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|   |   |   |  ETHICAL DECISION MAKING MATRIX |   |
|   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   | **WELL-BEING** |  | **AUTONOMY** |  | **FAIRNESS** |   |
|   |   |   |   |   |   | Well-being is a positive outcome that is meaningful for people and for many sectors of society, because it tells us that people perceive that their lives are going well and in the right direction. |   | The value of autonomy can be seen in its social and political context. The idea that our decisions, if made autonomously, are to be respected and cannot be shrugged off, is a valuable one. |   | Fairness is the quality of making judgments that are free from discrimination. It is the quality of treating people equally or in a way that is balanced, correct, and reasonable. |   |
|   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   | ● Increase in quality of life● More efficient access to the benefits expressed through general well-being |   | ● Respect for authenticity, naturalness, and personal achievement● Avoiding any form of coercion |   | ● Fair access to societal goods● Balanced access for each user based on the same rights |   |
|   |   |   | **The** |   |   |   |   |   |
|   |   |   | **User** |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
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|   |   |   |   |   |   | ● Passive and indirect effects on well-being amid product use by other persons |   | ● Respect for their privacy and right not to choose our products. |   | ● Fair access to societal goods |   |
|   |   |   | **Non** |   |   |   |   |   |
|   |   |   | **Users** |   |   |   |   |   |
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|   |   |   |   |   |   | ● The overall progress of society, an increase in the sense of humanity and the display of new perspectives |   | ● Protection of rights and opportunities to make decisions socially responsible, and not as a result of chasing money |   | ● Expected positive developments in the form of less emphasis on social differences in society |   |
|   |   |   | **The** |   |   |   |   |   |
|   |   |   | **Society** |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
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|   |   |   |   |   |   | ● Long-term plans include taking care of the well-being of future generations |   | ● The prospects for greater rights in independent decision-making in the future are improving |   | ● Encouraging more rational use of resources so that future generations can also use them |   |
|   |   |   | **Future** |   |   |   |   |   |
|   |   |   | **Generations** |   |   |   |   |   |
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