Character development is the foundation for improved attainment and human flourishing

**VISION**
All young people have the opportunity to achieve their potential and flourish

**PURPOSE**
To promote the development of character in young people and intentional character education in schools

**OUR AMBITION FOR YOUNG PEOPLE**
Inspiring the discovery and development of character

Goal 1: *Inspire purpose and a way of being in all young people through character discovery activity*

We will:
- Refresh our core Inspire programme to be fit for purpose for 2016-2020.
- Deliver the programme free for all schools in Scotland and actively promote and grow nation-wide participation.
- Support the research and evaluation of the programme in 30 secondary schools.

Goal 2: *Develop a framework for recognising ‘Intentional Character Education’ in Schools*

We will:
- Formulate ‘Character Scotland Schools’ mark for those schools directly engaged with the charity.
- Promote intentional character education in Schools.

**OUR AMBITION FOR EDUCATION**
All young people have access to and can benefit from character education

Goal 3: *Influence policy to improve the status of character education in Scotland*

We will:
- Promote coherent messages on character education and the fit to national priorities.
- Promote a coherent fit for Character Education within the Scottish Curriculum.
- Undertake activities to promote the features and benefits of character education to policy makers.

**OUR AMBITION FOR CHARACTER SCOTLAND**
Building sustainability to realise our vision and achieve our goals

Goal 4: *Launch and develop a Character Development Fund for Scotland*

We will:
- Create a new core fund to provide a foundation for the charity and sustain its long-term future.
- Phase the development of the fund and build on relationships with existing donors/sponsors and stimulate new ones.
- Use the development of the fund as a key driver for the development of strategic objectives, governance and management.

CURRICULUM FOR EXCELLENCE
The opportunity to achieve potential. Flourishing individuals and society.
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CIVIC VIRTUES
- e.g. service, citizenship, volunteering
Character virtues that are necessary for engaged and EFFECTIVE CONTRIBUTES

MORAL VIRTUES
- e.g. courage, self-discipline, gratitude, integrity
Character virtues that enable us to respond as RESPONSIBLE CITIZENS

GOOD SENSE
- Making wise decisions when two or more virtues collide

PERFORMANCE VIRTUES
- e.g. resilience, determination, creativity
Character virtues that help us to perform at our best as CONFIDENT INDIVIDUALS

INTELLECTUAL VIRTUES
- e.g. curiosity, critical thinking
Character virtues that are necessary for SUCCESSFUL LEARNING