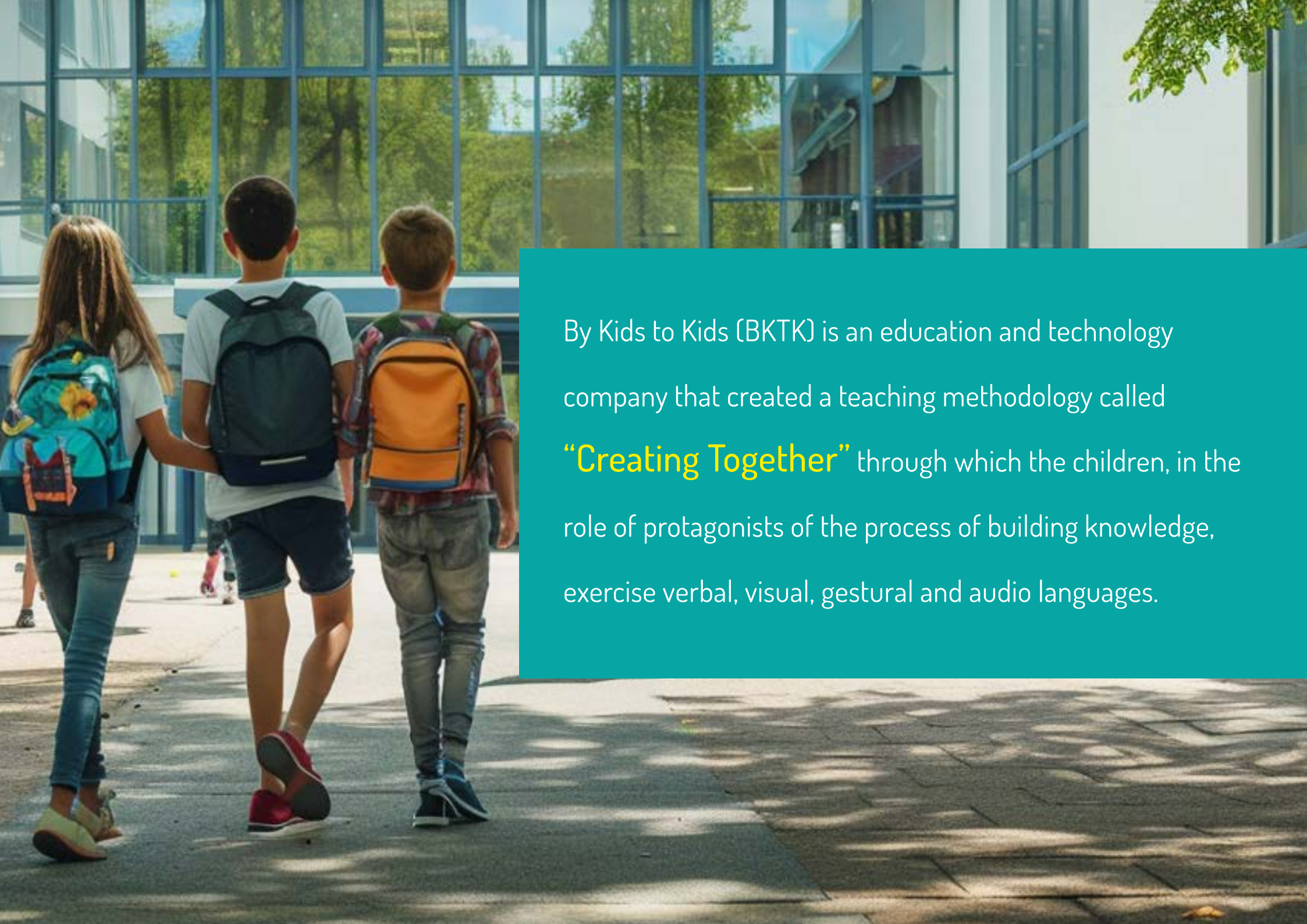


A young girl with brown hair in a ponytail, wearing a grey shirt and a yellow backpack, is smiling and looking to her right. She is in the foreground, slightly out of focus. In the background, there is a modern school building with large windows and other children, also out of focus.

