiríre.

Ábhar casta is ea rialáil an fhógraíochta áfach, agus ní mór dúinn tabhairt faoi go cúramach. Aithníonn muid go mbíonn buntaistí san fhógraíocht do ghnónna agus do chatharnachtaí neamh-bhrabúis agus eagrais Stáit freisin, agus

le gnónna agus catharnachtaí ag streachailt faoi láthair leis an ngéarchéim costais maireachta, caithfear athruithe a thabhairt isteach ar shlí nach ndéanfaidh níos deacra dóibh an phobal a chur ar an eolas faoina dteachtaireachtaí.

Toisc nádúr cruthaitheach na fógraíochta, agus na riachtanais éagsúla lóistíochtúla a bhaineann le comhthéacs an spáis fógraíochta, más socar nó ag athrú atá sé, ar bhosca brúscar nó chlár fógraíochta, aithníonn muid freisin an gá le solúbthacht sna rialacha. Ní mór aird a thabhairt freisin ar éilimh éagsúil do spás fógraíochta Gaeilge nó Béarla agus conas fógrú sa dá teanga a spreagadh.

[Seo an fáth go mbeadh Sinn Féin tiomanta treoiríntí riachtanacha comhthéacs-bhunaithe a fhorbairt laistigh den chéad téarma i rialtas, i gcomhairle le gnónna, fógarthóirí agus an phobal, agus sprioc againn a chinntiú go n-úsáidfear 50% de spásanna fógraíochta in áiteanna poiblí do fógraí i nGaeilge.](#)

Anuas ar sin, bheadh sé i gceist againn pleananna a fhorbairt chun an Ghaeilge a chur chun cinn ar fhógraí teilifíse, raidió agus ar líne.

Tá sé tábhachtach go nglacfar na céimeanna seo go comhuaineach le cur i bhfeidhm an phacáistíú dhátheangach go háirithe, toisc go dtacódh an deis fógrú i nGaeilge leis an gá an phacáistíú athchóirithe ar tháirgí, leis an nGaeilge chun cinn, a chur in iúl don phobal.

Cé go mbeidh Foras na Gaeilge in ann tacú le háiseanna do ghnónna atá ag súil le fógrú trí Ghaeilge, ag coimeád costaisí íseal dóibh, beidh fógraíocht agus brandáil rathúil ag brath gan amhras, mar a bhraitheann anois, ar saineolas oiriúnaithe a úsáid don mhargadh. Seans go gcabhródh sé seo le héarnáil nua margaíochta Gaeilge nó dátheangach a chothú, ag cruthú poist nua do Ghaeilgeoirí agus ag baint leas as an nGaeilge ar shlí atá tarraingteach agus mealltach i bhfógraí.

5. Advertising

Throughout our daily life, people are exposed to countless ads. This is information we involuntarily encounter and consume, with no choice to opt out. On the Luas, at the bus stop, when we pass a bin or a billboard, not to mention online and in the media we consume: Advertising is everywhere.

While there is widespread recognition that public advertising should be regulated for the common good, a discussion is needed however on the proliferation of clunky and cumbersome advertisement boards rendering roads inaccessible and exuding light pollution into our environment at night.

One aspect of public advertising that is often overlooked is that the messaging is almost invariably in English alone. This forces English language messaging on Irish speakers, who have no choice in the matter and no alternative material in Irish to consume in these public spaces.

We in Sinn Féin welcome the modest improvement that has been visible as a result of the 20% requirement imposed on the advertising spending of public bodies to ensure more communication with the public through Irish, and see this as a template to be followed.

There is a need especially to set out requirements for ad space licenced or given planning permission by public bodies, like local authorities or public transport companies, with a view to ensuring they too are used to promote the Irish language in the public sphere.

Our public spaces should be bilingual, with Irish a normal visible aspect of Irish cities, towns and villages, if we are to truly empower Irish speakers to go about their life through Irish.

Regulating advertising is a complex matter however and must be dealt with carefully. We recognise that advertising benefits businesses as well as non-profit campaigns and State agencies,

and at a time when businesses and charities alike are struggling as a result of the cost of living crisis, any changes must be introduced in a way that does not make it more difficult for them to get their message to the public.

