
Welcome to
BY KIDS TO KIDS
a Finnish education company
focused on creativity
The name **By Kids to Kids** perfectly captures the essence of our work:
all content is created by students for students.

In 2025, By Kids To Kids receives the pedagogical quality seal from EdTech Impact in Finland.

EdTech Impact uses the Education Alliance Finland method—grounded in educational psychology and Finnish expertise—to evaluate the pedagogical quality of learning solutions.

This certified product is a well-designed educational solution that aligns with the principles of the science of learning. Its design is consistent with research on learning and pedagogy and seeks to implement best practices to foster and support learning.

“By Kids To Kids is a modern, engaging tool that enhances learning and improves content retention. According to the Pedagogical Quality assessment, By Kids To Kids represents high educational quality and is proven to promote learning efficiently.”

BKTK ranks among the top 3 companies out of the more than 2,000 evaluated.





CREATING TOGETHER©

We have developed “Creating Together”, a teaching methodology which places students at the center of their learning journey. Simple, fun, and easy to implement, with Creating Together, subjects like math, geography and science, or important issues like racism, inclusion, or bullying become stories that come to life through animations that can be seen repeatedly by students all over the world.

Elementary, Middle and High School.

OUR METHOD IS SIMPLE TO USE. HERE'S HOW IT WORKS:



Students and teachers team up to create a story and record its narration on a mobile phone.



The Students draw the story, take pictures of their drawings using a mobile phone.



All content is forwarded to our collaborative platform, where animations will be produced.

AI is integrated into our collaborative platform to support mentors and participants throughout the story-creation process.

There are two ways to turn classroom-created content into an animation: using StudioBKTK or AnimaPIC





StudioBKTK



AnimaPIC





Studio BKTK

Here, material created in the classroom by students and teachers is transformed into animations by more than 3,000 collaborators working remotely around the world.


AnimaPIC
Here, the material created in the classroom by students and teachers is transformed into animations by the students themselves.
• AnimaPIC is a web app. It requires no downloads or installation; simply access it via your browser. • Renders lightweight, high-resolution MP4 videos in 1920x1080px format. • Supports multiple compositions, allowing you to create animation projects with multiple scenes. • Built-in audio recorder: record and edit audio, or import your own files if you prefer. • Background removal: place your drawings on a transparent background with just one click. • Over 35 preset drag-and-drop gestures to animate characters.


ENCOMPASSES BASIC AND FUTURE SKILLS
Creativity
Reading
Empathy
Listening
Respect
Drawing
Communication
Compromise
Teamwork
Protagonism
Writing
Initiative
Digital Literacy
Planning
Speaking
Expression
Logical Thinking
Organizing



REASONS TO ADOPT CREATING TOGETHER

- It offers educators a new dynamic for teaching and learning by unifying technology and play.
- The program develops skills such as leadership, cooperation, and discussion through teamwork and the division of responsibilities.
- It promotes inclusive education by addressing themes that value ethnic, social, cultural, intellectual, physical, and sensory diversity.
- It contributes to the application of the content/subjects proposed by the school.
- It enables knowledge building in an innovative way, using the language of twenty-first-century students.
- It promotes interest in oral, written, and artistic production within the group.
- It allows children to be inserted into the virtual world in an attractive, legitimate, and up-to-date manner.



