

# *The Hidden Sea*

**MEDIA JOURNAL**

**100-Year Clean-Up - Egypt**

**November 2022**



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# Massive pyramid built from 18 tonnes of waste equivalent to 1m plastic bags from the Nile

The pyramid is three storeys tall and is made of the equivalent of a million plastic bottles.

By **ANTONY ASHKENAZ**

18:07, Thu, Nov 3, 2022 | UPDATED: 18:07, Thu, Nov 3, 2022

The iconic pyramids of Giza now have a new neighbour, as a company has built the world's largest plastic waste pyramid, using 18 tonnes of trash fished out of the Nile river. Unveiled today ahead of the **COP27** in Sharm el-Sheikh, the structure also heralded the beginning of an initiative aimed at cleaning the planet for the next 100 years. The massive pyramid took five days to be constructed and was built in Egypt's Western Desert, just outside Cairo. Standing taller than a three-story building, the gargantuan statue is made up of the equivalent of 1 million plastic water bottles and rubbish collected from the Nile River.

The unveiling of this pyramid was accompanied by the beginning of a movement called the 100YR CLEANUP, which is an initiative led by zero-waste company Zero Co and mission-led wine The Hidden Sea.

The project aims to fund large-scale rubbish clean-ups for the next 100 years and will look to drive accountability for the global single-use plastic waste crisis.

Consumers can look to take part in this initiative by sponsoring the removal of "bundles of trash", while businesses can do their bit by contributing funds towards the initiative.

Justin Moran, founder of The Hidden Sea, which is a wine company taking plastic out of the ocean every time a bottle is bought, said: "Despite its epic size, the pyramid shows just a fraction of what is an incredible crisis.





Egypt sees 'world's largest' pyramid built from 18-tonnes of plastic waste from Nile river  
(Image: The Hidden Sea)



The immense structure took five days to build (Image: The Hidden Sea)

"Powered by wine drinkers, The Hidden Sea has removed 18 million plastic bottles from the ocean so far; this demonstrates that consumers simply need a clear way to be part of the solution. This COP27, our message is clear.

"It's time to draw a line in the sand and change how we manage the crisis. Those who have the ability, have the responsibility."

100YR CLEANUP founder, Mike Smith, said: "We can't fix the plastic problem alone, but we can give everyone the ability to take action.

"By working together with businesses, industry leaders and inviting the public to take direct action, we'll be able to build a scalable solution to the problem and have a huge impact."



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## Cop27: World's largest plastic waste pyramid unveiled ahead of climate summit

The world's largest plastic waste pyramid has been unveiled in Egypt ahead of the Cop27 climate summit. It marks the beginning of a movement called the "100yr cleanup" - an initiative in partnership with The Hidden Sea wine - that seeks to fund large-scale rubbish clean-ups and drive accountability for the single-use plastic problem. The pyramid was erected just outside Cairo and the immense structure, which took five days to build, weighs a whopping 18 tonnes. It stands taller than a three-storey building and is made using the equivalent of one million plastic water bottles. [Click here](#) to sign up for our newsletters.

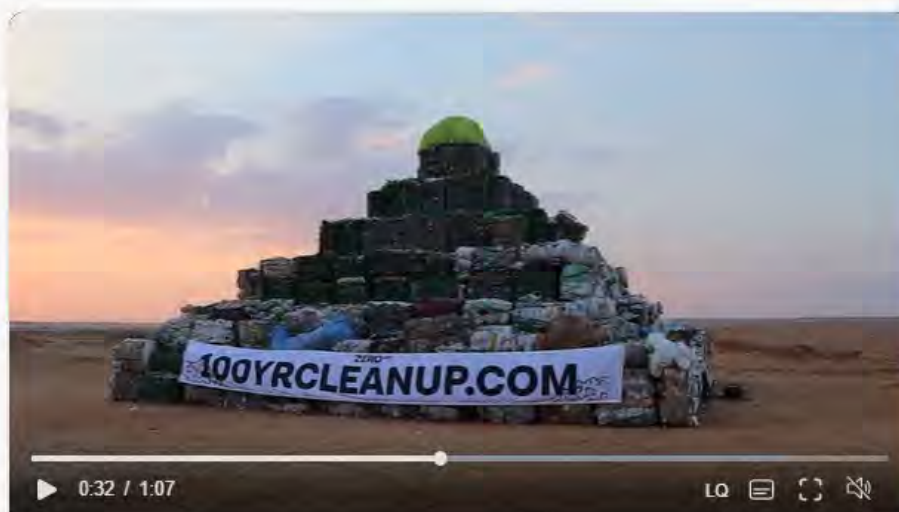
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4 Nov

