Ethics Canvas

Project Title: _____   Date: _____

Individuals Affected

Identify the types or cathegories of individuals affected by the product or service, such as men/women, user/non-user, age-category, etc.

Changes in Individual Behaviour

Name problematic differences in individual behaviour such as differences in habits, time-schedules, choice of activities, etc.

5

Social Conflicts

Capture possible social conflicts that could be caused by the project, such as labour conflicts, minority/majority conflicts, ethnic conflicts, etc.

11

Organisation or Group Interests

Identify relevant ethical interests that other organisations or groups might have in your project; such as environmental, privacy, justice interests.

7

Organisations and Groups Affected

Identify the collectives or communities, e.g. groups or organisations, that can be affected by your product or service, such as environmental and religious groups, unions, professional bodies, competing companies and government agencies, considering any interest they might have in the effects of the product or service.

Changes in Individual Relations

Name problematic changes in relations between individuals, such ways of communication, frequency of interpersonal contact etc.

1   6

Resolving ethical impacts

Select the four most important ethical impacts you discussed.

Identify ways of solving these impacts by changing your project's product/service design, organisation or by providing recommendations .

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Public Sphere

Discuss how the general perception of somebody's role in society can be affected by the project, e.g. people behaving more individualistic or collectivist, people behaving more or less materialistic.

8

2

Products and Services provided

Name the different types of products and services that your project will provide

3

Impact of product or service failure

Capture the potential negative impact of your product or service failing to operated as intended, e.g. technical or human error, financial failure/receivership/acquisition, security breach, data loss, etc.

9

Impact of resource consumption

Capture possible negative impacts of the consumption of resources of your project, e.g. climate impacts, privacy impacts, employment impacts etc.

10

Resources needed

Capture the consumption of energy, raw materials, human resources, financial capital, social capital (trust, tolerance,...), marketing capital (reputation, brand,...), privacy and personal data needed by your product or service.

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