Creating Together



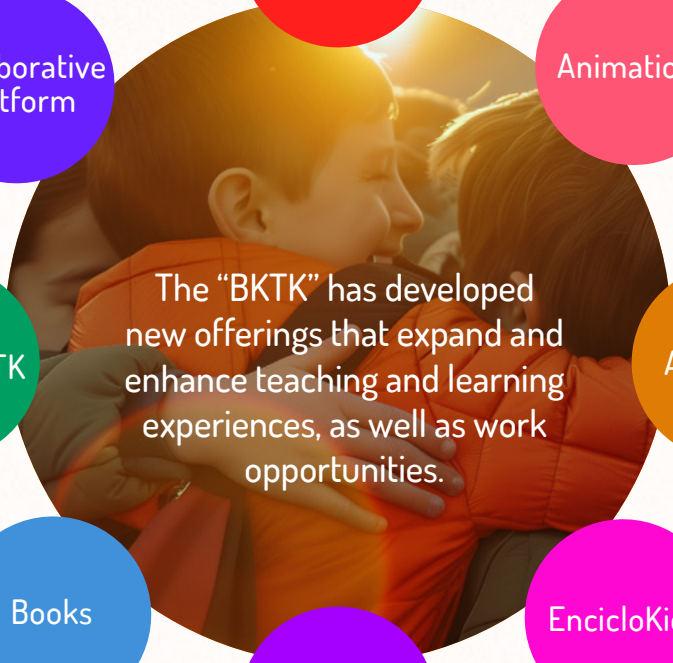
Collaborative platform



Animations



Studio BKTK



AnimaPIC





Books

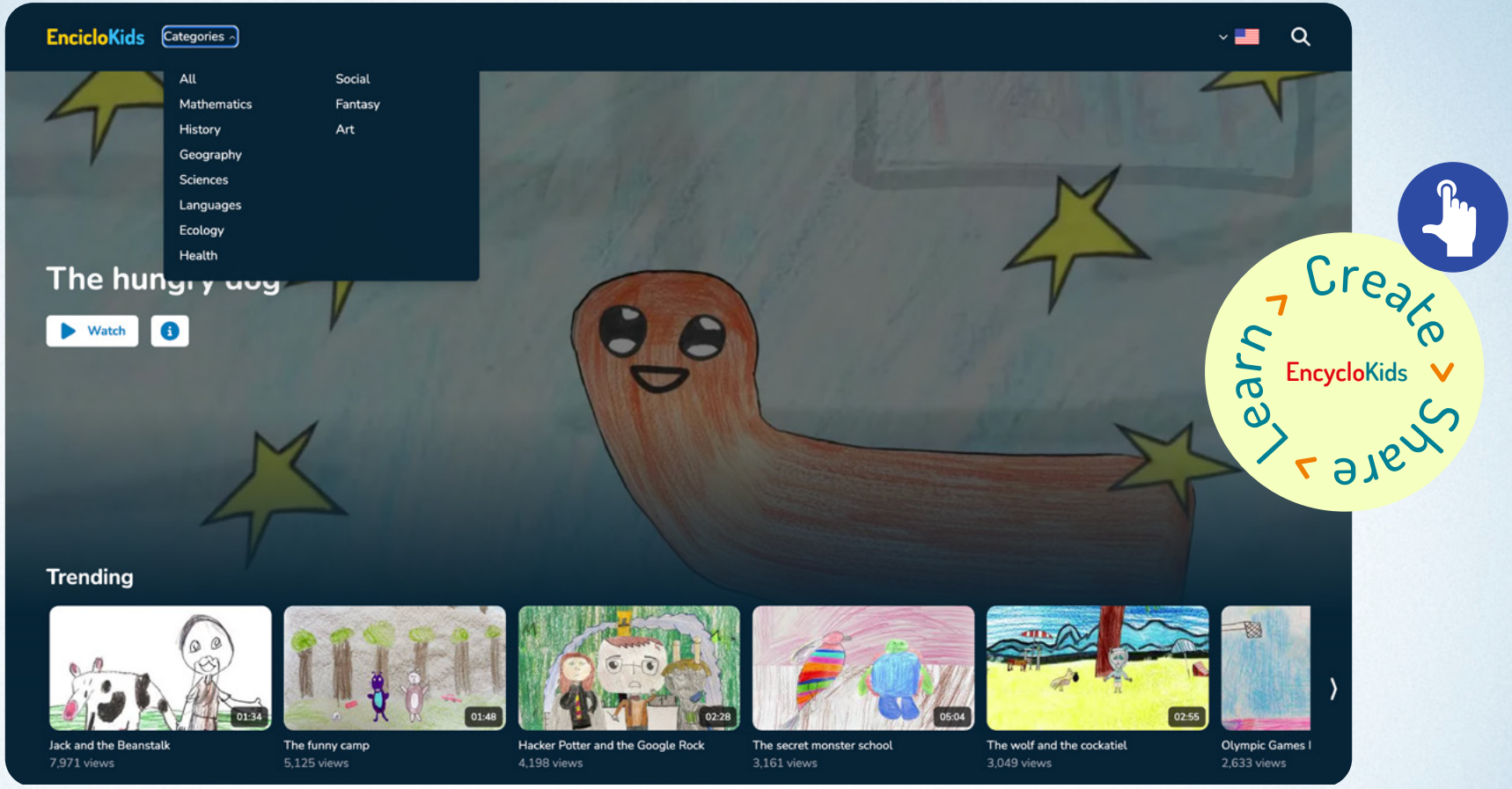
2D Course



EncicloKids



STUDENTS TEACHING AND INSPIRING OTHERS



More than 150,000 children and teenagers have already taken part in Creating Together, creating more than 5,000 animations.
All of these animations are part of ENCYCLOKIDS.COM, an online video library providing access to a wealth of knowledge and creative content.
The library can be used as a source of inspiration for creating new stories and as educational material in different settings.



BOOKS

All the animations created by children all over the world are transformed into books, either in PDF format or can be published by us or the school.

