



Respect & Protect
HUMAN RIGHTS

INCLUSIVE GROWTH
SUSTAINABLE economy

Open connected
POSITIVE CONTRIBUTION

wealth
SHARING OPPORTUNITY
tackling poverty

Diverse
VIBRANT

ENVIRONMENT

HEALTHY & active

FAIR WORK

innovative

TEAM SCOTLAND
100 YEARS

communities

potential

EDUCATED

SKILLS

SAFE

OUR PURPOSE
To focus on creating a more successful country for all of Scotland to flourish through increased wellbeing, and sustainable and inclusive economic growth

OUR VALUES
We are a society which treats all our people with kindness, dignity and compassion, respects the rule of law, and acts in an open and transparent way

- We respect, protect and fulfil human rights and live free from discrimination
- We are open, connected and make a positive contribution internationally
- We tackle poverty by sharing opportunities, wealth and power more equally
- We live in communities that are inclusive, empowered, resilient and safe
- We grow up loved, safe and respected so that we realise our full potential
- We are well educated, skilled and able to contribute to society
- We have thriving and innovative businesses, with quality jobs and fair work for everyone
- We are healthy and active
- We value, enjoy, protect and enhance our environment
- We are creative and our vibrant and diverse cultures are expressed and enjoyed widely