

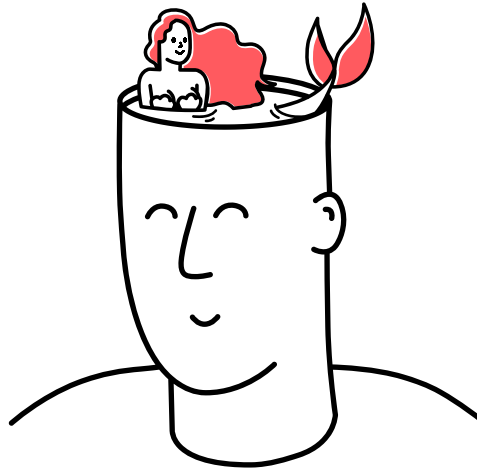
Guiding Ethical Principles

 Behavioural Design

Guiding Ethical Principles

- 1** Always put humans first
- 2** See issues in terms of human vulnerabilities instead of bad intentions
- 3** Don't rely on assumptions but seek evidence
- 4** Think outside-in, let empathy be your guide
- 5** Help people make better decisions
- 6** Make the desired behaviours as simple as possible
- 7** Aim for scaling and sustaining positive behaviours
- 8** Combine growth with responsibility
- 9** Always consider potential and uneven risks or unintended consequences
- 10** Fight injustice and do not intentionally harm in any way
- 11** Protect privacy
- 12** Don't Lie





Behavioural Design

This is a tool of the SUE | Behavioural Design Ethics.



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