### World's largest plastic waste pyramid lands in Egyptian desert

The world's largest plastic waste pyramid has been revealed in Egypt on Thursday (3 Nov). Unveiled ahead of COP27 in Sharm el-Sheik; the structure is ten metres tall, 12 metres wide, and made from 18,000 kilograms of Nile River rubbish. Erected in Egypt's Western Desert, just outside Cairo, the immense structure took five days to build and features the equivalent of one million plastic water bottles and trash. The unveiling marks the beginning of a movement called the 100YR CLEANUP - an initiative led by zero-waste company Zero Co and mission-led wine The Hidden Sea. It seeks to fund large-scale rubbish clean-ups for the next 100 years and drive accountability for the single-use plastic problem. The campaign allows consumers to sponsor the removal of "bundles of trash", while businesses can contribute funds towards the initiative. To mark the launch of 100YR CLEANUP, founder Mike Smith will camp out on top of pyramid for three days to call for support from people and businesses to join the movement. He says: "We can't fix the plastic problem alone, but we can give everyone the ability to take action. "By working together with businesses, industry leaders and inviting the public to take direct action, we'll be able to build a scalable solution to the problem and have a huge impact." Justin Moran, founder of The Hidden Sea, a wine company taking plastic out of the ocean every time a bottle is bought, said: "Despite its epic size, the pyramid shows just a fraction of what is an incredible crisis." The Hidden Sea say they have removed 18 million plastic bottles from the ocean so far. [See less](#)

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and upgrades to their infrastructure.

The world's largest plastic waste pyramid was revealed in Egypt on


Thursday (3 November) ahead of COP27, marking the beginning of a movement called the 100YR CLEANUP led by zero-waste company Zero Co and mission-led wine The Hidden Sea. The initiative aims to remove 15 million water bottles worth of rubbish from the planet, every year, for the next 100 years.







