

PRESS RELEASE

NEVER BEFORE HAS AN ERROR BEEN SO RIGHT ***UNICEF launches a campaign allowing companies to transform a 404 Error message into a support page for vulnerable children.***

LISBON, 2019, may 7th – UNICEF launches a campaign targeting companies, allowing them to transform 404 Errors – the Internet’s most common error – into a donation page helping children all over the world.

It is an innovative idea that allows any company to transform error pages on their websites into social support content.

The idea originated at the agency, NOSSA, working in conjunction with the rallying power of UNICEF. Any company wanting to join the cause can seize this opportunity and transform the 404 Error of any address or link without associated content into a page supporting UNICEF, thereby helping to raise funds to support children right across the entire world.

This UNICEF campaign is extremely easy to put into action and is available to any company or institution. The introductory video can be seen [here](#).

According to Francisca Oliveira, Brand and Communication Manager of UNICEF Portugal, “UNICEF is launching an innovative campaign in Portugal allowing companies to get involved in a quick and easy manner”. “Every company’s website has unused content – the well-known 404 Error – which can now be transformed into social support content at no charge, and with no technical difficulties”, she says.

The idea was conceived and developed by the advertising agency NOSSA. Vasco Teixeira-Pinto, Head of Digital at the agency, adds that “NOSSA is always coming up with innovative ideas; here, we discovered we had a very powerful communication opportunity. UNICEF was the natural partner, since we had worked together before on other projects”. Teixeira-Pinto also says that “in addition to being forgotten by most companies, it is a page which causes certain frustration when we don’t find what we’re looking for. In this way, even though they haven’t found what they want, people end up finding a way to help thousands of children”.

The Navigator Company is the first company in Portugal to join the initiative. António Porto Monteiro, the company’s Sustainability Manager, says that “part of the company’s social responsibility policy involves backing initiatives which help make the world a better, more balanced place where every child can have decent conditions for healthy growth. This invitation from UNICEF was embraced quite positively. As the one taking the first step in Portugal, we want to set an example to be followed by everyone”.

PRESS RELEASE

UNICEF

UNICEF works in some of the world's most difficult places to reach the most disadvantaged children. With a presence in 190 countries and territories, we work for all children, anywhere, to build a better world for everyone.

UNICEF is the only UN organization which receives no funding from the United Nations, depending entirely on voluntary contributions.

To learn more about UNICEF and its work for children, go to: www.unicef.pt

Transparency Policy:

In Portugal, UNICEF is audited by BDO, and complies with all domestic legislation.

Globally, UNICEF is audited by the United Nations Panel of Auditors.

More information is available at: <http://www.un.org/en/auditors/board/>

For more information, please contact:

UNICEF PORTUGAL

Francisca Oliveira | telephone 21 317 75 15 | mobile 916 479 277 | foliveira@unicef.pt

ALL COMUNICAÇÃO

Filomena Nascimento | telephone 21 828 91 41 | mobile 916 698 276 | filomena.nascimento@allcomunicacao.pt

Margarete de Oliveira | telephone 21 828 91 41 | mobile 917 126 286 | margarete.oliveira@allcomunicacao.pt