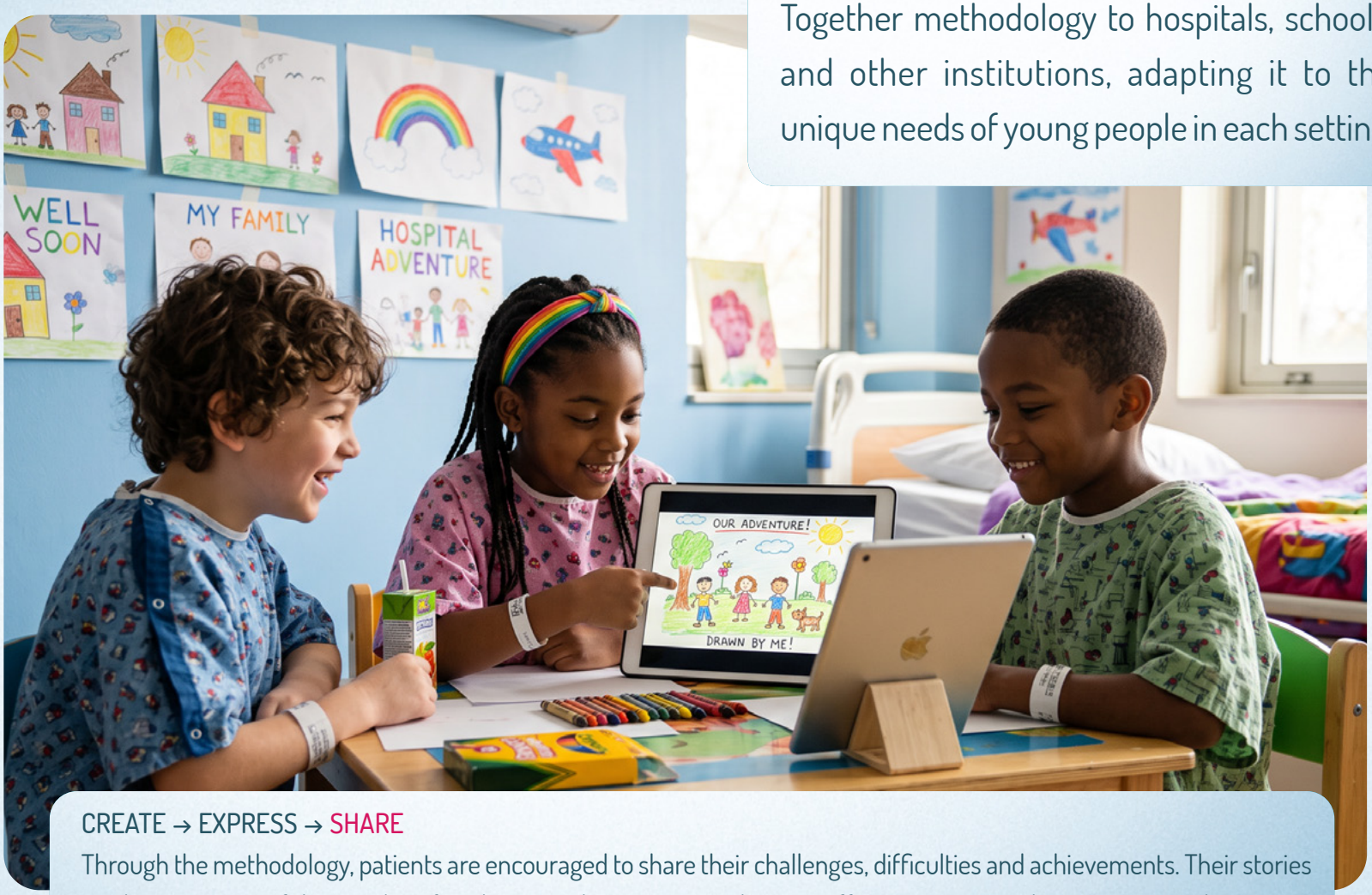
GAMES



“Creating Together” is also applied in the creative process of game development, with the aim of engaging and motivating students, making it easier to teach pedagogical concepts. In it, students and teachers create their own games based on the content covered in the classroom, as well as develop characters, objects, settings, and record the possible dialogues for these games.

CREATING TOGETHER FOR HEALTHCARE AND INSTITUTIONS

Kids and teenagers are at the heart of our company. That's why we bring our Creating Together methodology to hospitals, schools, and other institutions, adapting it to the unique needs of young people in each setting.



CREATE → EXPRESS → SHARE

Through the methodology, patients are encouraged to share their challenges, difficulties and achievements. Their stories can become powerful examples of resilience and overcoming adversity, offering support and inspiration to others going through similar experiences.

WHY BY KIDS TO KIDS IN HOSPITALS?

Brings back joy and motivation - Helps children reconnect with creativity, dreams and the desire to move forward.

Gives children a voice - Storytelling allows children to express feelings, fears and hopes that may be difficult to communicate directly.

Turns patients into creators - Children are not defined only by their illness — they become the authors, artists and narrators of their own stories.

Supports emotional well-being - Creates positive moments during long, stressful or difficult treatment periods.

Reduces feelings of isolation - Stories can be created and shared with other children, families, schools and hospital communities.

Inclusive by design - The methodology can be adapted for children with cancer, visual impairments, Down syndrome and other disabilities or support needs.

Creates a lasting sense of achievement - The final animation gives children something tangible to be proud of and share with family and friends.

Supports a more human-centered hospital experience - Complements medical care by addressing children's emotional, social and creative needs.





