



# Six Principles for Applying Behavioural Insights in Our Work in Canada

Recognizing that the practice of applying behavioural insights is growing and evolving in Canada, we created these principles to guide ethical and effective project work and to support training and hiring of new practitioners.

These six principles were co-developed by BC BIG and the following partners, with input from the behavioural insights community across Canada.



## 1. Prioritize social impact

We use behavioural insights to benefit individuals and society. We maximize our impact by pursuing solutions that are feasible to implement and scale.

## 2. Use an evidence-based approach

We question our assumptions. We use rigorous testing and empirical approaches. We base our recommendations on the best available evidence.

## 3. Act with integrity and humility

We safeguard people and data. We consider ethics at all stages of our work. We acknowledge the limitations of our expertise, methods, and findings.

## 4. Put people first

We include the perspectives and participation of the people most affected by our work. We embrace diversity, advance equity, and promote inclusion.

## 5. Collaborate across boundaries

We strengthen our work by engaging experts inside and outside our organizations and partner organizations. We incorporate knowledge, perspectives, and tools from across disciplines.

## 6. Contribute to the community

We are transparent and share our work so we can learn from each other. We build and participate in networks of behavioural insights enthusiasts, practitioners, and experts. We stay curious and keep our knowledge and skills up to date.