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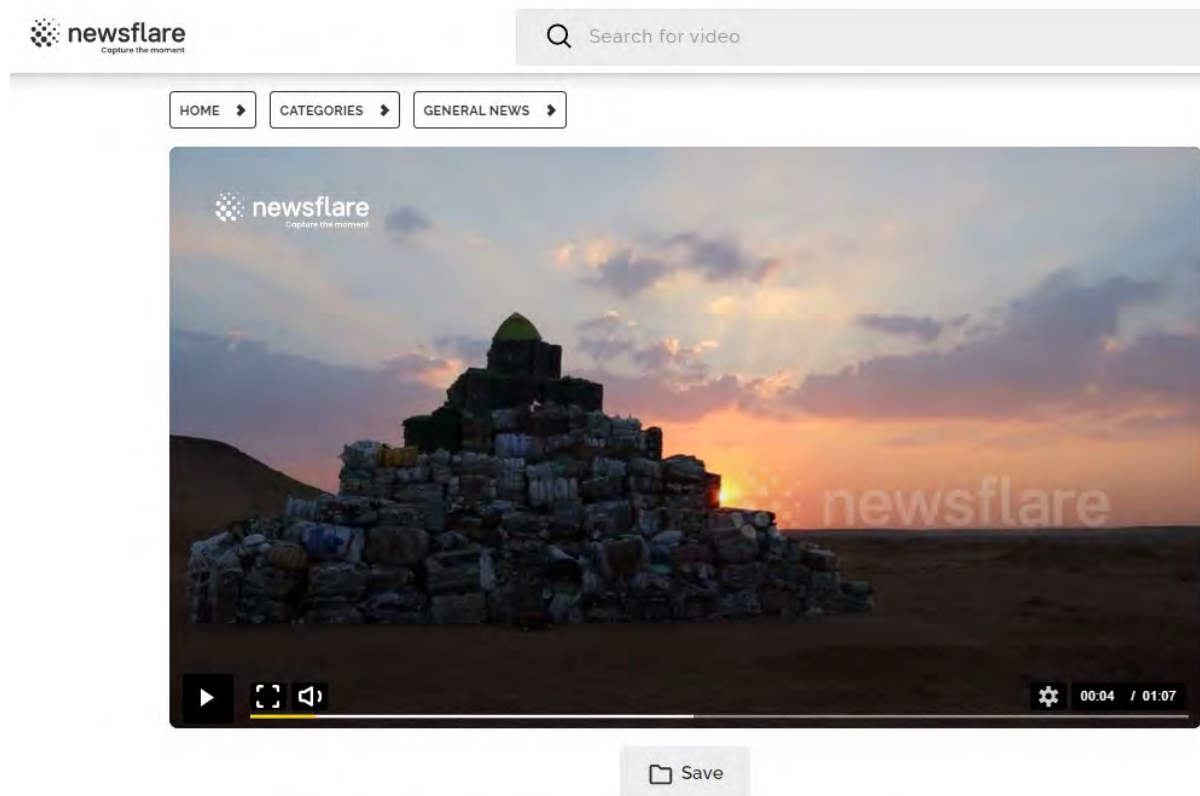
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**The world's largest plastic waste pyramid is unveiled ahead of COP27**  
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The world's largest plastic waste pyramid is unveiled ahead of COP27 to launch the 100YR CLEANUP. The initiative aims to remove 15 million water bottles worth of rubbish from the planet, every year, for the next 100 years. It has taken 5 days to build, used 18 tonnes of rubbish from the Nile River in its creation, and is taller than a three-story building. It is 10m tall X 12m wide.

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Report





## World's largest plastic waste pyramid lands in Egyptian desert

The world's largest plastic waste pyramid has been revealed in Egypt on Thursday (3 Nov). Unveiled ahead of COP27 in Sharm el-Sheik, the structure is ten metres tall, 12 metres wide, and made from 18,000 kilograms of Nile River rubbish. Erected in Egypt's Western Desert, just outside Cairo, the immense structure took five days to build and features the equivalent of one million plastic water bottles and trash. The unveiling marks the beginning of a movement called the 100YR CLEANUP - an initiative led by zero-waste company Zero Co and mission-led wine The Hidden Sea. It seeks to fund large-scale rubbish clean-ups for the next 100 years and drive accountability for the single-use plastic problem. The campaign allows consumers to sponsor the removal of "bundles of trash", while businesses can contribute funds towards the initiative. To mark the launch of 100YR CLEANUP, founder Mike Smith will camp out on top of pyramid for three days to call for support from people and businesses to join the movement. He says: "We can't fix the plastic problem alone, but we can give everyone the ability to take action. "By working together with businesses, industry leaders and inviting the public to take direct action, we'll be able to build a scalable solution to the problem and have a huge impact." Justin Moran, founder of The Hidden Sea, a wine company taking plastic out of the ocean every time a bottle is bought, said: "Despite its epic size, the pyramid shows just a fraction of what is an incredible crisis." The Hidden Sea say they have removed 18 million plastic bottles from the ocean so far.



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By Waqas Qureshi 4 November 2022

## World's largest plastic waste pyramid unveiled before COP27

Australian wine brand The Hidden Sea has marked its partnership with Zero Co with the unveiling of the world's largest plastic pyramid in the Egyptian desert.