SCHOOL

CREATING TOGETHER



STORY, DRAWINGS, AUDIO

COLLABORATIVE PLATFORM

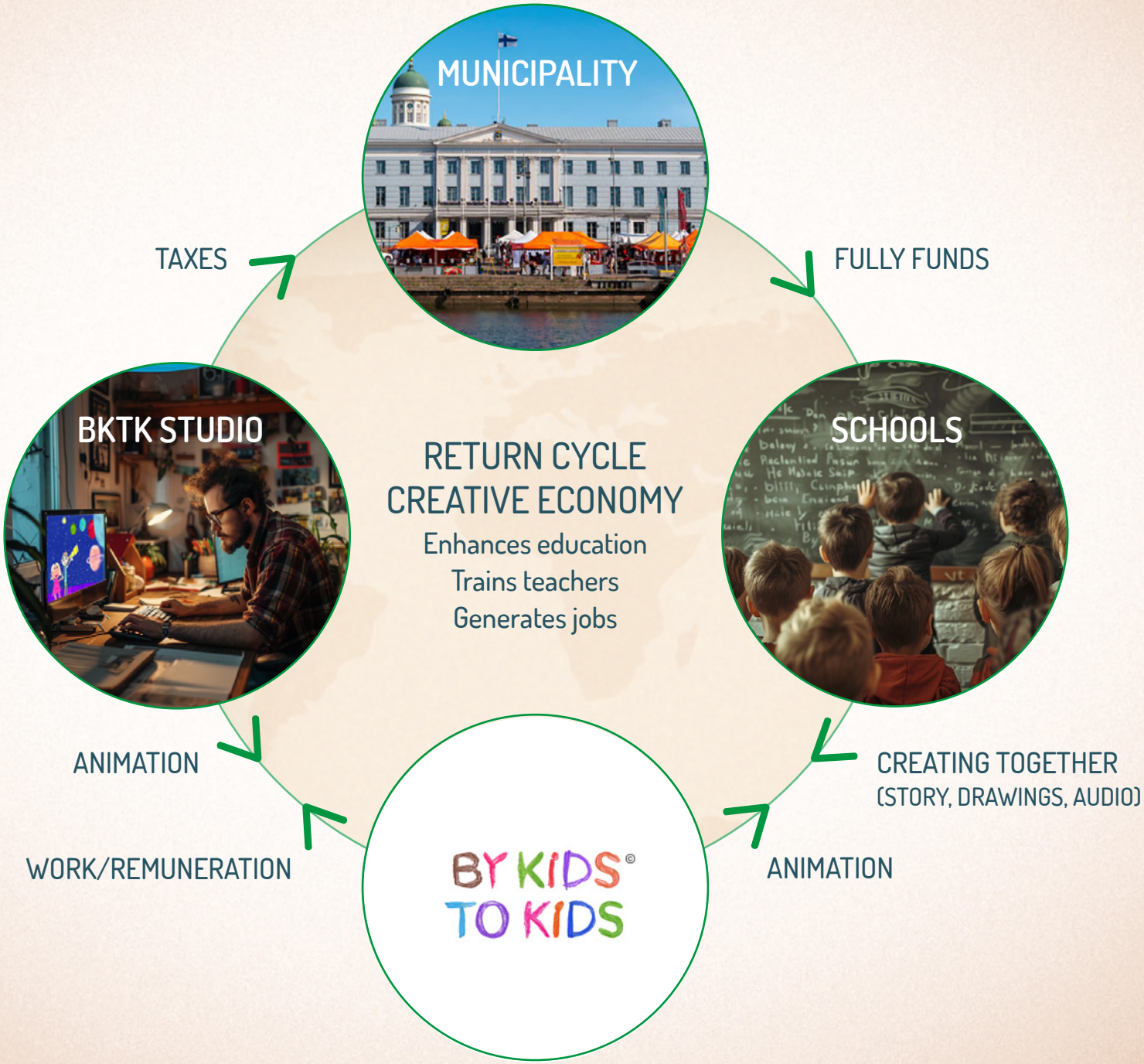
