

ELLEN MACARTHUR CHALLENGES RR6 STUDENTS TO RE-THINK THE FUTURE

On Friday March 25th Dame Ellen MacArthur hosted an event in Oxford to challenge young people to join a re-design revolution at an event organised by her Foundation at the Oxford Examination Halls. Representing RR6 were Paige Crump, Jerome Carty, Jade Killy, Tejui Parajea, Jala Sameja and Kwaku Sarpong.

MacArthur was hosting the fifth and final in a series of educational ‘Project ReDesign’ workshops to tour the UK. Students aged 16-18 were challenged to come up with solutions to cut the amount of rubbish sent to landfills each year and explore if, in a world of finite resources and rising energy costs, the UK’s waste problem is in fact a materials opportunity.

MacArthur said: “It has been an honour to work with young people in Oxford. We have explored the possibilities offered by a systems level re-design and what role they might play in their future careers. We are stuck in a cycle of bad design and need to challenge business and society to rethink the materials we use and revolutionise the manner in which we make them. This next generation wants to change things for the better.”

The yachtswoman has spent over five years engaging with government, business, NGOs and the public sector. Six years after breaking the single-handed non-stop around the world record, she is working with education and business to inspire young people to build a more positive future.

Rachel Bradley of B&Q, one of the industry experts at today’s event, said: “It was really fabulous to see the teams so energised by the challenge of life after landfill. They really quickly understood the breadth of the challenge from the technical to the behavioural and came up with some exciting, forward thinking and innovative solutions.”

For more on Project ReDesign visit: www.made2bmadeagain.org