As world leaders assemble in Egypt for COP27, the pyramid is made out of waste from up to one million plastic water bottles collected from the Nile River. It has been installed outside Cairo in Egypt's Western Desert.

Both parties have funded the launch of the 100YR CLEANUP initiative. The project is run by entrepreneur Mike Smith, founder of Zero Co and the 100YR CLEANUP initiative, and The Hidden Sea co-founders Justin Moran and Richie Vandenburg.

Justin Moran, founder of The Hidden Sea, which claims to be on track to take one billion plastic bottles from the ocean through sales of its wines, said: "Despite its epic size, the pyramid shows just a fraction of what is an incredible crisis. Powered by wine drinkers, The Hidden Sea has removed 18 million plastic bottles from the ocean so far; this demonstrates that consumers simply need a clear way to be part of the solution. They want to get behind companies that put their money where their mouth is. It's time to draw a line in the sand and change and come together as business leaders to help manage the crisis. Those who, like us, have the ability, have the responsibility."

Mike Smith added: "The global waste problem and eliminating single-use plastics are top of the agenda at the moment with COP27 taking place, and our installation will really draw attention to the scale of the problem of plastic waste in our rivers and oceans."



## The Newest Egyptian Pyramid Is Made Entirely From Recycled Plastic



**Katherine McLaughlin**

Fri, November 4, 2022 at 4:42 AM · 2 min read



The newest Egyptian pyramid might not be the biggest one ever constructed—that honor goes to [the Great Pyramid in Giza](#), also known as [the Pyramid of Khufu](#)—but it is the largest one made entirely from plastic waste. Conceived by zero-waste Australian startup [Zero Co](#) and purpose-driven wine brand [the Hidden Sea](#), the 32-foot-tall structure marks the start of Zero Co's 100YR CLEANUP, an initiative to fund large-scale cleanups for the next 100 years.

“At the Hidden Sea, we're committed to creating a movement by giving environmentally conscious consumers a simple way to make a tangible difference in [preserving the planet](#),” Justin Moran, cofounder of the Hidden Sea, said in a statement. “Partnering with like-minded, mission-driven Zero Co and kicking off the 100YR CLEANUP with this powerful moment in Egypt allows for greater impact and ensures progress as we drive toward a better planet.”



The pyramid stands at 32 feet tall and 39 feet wide.  
Photo: Courtesy of 100YR CLEANUP



PHOTO: COURTESY OF 100YR CLEANUP



Made from 20 tons of salvaged plastic—including 1 million water bottles worth of plastic collected from the Nile River—the pyramid stands as tall as a three-story building. The new plastic Egyptian pyramid follows the construction lead of [its predecessors](#) and is made from blocks—in this case of salvaged plastic—that are stacked on top of each other. Designed in collaboration with cleanup organization VeryNile, Egyptian artist Bahia Shehab, and production company Matchstick, the pyramid took five days to build. Zero Co and the Hidden Sea conceived the project with the goal to capture the world's attention and call on business leaders to unite against single-use plastic before the 2022 United Nations Climate Change Conference, which begins November 6.



Zero co founder Mike Smith plans to sleep at the top of the pyramid for three nights.  
Photo: Courtesy of 100YR CLEANUP

Through the 100YR CLEANUP, Zero Co hopes to raise \$1,000,000 over the next year to begin funding global cleanups. “We want to put the plastic problem on the environmental agenda,” Zero Co’s founder Mike Smith said in a statement. “We know we can’t do this alone, so we need to get everyone involved.” In addition to calling on industry peers and business leaders for donations, Smith plans to sleep on the pyramid for three nights starting on November 2, and invites the public to [sponsor bundles of trash](#) during this time.

Originally Appeared on [Architectural Digest](#)

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## Great Pyramid Of Garbage: Aussie Start-up Zero Co On The Quest To Fund Large-Scale Cleanups

The world’s largest plastic waste pyramid has landed in the Egyptian desert, marking the beginning of a movement called the 100YR CLEANUP and an initiative led by Aussie start-up, Zero Co.

