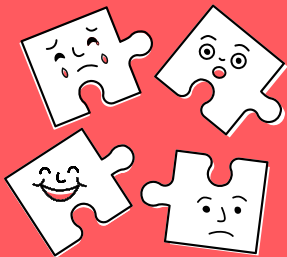


SUE | Behavioural Design

Behavioural Design Ethics Cards



How to use the cards?

The cards represent three project steps: **the intake, the preparation, the evaluation.**

Use the cards as a tool to reveal and discuss the considerations you need to make in your project to safeguard ethics.

The questions will help you, your team and client to ask the right questions at the right time and **to build ethical awareness and balance** into your projects. There are a few 'no-go' cards: A 'red light' there is a definite 'no-go' to us.

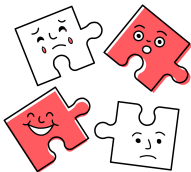
Behavioural Design Ethics



Project Intake



- What is the project trying to achieve?
- Are the goals transparent?
- What does success look like for the client or the final decision-maker?



- Does it fit with our company mission or is there an unbridgeable mismatch?
- Will it help achieve (parts of) our mission?





- Why is the project important for people?
- Will it help improve their decision-making? Or will it help people progress in their work, life or living environment?

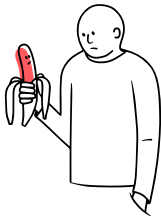




- What value does it provide for the community?
- Can it potentially have a positive influence on a larger group of people?



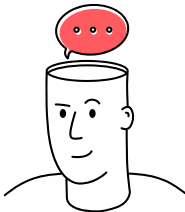
- What does success look like to us; both personally and professionally?
- Can this be achieved?
- Do we need to be aware of circumstances that may hinder our success?



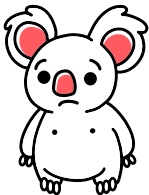
- Is there already evidence of the behavioural drivers of the problem we need to take into account?
- Can we do research to understand the problem (better)?



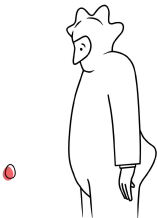
- How might the project benefit ourselves?
- Will it give us personal gratification?
Will it help us fulfill our mission?
Will we have a great learning experience? Or can we build expertise in a specific domain?



- Is there a possibility to spread the knowledge and/or interventions of the project beyond the project itself?
- Is the client open to this?
- Can we make a case study from the project?



- How might the project cause unintentional harm to people or the community?
- Are there possible negative consequences or uneven risks we need to be aware of?



- What measures can be taken to protect people or communities from identified harm?
- Are we / our client willing to take these protective measures and capable of doing so?





- How might the project cause unintentional harm to ourselves?
- Does it offend our company or personal beliefs?
- Is there someone not willing to work on the project because of personal beliefs?



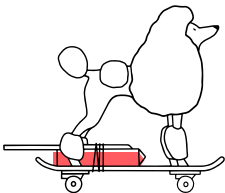


- What measures can be taken to protect the project team from identified harm?
- Are we / our client willing to take these protective measures and capable of doing so?





- Are there any cultural sensitivities we need to take into account not to harm, insult people/communities that could stand in the way of success?
- Which values and traditions are essential to the people we are designing a solution for?



- Is the client open to accept the insights?
- Are the participants in the research participating voluntarily?

Behavioural Design Ethics



Project Preparation



- Can we learn from existing solutions to similar challenges that helped people or communities make better decisions or progress?



- Do we have enough know-how of (local) communities we are designing the intervention for?
- How can we gather more information?
- Can we involve stakeholders?
Do we need a system intervention?



- Can we consult experts to give their expert opinion on the subject?
- Have we ensured competency in the team?
- Is there enough experience in Behavioural Design?

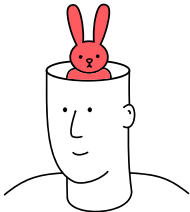


- Can we partner with or contact BIT, BIU or nudge units to learn from them?
- Will we consult existing research reports to gain know-how or realise economic savings?



- Are measures put in place to make sure respondents can rely on anonymity?
- Will names, quotes, photos, video materials and interviews be anonymised and destroyed?



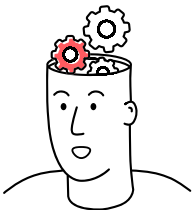


- Does our respondent selection also represent minorities, every gender, different ethnicities, income levels and living locations when we are designing solutions for non-specific target groups?