BY KIDS
TO KIDS

Finland/Brazil

AN EDUCATION COMPANY FOCUSED
ON CREATIVITY AND TECHNOLOGY



By Kids to Kids (BKTK) is an education and technology company that created a teaching methodology called **“Creating Together”** through which the children, in the role of protagonists of the process of building knowledge, exercise verbal, visual, gestural and audio languages.

The students
create a story



They draw
characters, objects
and backdrops



They record the
story using their
mobile phones



The story comes
to life through
animation



Creating Together makes it possible to combine creativity and technology with learning, using digital resources for the student to build knowledge in an innovative way. By combining the contents provided in the various areas of knowledge (Mathematics, Science, English Language, etc.) with the production of stories, the student attributes meaning to the text and learns more effectively. Creating Together is the current and innovative tool that expands the possibilities of teaching and learning in the world of digital natives.



In addition to the animations, the stories created in the classroom will be formatted for printing, ready to be published.



Creating Together provides

Creativity – Provides the exercise of intellectual curiosity to formulate and solve problems, through playful and stimulation of imagination.

Technology – Uses digital resources for the student to disseminate and receive information, exercise authorship and build knowledge with the teacher.

Reading and writing – Allows the use of reading and writing within its social and cultural dimensions, combining knowledge with the production of stories. The student attributes meaning to the text and learns more effectively.

Values – It enables work with citizenship, human rights, socio-environmental awareness and responsible consumption, through ethical, sustainable and inclusive principles.

Teamwork – Enables the exercise of dialogue, cooperation, empathy, flexibility, resilience and decision-making.