Given the creative nature of advertising, and the differing logistical requirements depending on the context of an ad space, whether they are static or changing, on a bin or a billboard, we also recognise the need for flexibility within the rules. Account will also need to be taken of the difference in demand for ad space in Irish and in English, and how best to incentivise taking out ad space in both languages.

This is why Sinn Féin would commit to developing binding context-appropriate guidelines within a first term in government, in consultation with businesses, advertisers and the public, with a target of ensuring 50% of ad space in public places is used for ads in the Irish language.

Separately, we would aim to develop plans to also increase use of Irish on TV, radio and online ads.

It is important that these steps are taken in tandem with the introduction of bilingual packaging in particular, as availing of the opportunity to advertise in Irish should compliment the need to get the public accustomed to the new look packaging of products with Irish prominent.

While Foras na Gaeilge will be available to assist businesses hoping to advertise through Irish with resources, meaning costs for business should be kept to a minimum, successful advertising and branding in a new bilingual Ireland will no doubt depend, as it does now, on using expertise tailored to the market. This could help to grow a new Irish language or bilingual marketing sector, creating new jobs for Irish speakers and helping to use Irish in an enticing and captivating manner in ads.

Logainmneacha & Comharthaí Bóithre



6. Logainmneacha & Comharthaí Bóithre

Tá Sinn Féin mar pháirtí tiomanta i dtaobh díchoilíniú na hÉirinn.

Cuimsíonn sé seo fíis chead Uachtarán an Stáit seo, Dubhghlás de Híde, nuair a labhair sé mar gheall ar an nGá le Dí-Anglú na hÉireann sa bhliain 1892, díreach sular bhunaigh sé Conradh na Gaeilge:

“Tá dóchas agus muinín agam go n-áiteofar air Rialtas dúchasach Éireannach ár logainmneacha a athchóiriú ar bhunús atá cuma sách reasúnta air.”

Is mór an náire tar éis 100 bliain de rialtas Éireannach sa chuid seo den tír, níor baineadh amach an sprioc sin go fóill, agus go bhfuil ár mbóithre fós truaillithe ag bréagaimnithe bastardaithe gan brí, a lán acu cumtha d’aon ghnó ag Innealtóirí Ríoga na Breataine sa tSuirbhéireacht Ordnaís acu ó 1824 go 1848 chun an Ghaeilge agus an nasc idir phobail agus a bhféiniúlacht a scrios.

Níl Sinn Féin ag moladh sa cháipéis seo aon logainm a athrú – cé go bhfuil comhrá ag teastáil faoin slí gur chóir stop a chur le honóir a thabhairt dóibh siúd a bhain buntáiste ó thrádáil na sclábhaithe, cinedhíothú, nó impiriúlachas coilíneach – agus nílimid ag moladh úsáid leaganacha Béarla sa phobal a chosc ach oiread. Séard atá á moladh ag Sinn Féin ná gan ach logainmneacha i nGaeilge amháin a úsáid chun críocha oifigiúil, le heisceachtaí (mínithe thíos) maidir le luach as ghnách turasóireachta nó oidhreachta a bhaineann le leagan i dteanga eile. Bheadh feidhm aige seo ar shíneacha bóithre, stáisiúin is stadanna iompair poiblí, agus léarscáil oifigiúil nua, nua-chrochta nó uasdátaithe tar éis theacht i bhfeidhm an athrú, ionas nach mbeidh aon costas breise ann don státchiste. Tá súil againn go gcabhroth aitheantas oifigiúil an phobal a iompú ar sheanlogainmneacha Gaeilge.

Rinneadh é seo cheana féin i gcás Dún Laoghaire, Port Laoise agus Cóbh, gan trácht ar fud fad na Gaeltachta, agus leanann sé an dea-shampla léirithe ag tíortha eile atá i mbun díchoilíniú, ó chathracha san Ind ar nós Mumbai agus Kolkata go tíortha ar nós Gána agus Buircíne Fasó.

I meas na hargóintí is mó a dhéantar i gcoinne athGhaelú logainmneacha in Éireann ná go mbeadh drochthionchar féadartha aige ar thurasóireacht, cé gur gnáthrud é i dtíortha eile fáilte a chur roimh na milliúin turasóirí agus comharthaí nó logainmneacha a choimeád ina dteangacha náisiúnta féin.