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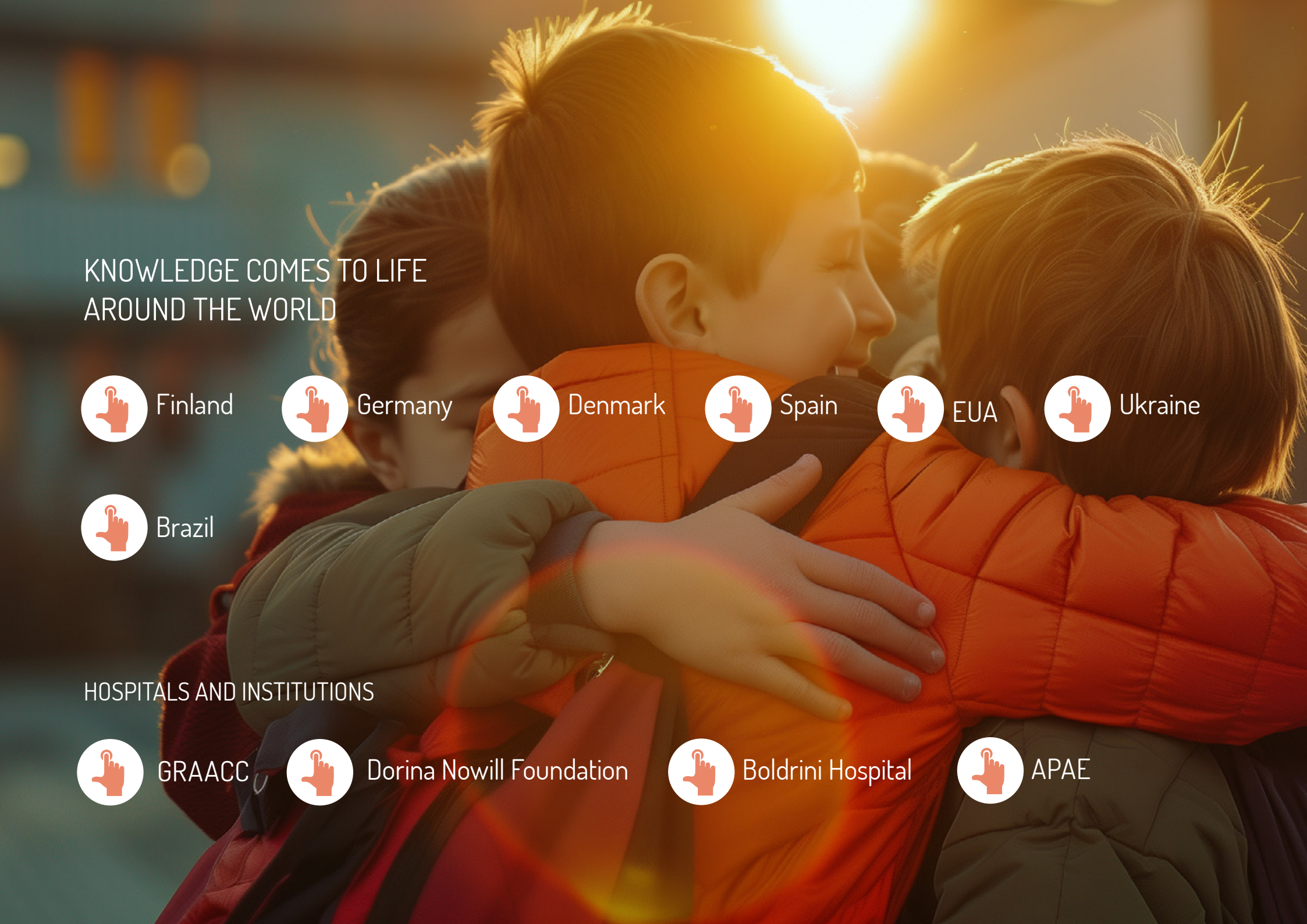
ANIMATION



