

# Strategy : Ethics Canvas

## Fundamentals of the strategy

### What is the goal of this strategy ?

To organize and structure information about **stakeholders**, potential **ethical impacts**, and **mitigation solutions** in a systematic manner using the Ethics Canvas.

### When to use this strategy ?

Its bottom-up approach is ideal for early software development phases.

## How does the Ethics Canvas work ?

### Purpose :

- Brainstorm, visualize, communicate, and share ethical impacts.
- Provides structure to find and implement solutions to mitigate ethical impacts.
- Encourages holistic thinking about ethical impacts and their interdependencies.

### Structure :

- Nine interrelated "building blocks."
- Grouped into three stages.
- Each stage answers one general question.

## The 3 stages

### Stage 1 : Identify relevant stakeholders 👉 blocks 1+2

**Assessment question :** Who might be affected by the technology?

### Stage 2 : Identify ethical impacts 👉 blocks 3+4, 5+6 and 7+8

**Assessment question :** What are the potential ethical impacts for these people and groups?

### Stage 3 : Discuss remedial actions 👉 block 9

**Assessment question :** How can we address these ethical impacts?

Find an online version of the canvas here: <https://www.ethicscanvas.org/canvas/index.php>

#### 1. Individuals affected

Who use your product or service? Who are affected by its use? What are their characteristics?

#### 3. Behavior

How might people's behavior change because of your product or service? Their habits, time schedules, choice of activities?

#### 9. What can we do?

What are the most important ethical impacts you found? How can you address them by changing your design, organization, or by proposing broader changes?

#### 5. Worldviews

How might people's worldviews be affected by your product or service? Their ideas about consumption, culture, religion, work, etc?

#### 2. Groups affected

Which groups are involved in the design, production, distribution and use of your product or service? Which groups might be affected by it? Are these work-related organizations, interest groups, etc?

#### 4. Relations

How might relations between people and groups change because of your product or service? Between friends, family members, co-workers, etc?

#### 6. Group conflicts

How might group conflicts arise or be affected by your product or service? Could it discriminate between people, put them out of work, etc?

#### 7. Product or service failures

What are potential negative impacts of your product or service failing to operate or to be used as intended? What happens with technical errors, security failures, etc?

#### 8. Problematic use of resources

What are potential negative impacts of the consumption of resources relating to your project? What happens with its use of energy, personal data, etc?