Chun teacht timpeall ar roinnt de na buairt seo, d’fhéadfadh an Aire Turasóireachta, Cultúir, Ealaíon, Gaeltachta, Spóirt agus Meán eisceacht a bhronnadh, cás ar chás, má lorgaíonn údarás áitiúil ceann, chun cead a thabhairt d’úsáid an leagan Béarla in éineacht leis an logainm oifigiúil Gaeilge, nó ainm i dteanga eile a cheadú áit a bhfuil tábhacht áitiúil, ar nós in Ultais sna pobail sin ina labhraítear í, nó fiú sean-ainm sa Laidin nó Lochlannach chun oidhreachta na Lochlannaigh a chur chun tosaigh.

Ní cheadófar eisceachtaí i gcás ceantair Gaeltachta, nó más leagan Béarla cumtha mar chuid den tSuirbhéireacht Ordnaís coilíneach nó áit ina bhfuaimnítear na leaganacha Gaeilge agus Béarla mar an gcéanna (sampla soiléir ná Úlla/Oola), toisc gur leor an Ghaeilge. Áit ina cheadófar eisceacht, beidh tús áite feiceálach ag an nGaeilge i gcónaí agus ní ligfear di a bheith i gcló iodálach níos lú arís.

Ba chóir go dtiocfadh an athrú seo i bhfeidhm in éindí le feachtais chun pobail áitiúil a athnascadh lena logainmneacha agus oidhreachta Gaeilge, agus cé nach mbeadh feidhm ag an bpolasaí iomlán sa Stát ach ar chomharthaí nua nó uasdátaithe chun costais a choimeád íseal, tá tiomantas léirithe ag Sinn Féin cheana scéim píolótach chun comharthaí a athrú go gníomhach i gceantair údarais áitiúla ar leith chun éifeachtacht agus costais a bhaineann leis an athrú a mheas.

Chun ár dtiomantas don Ghaeilge mar phríomhtheanga oifigiúil a léiriú, molaimid freisin gur chóir go mbeadh aon logainm nua sa Stát i nGaeilge amháin, bunaithe ar mhúnla atá i bhfeidhm ag Comhairle Cathrach na Gaillimhe, i gcás sráideanna, forbairtí nó bailte nua, nó stadanna ar aon Mheitreo nua.

6. Placenames & Road Signs

Sinn Féin as a party is committed to the decolonisation of Ireland.

This includes realising the vision of this State's first Uachtarán, Dubhghlás de hÍde, when he spoke of "The Necessity for De-Anglicising Ireland" in 1892, just before he established the Gaelic League:

"I hope and trust a native Irish Government will be induced to provide for the restoration of our place-names on something like a rational basis."

It is a crying shame that after 100 years of Irish government in this part of Ireland, this goal remains unfulfilled, and our roads remain littered with bastardised nonsense names without meaning, many of them devised specifically to erase Irish and destroy the link between communities and their identity by the British Royal Engineers with their Ordinance Survey of 1824-1848.

Sinn Féin is not proposing in this policy document to change any placenames – although a discussion is needed on how we should cease to honour those who profited from the slave trade, genocide, or colonial imperialism – nor do we propose to ban the use of English versions of names by the public. Instead, Sinn Féin is proposing to only use the Irish language placenames for official purposes, with exemptions (explained below) in the case of exceptional touristic or heritage value for a version of the placename in another language. This would apply to newly-produced, newly-installed or updated road signs, public transport stations and stops, and official maps after the coming into effect of the change, meaning no additional cost to the exchequer. We hope that this official recognition would work to transition the public to use the original Irish names.

This has already been done in the case of Dún Laoghaire, Port Laoise and Cóbh, not to mention the length and breadth of the Gaeltacht, and follows by the example of many other countries engaged in decolonisation, from Indian cities like Mumbai and Kolkata to countries like Ghana and Burkina Faso.

One of the main counter-arguments made to the re-Gaelicisation of Irish place names is the impact that it might have on tourism, despite it being the norm in many countries to welcome millions of tourists, while maintaining their signage and placenames in their own national languages.

To address some of these concerns, exemptions could be granted by the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media on a case-by-case basis where requested by a local authority, and would allow the English placename to be used alongside the official Irish placename, or allow a name in another language of local significance to be included, such as Ulster Scots for communities where that is spoken, or even an old Latin or Norse name to highlight Viking heritage.