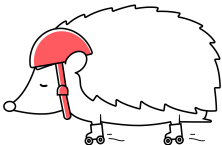


- Does the respondent selection agency comply with all the GDPR rules?
- Will the client comply with all the GDPR rules?

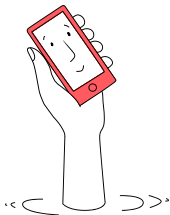




- How do we make sure we only collect what is necessary?
- How do we make sure the data is collected anonymously?
- How do we safeguard privacy and confidentiality?



- How will we secure any data we capture?
- How do you make sure the project team and the client give informed consent?



- Who will have access to the data?
- When will confidential and personal data will be deleted?
- Who will do this?



- How will we capture and record our research and findings?
- Have we taken measures to inform respondents about this?
- Do we design informed consent for respondents, experts and third parties?



- What happens to information from the research at the end of the project?



- Could there be potential language barriers?
- How do we prepare for those?
- Will a clarity & simplicity check be done?



- How will we get to the people we want to learn from?
- Are there possible biases or barriers related to us as a sender we need to anticipate?



- Have we made it simple for people to reach us?
- Have we provided exact contact details and way-finding?
- Is there a project contact designated to answer questions during the project/research?

**Behavioural
Design Ethics**

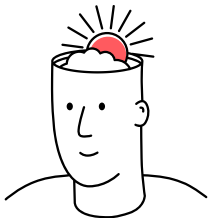


**Intervention
Evaluation**

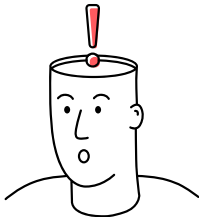


- Does the behavioural intervention help people progress in work or life?
- Does it improve their decision-making?



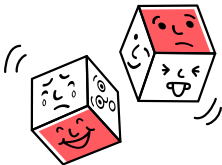




- Does the behavioural intervention help communities progress?
- Does it improve the living environment of a significant group of people?



- Is the behavioural intervention based on honest human insights?
- Don't we lie, whitewash or sugar-coat?



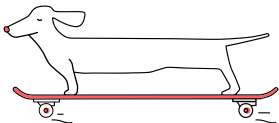


- Are the interventions genuinely based on findings from the SUE | Influence Framework®? 
- Does it resolve pains, enhance gains, take-away anxieties or create better comforts? 



- Does the behavioural intervention help people progress towards achieving their job(s)-to-be-done in a better way?



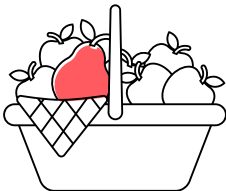


- Is the behavioural intervention achievable?
- Can it be done within reason?





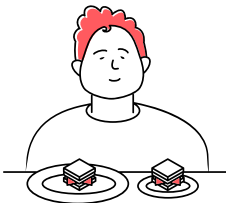
- Have we checked if the behavioural intervention or prototyping hasn't been affected by biases (e.g. status quo bias, optimism bias, availability bias)?



- Have we made the intervention simple enough in form or communication?



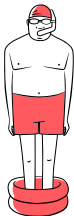
- Have we provided an infrastructure for people to easily access or participate in the interventions?



- Can we run a pilot project(s) to measure the impact on a scale?
- Can we add quantitative data?



- Have we thought about how to sustain the desired behaviour?
- Can we monitor the behaviour over a more extended period to measure if the behavioural change sticks?



- How might the publication of the research affect the people involved?
- Are there possible (unintended) side-effects?



- How might the publication of the research effect the communities involved?
- Are there possible (unintended) side-effects?



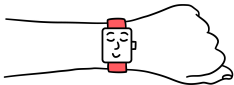
- Can we be transparent about the behavioural intervention?
- Is there a way-out for people?
- Have we deployed rules for discontinuity?



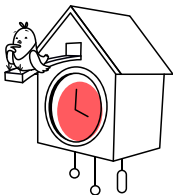
- Do we need legal permission for the behavioural intervention?



- If a sample size is used, did we consider fairness and justice in the sample?



- Will long-term side-effects be monitored?
- Will unexpected side-effects be reported?
- Will we report what works and what not?



- Have we provided contact details if people have questions about the research or behavioural intervention?
- Is someone made accountable?