



Respect & Protect  
HUMAN RIGHTS

INCLUSIVE GROWTH  
SUSTAINABLE economy

Open connected  
POSITIVE CONTRIBUTION

Diverse  
Rights of the CHILD

VIBRANT

wealth  
SHARING OPPORTUNITY  
tackling poverty

**OUR PURPOSE**  
To focus on creating a more successful country with opportunities 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



enhance  
ENVIRONMENT

communities

HEALTHY & active  
FAIR WORK  
quality jobs

potential  
EDUCATED  
SAFE

innovative

SKILLS