Exemptions would not be allowed in Gaeltacht areas, or where the English form was invented as part of the colonial Ordinance Survey project or where the Irish and English forms are pronounced the same (Úlla/Oola being an obvious example), as the Irish should suffice. Where exemptions are granted, the Irish will still be given prominence, never again relegated to smaller italic font.

This change should be done in tandem with campaigns to engage local communities with their Irish language placenames and heritage, and while the overall state-wide policy would only impact new or updated signs to minimise costs, Sinn Féin has committed to a pilot scheme of proactively changing signs in certain local authority areas to measure its effectiveness and costs involved.

As part of our commitment to promoting Irish as the first official language, we also propose that any new place names in the State should be in Irish only, following the model established by Galway City Council. This should be true of new streets, developments, or towns, and stops on any new Metro.

Brandáil an Stáit

Cúirteanna Breithiúnais Coiriúla
The Criminal Courts of Justice



7. Brandáil an Stáit

Fáiltíonn Sinn Féin roimh ghealltanas an Rialtas in Acht na dTeangacha Oifigiúla (Leasú) 2021 go n-ainmneofar aon eagrais Stáit nua i nGaeilge amháin.

Is í an Ghaeilge a dhéanann muid a shainiú mar náisiún, agus ba chóir go mbeadh sí ag croílár na féiniúlachta branda i gcás gach ghné den Stát Éireannach.

Ón chéad ‘Dáil Éireann’ agus a chuid ‘Teachtaí Dála’, tá cleachtas seanbhunaithe ann teidil agus ainmneacha Gaeilge a roghnú d’eagrais poiblí, agus thuig daoine cad a bhí i gceist le téarmaí ar nós An Garda Síochána, Bord na Móna, Bord Gáis, Córas Iompar Éireann, Bus Éireann, agus a lán cinn eile gan aon gá le haistriúcháin Béarla lena taobh.

Ní hamhain gur téarmaí normálaithe iad seo do dhaoine ar fud na hÉireann, ach éiríonn daoine paiseanta faoina gcosaint. Goilleann sé ar a lán daoine nuair a thugtar “Irish Prime Minister” ar ár dTaoiseach, toisc nach miste linn glacadh lenár dtéarmaí mar aistriúcháin simplí ar théarmaí Béarla amháin, tá brí sa bhreis ag baint le Gaelachas féin na bhfocal dúinn.

Faraor, tá nós tar éis fás leis na blianta fada anuas glacadh le polasaithe Béarla amháin nó Béarla chun cinn ó thaobh brandáil an Stáit de, go minic gan ach “Irish” caite isteach ag tús nó “Ireland” ag deireadh chun a léiriú gur eagrais Éireannach atá ann agus ní ó aon tír eile a labhraíonn Béarla: Irish Water, Dublin Bikes, Irish Rail, Electric Ireland.

Ba chóir go mbeidh tarraingt siar le feiceáil ar an bhfaisean seo de thairbhe an athrú sa reachtaíocht le déanaí, agus rinneadh iarrachtaí Uisce Éireann a thabhairt ar Irish Water, ach fiú ó ritheadh an dlí nua sa Dáil agus sa Seanad, tá píosaí reachtaíochta i ndiaidh a chéile tar éis teacht ón Rialtas ag bunú eagrais nach mbeidh cáil acu ach faoi ainm Béarla go príomhúil, go minic le haistriúcháin liobarnacha Gaeilge, bunaithe

focal ar fhocail ar an mBéarla, nach raibh sé riamh i gceist go n-úsáidfear iad.

Bheadh sé mar pholasáí ag Rialtas Shinn Féin a chinntiú gur i nGaeilge a chumófar aon eagrais nó branda nua Stáit ó thús, agus é mar aidhm againn traidisiún uasal na bhféiniúlachtaí simplí agus so-aimsithe Gaeilge amháin a thabhairt ar ais do bhraisí an Stáit Éireannach.

Ní chóir go srianófar an cur chuige seo go heagrais nua amháin, ach é a úsáid freisin agus muid ag déanamh brandáil ar bhonneagar, thurasóireacht agus chultúr.

Díreach sa chaoi ina bhfuil “Luas” tar éis dul i gcion ar an ghnáthchaint laethúil gan stró, ba chóir dúinn a éileamh go n-ainmneofar an Metrolink molta nó iarnród fo-uirbeach Chorcaí le téarmaí ar leith Gaeilge.

