

## 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 organisation** accelerating a transition to a healthier digital future for all.

*“The ReDD workshop is one of the most impactful wellbeing interventions I have encountered. As both a participant and facilitator, I have been inspired by the tangible impact it has on the communities universities serve.”*

JOZEF SEN, HEAD OF COUNSELLING SERVICES,  
UNIVERSITY OF LEEDS

## OUR 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



### Professor Konrad Kollnig

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

QUESTIONS

[team@reddfocus.org](mailto:team@reddfocus.org)

LEARN MORE & APPLY

[reddfocus.org](https://reddfocus.org)

## INSTITUTIONAL 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 & online training

Deliver unlimited live training sessions to your students & staff. Full access to our self-paced platform for 24-7 learning and support.



### Automated admin & impact evaluation

Run session and evaluate outcomes with zero effort. One-click scheduling and instant analysis of anonymous learning data.



### Extensive support

All your students & staff can access hands-on support from us in our *Help! Café*. Facilitators get instant support from our team and our network of institutions on our monthly support call.



### Institution-wide focus tool licences

Instant, cost-free access for your students & staff to research-backed tools to set their own digital boundaries and eliminate addictive features.

## Annual certification refresher

Our annual 3-hour refresher course (online or in-person) keeps your certification updated with the latest developments in tech, policy, and behaviour change research.

1

### Teach

Your certified facilitator teaches digital focus strategies.

2

### Implement

Participants try them using ReDD's built-in support and tools.

3

### Evaluate

Facilitators evaluate outcomes and schedule further training sessions.

## REDUCE DIGITAL DISTRACTION

# Digital Wellbeing Training Backed by 10+ Years of Oxford Research



**3,500+**

participants in live sessions

**30+**

institutions worldwide

**1.5+ hrs/day**

saved time per participant

**+58%\***

ability to focus

## BRING REDD TO YOUR INSTITUTION

### Join our mission

and empower your students and staff to focus in a distracting digital world.



[reddfocus.org/course](https://reddfocus.org/course)

*\*As measured by the Brief Digital Self-Control Scale, comparing score 1 month after vs before the ReDD workshop. [reddfocus.org/research](https://reddfocus.org/research)*

## 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.



say phones & computers  
harm their productivity



say devices harm  
their mental health

## WHAT REDD PROVIDES YOUR INSTITUTION

- ✓ **Always current with the latest tech & policy changes.** ReDD continuously monitors the landscape and updates the content, so you can focus on supporting people.
- ✓ **Act fast on local needs.** Give support when it matters most with research-backed content ready to go.
- ✓ **Scale support without increasing headcount.** ReDD is designed to be easy to deliver, with automated admin.



AND 25+ MORE

## WHO CAN BE A REDD FACILITATOR?

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

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

## ALL YOU NEED FOR DIGITAL FOCUS TRAINING

# A simple, proven path.

Our training sessions build digital competency in a format refined through years of continuous development.

## FORMATS FOR THE REDD TRAINING SESSIONS

### REDD Design for Life WORKSHOP

90–120 MIN

Reflect, explore & implement long-term solutions for daily digital life.

### REDD Deep Work WORKSHOP

60 MIN

Dial up focus and productivity ahead when deadlines loom.

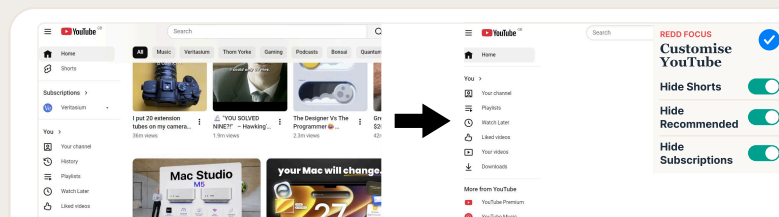
### REDD Studio ASYNCHRONOUS

SELF-PACED

All learning steps, online 24-7. Use standalone or in combination with live sessions.

## WHAT ARE DIGITAL FOCUS TOOLS?

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



**Example:** controlling the appearance of web pages. Here: hiding YouTube Shorts & recommendations.

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

**ReDD Blocker**  
App & site blocker that lets the user set how hard it is to turn off.

**ReDD Focus**  
Remove addictive digital features. E.g., no Shorts on YouTube.

**ReDD To-Do**  
Always-visible task reminders to stop rabbit holing.

**Phone-Free 2FA**  
Get 2FA on computer so the phone can be put away.

## THE CERTIFICATION COURSE

# Prepare, then practice.

In the facilitator course, you first experience the *ReDD: Design for Life* training session as a participant. Afterwards, you learn the background research, and how to master digital focus tools in your own digital life. Finally, you rehearse delivery to others — from initial table reads to full-fidelity practice runs on day two.

### 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

### Deep Work & digital wellbeing talk training.

An extra course day (can be completed at a later stage) certifies you to facilitate the 1-hour Deep Work workshop, in addition to giving short digital wellbeing talks.

## BRING

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