Four groups of relevant questions

are the goals ethically justifiable?

are nudgers trustworthy?

are there concerns raised by the application of the nudge?

is it an effective mean to achieve these goals?

Desirable consequences

Moral principles

Shared goals

Good intention

Rigorous procedure

Legitimacy

Conflict of interest

Capability

Side effects

Autonomy

Compared to status quo

Compared to alterntive