Tá sé molta ag Sinn Féin go n-ainmneofar Oispidéal nua Náisiúnta na Leanaí in onóir laoch 1916 agus ceannródaí leighis, an Dr. Kathleen Lynn TD, ach freisin mar Oispidéal Leanaí an Dr. Kathleen Lynn.

Seachas a bheith faitíoch faoi an t-uafás turasóirí Béarla-labhartha ag tréigeadh an oileán má dhéanann muid ár dteanga náisiúnta a cheiliúradh sa bhrandáil, b'éigean dúinn féachaint ar na milliúin a thugann cuairt ar Musée du Louvre, Tour Eiffel agus Château de Versailles na Fraince chuile bliain chun a thuiscint gur féidir linn turasóireacht a fhorbairt oiriúnaithe dár gcultúr, oidhreacht agus teanga, seachas ár gcultúr a oiriúnú do riachtanais samhlaíthe an turasóra aonteangacha.

Ba cheart dúinn freisin macnamh a dhéanamh ar léiriú Bhranda na hÉireann thar lear. I gcomhthéacs an phlé a tharla sa Bhreatain Bheag le linn don Chorn Domhanda FIFA i 2022 faoi Cymru a úsáid go hidirnáisiúnta agus a bheith bródúil as, ba mhaith le Sinn Féin foirne uile-Éireann agus lúthchleasaí a dhéanann ionadaíocht don tír thar sáile Éire a úsáid le bród, fiú taobh le “Ireland” ar chomhchéim.

7. State Branding

Sinn Féin welcomes the commitment by Government in the Official Languages (Amendment) Act 2021 to name new State agencies in Irish only.

The Irish language is what defines us as a nation, and should be at the core of the brand identity of any aspect of the Irish State.

From the first ‘Dáil Éireann’ and its ‘Teachtaí Dála’, there has been a long-established practice of adopting Irish titles and names for public bodies, and people understood what is meant by terms like An Garda Síochána, Bord na Móna, Bord Gáis, Córas Iompar Éireann, Bus Éireann, and many others without any need for an accompanying English translation.

Not only are these terms normal to people across Ireland, but people get passionate in their defence. Seeing our Taoiseach referred to as the Irish Prime Minister causes real annoyance to a great many Irish people, because we don’t like to consider our terms as simple translations of the English, their very Irishness is itself significant to us.

Sadly, in recent decades there has been a trend of adopting English-only or English-first policies with regard to State branding, often with “Irish” tacked to the front or “Ireland” to the end as the only signifier that this body is Irish and not from any other English-speaking country: Irish Water, Dublin Bikes, Irish Rail, Electric Ireland.

The recent change in legislation should reverse that trend, and there have been moves to refer to Irish Water as Uisce Éireann, but even since the new law passed through the Dáil and Seanad, we have seen successive pieces of legislation emanating from Government creating bodies which would be known primarily by English names, often accompanied by clunky

literal translations of the English in Irish never intended for use.

A Sinn Féin Government would make it policy to ensure every new State agency or brand is devised in Irish to begin with, with a view to recreating the proud tradition of simple and accessible Irish-only identities for arms of the Irish state.

This should not be limited to new bodies, but should also be practice in how we brand projects in terms of infrastructure, tourism and culture.

Just as the “Luas” entered everyday language with ease, we should insist on distinct Irish language terms to name the proposed Metrolink or the Cork suburban rail service.

Sinn Féin has proposed the new National Children’s Hospital be named after 1916 hero and pioneering medic Dr. Kathleen Lynn TD, but also as Ospidéal Leanaí an Dr. Kathleen Lynn.

Rather than fearing a mass exodus of English-speaking tourists if we embrace our national language in branding, we could look to the millions who visit France’s Musée du Louvre, Tour Eiffel and Château de Versailles annually to realise we can develop tourism tailored to our culture, heritage, and language, rather than tailoring our culture to meet the imagined needs of monoglot tourists.

We should also examine the way in which Brand Ireland is portrayed overseas. In light of the discussion that took hold in Wales during the FIFA World Cup in 2022 around using the Welsh name Cymru internationally and being proud of it, Sinn Féin would like to see all-Ireland teams that represent our country abroad take pride in the name Éire, even alongside Ireland as equal.

Sinn  ***Féin***



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