

OUR MISSION

Balanced, intentional device use for everyone.

Award-winning digital self-empowerment training and open-source focus tools, built on 10+ years of peer-reviewed research at the University of Oxford. ReDD is a not-for-profit accelerating a transition to a healthier digital future for all.

"I cannot recommend this project highly enough"

- JANE HARRIS, DIRECTOR OF STUDENT WELFARE AND SUPPORT SERVICES, UNIVERSITY OF OXFORD

"The most useful webinar I have ever attended!"

- HARRIET, UNIVERSITY OF OXFORD STAFF PARTICIPANT IN '24 REDD LIFEMAXX WORKSHOP

"Experiencing the workshop as a participant was transformational (...) The Hub is wonderful and will save me so much time and preparation."

- SEP '25 COHORT TRAINEE AT THE LONDON SCHOOL OF HYGIENE & TROPICAL MEDICINE

THE TEAM



Dr Ulrik Lyngs

Computer scientist & cognitive psychologist Research Fellow at Linacre College



Maureen Freed

Mental health consultant & former Deputy Head of the University of Oxford Counselling Service



Dr Konrad Kollnig

Computer scientist & professor, Maastricht University's Law & Tech Lab

QUESTIONS
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LEARN MORE & APPLY
reddfocus.org

YOUR CERTIFICATION

One course. A full year of live sessions & focus tools for your institution.

Certifying ReDD Facilitators gives your institution access to our programme for one calendar year. This includes:



Unlimited live & self-paced training

Deliver unlimited live training to your students & staff, and/or give them access to digital-only learning steps they can follow in their own time.



Automated admin & impact evaluation

One-click scheduling and promotion of your training sessions, and automatic evaluation of anonymous outcome data, thanks to the Facilitator Hub.



Extensive support

All your students & staff can access our *Help! Café*. Your facilitators get instant support from our team and swap experiences with other institutions on our monthly support call.



Institution-wide focus tool licences

Essential tools empowering your students & staff to eliminate addictive features, set boundaries for distracting apps and sites, and remember their goals.

Annual refresher training

A mandatory 3-hour online refresher each year keeps your certification current with new research, digital focus tools, and training improvements.

BRING REDD TO YOUR INSTITUTION

Apply today

From £825 for initial training and 1-year certification. Afterwards, from £300/year for renewal.

Scholarships available for under-resourced institutions.



reddfocus.org/course

REDUCE DIGITAL DISTRACTION

Empower students & teachers to master their *digital life*



Bring the ReDD Focus programme to your institution: essential strategies & tools for digital self-empowerment based on our 10+ years of research at the University of Oxford.

TRUSTED BY TEAMS AT



AND 25+ MORE

2026 FACILITATOR COURSE DATES

9–10 Sep

London, UK

London School of Hygiene & Tropical Medicine

15–16 Sep

Santa Clara, CA

Santa Clara University, California

29–30 Sep

Oxford, UK

Linacre College, University of Oxford

reddfocus.org



WHY REDD EXISTS

Devices are essential — distraction shouldn't be the price.

Many students and staff in higher education struggle to use their devices without paying a heavy price: distraction that disrupts focus, sleep, and connection. Since 2019 we've refined the ReDD programme at the University of Oxford into practical training steps that put people back in control.

3,500+
participants in live sessions

30+
institutions worldwide

+63%
increase in digital self-control

1.5+hrs/day
of wasted time recovered

Our 2024 evaluation of 280 Oxford participants found a large, positive effect on the ability to use devices in line with longer-term goals. reddfocus.org/research

WHY CERTIFY AS A REDD FACILITATOR?

- **Act fast on local needs.** Run live training when it matters most — fresher's week, exam and deadline season — with research-backed content ready to go.
- **Cost-effective impact.** One trained facilitator can deliver an unlimited number of live training sessions, creating lasting change across your organisation.
- **Local "Digital First Aid".** Become the go-to resource helping students and staff build healthier digital habits and community norms.
- **Supported every step.** We provide the research-backed content and automate the admin — you focus on connecting with your participants.

WHO CAN BE A REDD FACILITATOR?

