Supplementary Material 1. Template of the survey sent to participating educators in each International Polar Week (in Portuguese): name of educator; date; e-mail address of the educator; name and address of school; type of activity (talk, Skype call, exhibition, debate, other); number of students; number of educators; range of age of the students; name of scientist; area of research covered by the activity (e.g. biology, geography, geology); evaluation of the activity (i.e. from not satisfactory (1) to excellent (5)); observations and comments. It is also kindly requested to send photos.