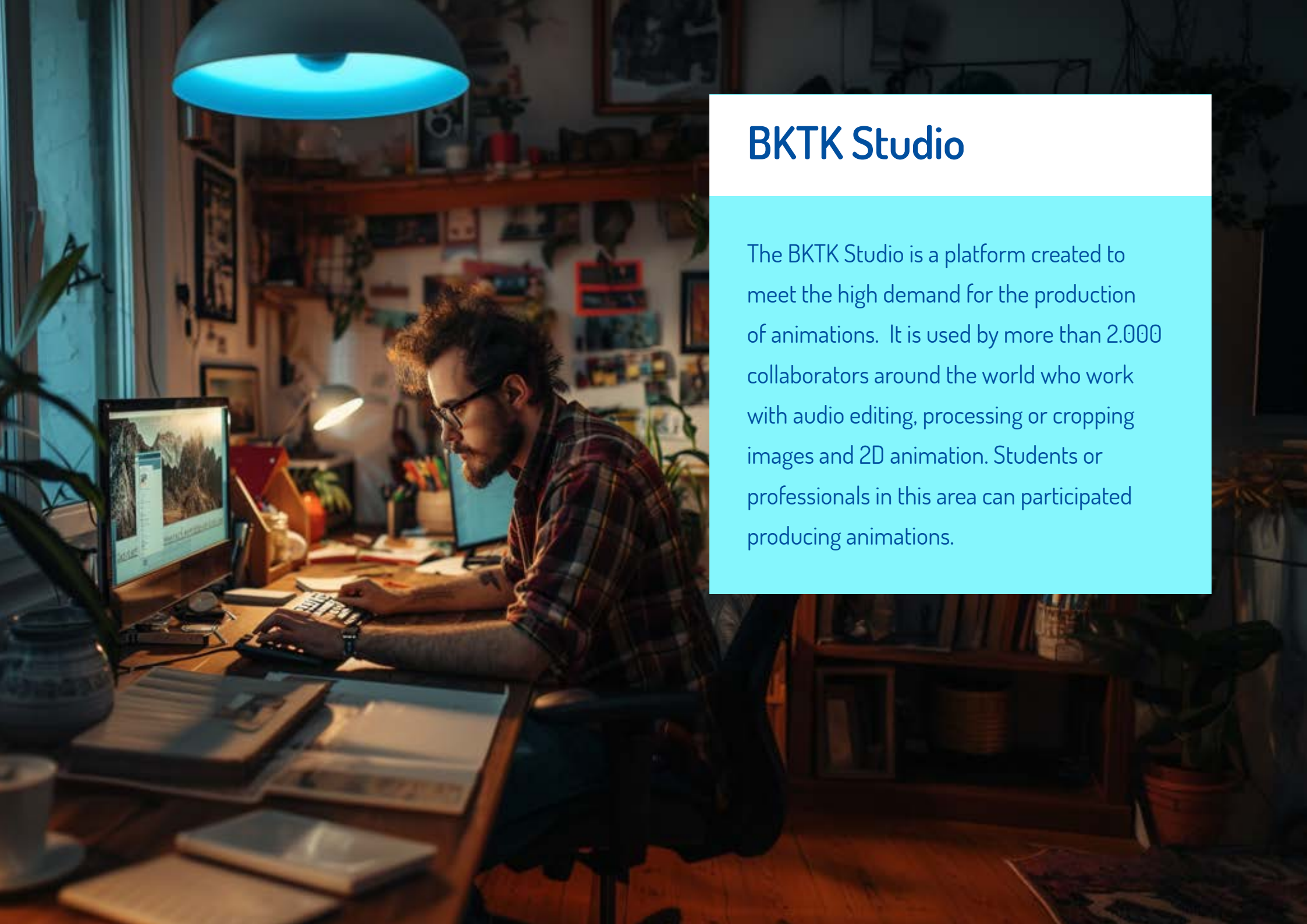


All the knowledge created is shared through EncycloKids



A collection of animations organized by class, year and curricular subjects, which serves both teachers, helping them to approach the themes in the classroom, and students, as teaching support for studies. Today, Encyclokids has more than 2,500 animations.





BKTK Studio

The BKTK Studio is a platform created to meet the high demand for the production of animations. It is used by more than 2.000 collaborators around the world who work with audio editing, processing or cropping images and 2D animation. Students or professionals in this area can participated producing animations.



Taxes



Creating Together



Cycle of
the Creative
Economy



Work / Remuneration



Creative Material



Recognition

- Winner of the ComKids Interactive 2020 festival in the multiplatform category.
- First place in the WSA in the teaching and education category.
- First place in the Let's Go Festival. Largest festival of educational innovation in Latin America.
- In 2020 we joined the platform team at HundrED (Finland).
- According to HundrED, Creating Together is among the 100 best innovations in the world for education and among the top 15 in Latin America, according to selection carried out by HundrED and IDB (Inter-American Development Bank).



Excerpt from the article written and published by Andreas Schleicher, Head of Division and Coordinator of the **OECD's** Programme for International Student Assessment, on By Kids to Kids.



“Today, education is not just about teaching students something, it is about helping them develop a reliable compass to confidently navigate an increasingly complex, volatile, and uncertain world. Success in education is about building curiosity and compassion, it comes from identity, from the purpose of life. It’s about opening minds and hearts; And it’s about courage — about mobilizing our cognitive, social, and emotional resources to take action. On my last trip to Brazil, I met Vitor Azambuja from By Kids to Kids. Vitor showed me how his organization puts students at the center of the design of learning environments, using an approach so simple and intuitive that it’s hard to understand how no one has created it before.”

More than 4 thousand articles in various media, including interviews on GloboNews, CNN, Record TV, O Estado de São Paulo newspaper and Veja magazine.

Article USA



Article Spain



Article Exame magazine





Some projects carried out by more than 100,000 students who participated in Creating

Ukraine



Spain



Germany



Denmark



UN/ODS



City Hall



GRAACC



Autism





Thank you



www.bykidstokids.com