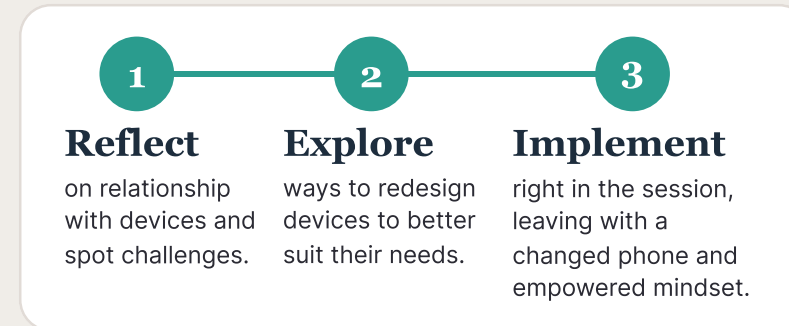
- Student services & counselling
- IT support
- Student peer supporters
- Academic staff
- Librarians

No technical background required — what matters is connecting well with your students and colleagues.

ALL YOU NEED FOR BETTER DIGITAL HABITS

A simple, proven path.

Our training for students & staff builds digital competency in a format informed by best practices drawn from educational and behaviour-change research. It helps them:

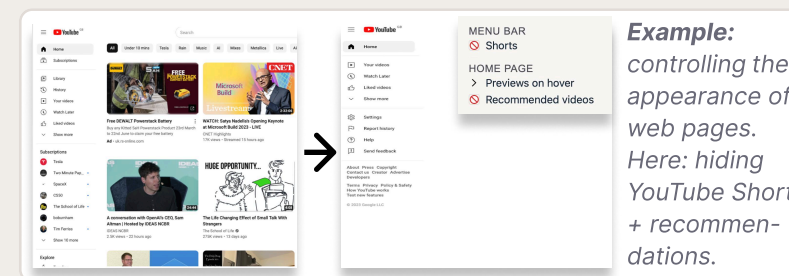


FORMATS FOR THE REDD TRAINING

REDD LifeMaxx WORKSHOP	REDD FocusMaxx WORKSHOP	REDD DOJO ASYNCHRONOUS
90-120 MIN	60 MIN	SELF-PACED
Reflect, explore & implement long-term solutions for daily life.	Dial productivity up to the max ahead of exams or deadlines.	All steps, tools & strategies, available 24-7 in digital form.

WHAT ARE DIGITAL FOCUS TOOLS?

Digital focus tools restructure digital environments, like blocking apps at set hours, removing addictive features, or surfacing reminders of our intentions.



We maintain a large, curated selection of research-backed solutions (reddfocus.org/tools), and build our open-source solutions, making it easy and safe to redesign digital life:

- Fristed**
App & site blocking with weekly scheduling.
- ReDD Focus**
Remove addictive digital features.
- Enkelt**
ADHD-friendly task-reminder.
- Phone-Free 2FA**
2FA on computer so the phone can be put away.

THE REDD CERTIFICATION COURSE

Prepare, then practice.

You experience the live workshop training as a participant, learn the background research behind it, and master digital focus tools in your life. Finally, you rehearse delivery of live training in step-by-step fashion — from table read to full-fidelity practice runs.

Day 1 PREPARE

- 09:00 Welcome & demo workshop
- 11:00 Background & discussion
- 12:30 Lunch
- 13:30 Digital focus tools 101
- 15:00 ReDD Facilitation 101
- 16:00 Get ReDD-y: table read

Day 2 PRACTICE

- 09:00 Digital focus tools 102
- 10:30 Facilitation practice I
- 12:30 Lunch
- 13:30 ReDD Facilitation 102
- 14:15 Facilitation practice II
- 16:00 Wrap up & certification

OPTIONAL ADD-ON DAY

FocusMaxx & digital wellbeing talk training.
An extra day (can be added at a later stage) certify you to run the 1-hour FocusMaxx workshop for students facing looming deadlines or exam periods — plus short digital wellbeing talks.

BRING

- ✓ Laptop with PowerPoint
- ✓ Your phone & everyday devices
- ✓ Curiosity & willingness to practice