

# Ethics Frameworks and Toolkits

**Fairness:** Does the behavioural policy have undesired redistributive effects?

**Openness:** Is the behavioural policy open or hidden and manipulative?

**Respect:** Does the policy respect people's autonomy, dignity, freedom of choice and privacy?

**Goals:** Does the behavioural policy serve good and legitimate goals?

**Opinions:** Do people accept the means and the ends of the behavioural policy?

**Options:** Do better policies exist and are they warranted?

**Delegation:** Do the policy-makers have the right and the ability to nudge using the power delegated to them?

[LINK: Lades and Delaney 2020 Nudge FORGOOD](#)

**Transparency, Autonomy, 'Good' Behaviour, Utility, Framing**

[LINK: Behavioral Insights Ethical Dilemmas card deck \(Pykett and Johnson 2015\)](#)

## The United Nations International Children's Emergency Fund (UNICEF) Ethics Toolkit

[LINK: 10 Behavioural Goals and Interventions Questions](#)

### 3 General Principles:

- All Behavioural Insight interventions require ethical evaluation;
- Public acceptance is not the same as "ethically permissible";
- Consider consent and awareness

23 considerations in the Organization for Economic Cooperation and Development (OECD) [2019 BASIC Framework \(LINK\)](#)

Tools and Ethics for Applied Behavioural Insights: The BASIC Toolkit

Identify Behaviours, Analyse Biases, Design Strategies, Test Interventions, Scale for Change

OECD