AnimaPIC or Studio BKTK

LEARNING CYCLE


MUNICIPALITY
FULLY FUNDS
SCHOOLS
CREATING TOGETHER
(STORY, DRAWINGS, AUDIO)
ANIMATION
BY KIDS TO KIDS
WORK/REMUNERATION
ANIMATION
BKTK STUDIO
TAXES
RETURN CYCLE
CREATIVE ECONOMY
Enhances education
Trains teachers
Generates jobs



KNOWLEDGE COMES TO LIFE AROUND THE WORLD

- Finland
- Germany
- Denmark
- Spain
- EUA
- Ukraine
- Brazil

HOSPITALS AND INSTITUTIONS

- GRAACC
- Dorina Nowill Foundation
- Boldrini Hospital
- APAE

RECOGNITION



- Winner of the ComKids Interactive 2020 Festival in the Multiplatform category.
- First place at the Let's Go Festival, the largest educational innovation festival in Latin America.
- First place in the WSA in the Teaching and Education category.

- 2020 HundrED Global Collection — selected as one of the 100 most impactful education innovations worldwide.
- 2021 HundrED Spotlight: 21st Century Skills in Latin America and the Caribbean. Selected as one of 15 featured innovations.



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.

WHO WE ARE

We are passionate about stories.
Our dream is to give kids and teenagers a voice and make the knowledge and stories they create accessible to everyone.

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Thank you

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