BY JESSICA CAMPBELL | NOV 7, 2022



Egypt is renowned for its pyramids; structures that have stood the test of time and whose architectural design proves so incredible, tourists can’t help but flock there to marvel, mouths agape at these monuments. But the latest landmark turning heads in the Egyptian desert is that of a plastic waste pyramid, an immense structure that took five days to build and weighs a staggering 20 tons.

This pyramid made of plastic is the work of Aussie startup and zero-waste company, Zero Co, who have been on a mission to “untrash the planet.” In conjunction with The Hidden Sea, a wine company removing plastic from the ocean every time a bottle is bought, the company erected the structure to mark the beginning of a movement called the 100YR CLEANUP, which looks to fund large-scale cleanups for the next 100 years and drive accountability for the single-use plastic problem that is [proving an urgent threat to the planet’s future](#).



It might not be Egypt’s most grand pyramid, but it’s still taller than a three-storey building and is made using the equivalent of one million plastic water bottles collected from the Nile River. Speaking about the pyramid made of trash, Justin Moran, founder of The Hidden Sea, explains: “Despite its epic size, the pyramid shows just a fraction of what is an incredible crisis. Powered by wine drinkers, The Hidden Sea has removed 18 million plastic bottles from the ocean so far; this demonstrates that consumers simply need a clear way to be part of the solution.”

“This COP27, our message is clear. It’s time to draw a line in the sand and change how we manage the crisis. Those who have the ability, have the responsibility.”

JUSTIN MORAN

Taking place on November 7, COP27 will see the world’s climate leaders come together to discuss the future of the planet. But where [calls for urgent action have continued to sound](#) from countries around the world, the attempts by government bodies to enact change has been underwhelming. Now, Zero Co is hoping to garner the world’s attention, with founder Mike Smith camping out on the pyramid’s top for three days as he invites the public to support future cleanups. This can be done by sponsoring the removal of bundles of rubbish, from as little as \$20, through to \$50 or \$100.



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Zero Co

But while Zero Co presents opportunities for individuals to enact change, it’s also calling on industry peers and companies around the world to unite against the single-use plastic problem and contribute a small part of their business funds towards the initiative. Already, Zero Co have contributed \$100,000 of its own earnings into the project, with global brands lining up to take part in the century-long movement, too.

“We want to put the plastic problem on the environmental agenda. We know we can’t do this alone, so we need to get everyone involved. By working together with businesses, industry leaders and inviting the public to take direct action, we’ll be able to build a scalable solution to the problem and have a huge impact,” says Smith.



Zero Co

With the hope of raising \$1 million for the 100YR CLEANUP over the next 12 months, Zero Co will be able to remove 15 million water bottles worth of rubbish from the planet, a target that has provided the foundation for such a powerful initiative.

“I want to ensure that future generations have the opportunity to experience untouched wilderness in all its powerful forces. While we inherit this planet from our ancestors, we also borrow it from our children,” Mike adds.

*For more information or to find out how you can help, visit the official website [here](#).*



The screenshot shows the Waste 360 website interface. At the top, there is a search bar, a 'Register Now' button, and a 'Log In' link. Below the navigation menu, the breadcrumb trail reads: Home > Recycling > Plastics > The World's Largest Plastic Waste Pyramid Has Landed in the Egyptian Desert.

The main article is titled 'The World's Largest Plastic Waste Pyramid Has Landed in the Egyptian Desert' and is categorized as a 'PRESS RELEASE'. The article features a large image of a pyramid constructed from plastic waste in a desert landscape. Below the image, the text states: 'Using 20 tons of salvaged plastic from the Nile River, this stunt signals the start of a plan to clean the planet for the next 100 years.' The article is dated Nov 07, 2022.

On the left sidebar, there are several other news items:
 

- 'NWRA CEO Recognized for Support of National Guard' (NOV 10, 2022)
- 'NWRA Congratulates All the New and Returning Elected Officials' (NOV 10, 2022)
- 'Badgers At Former Landfill Site Protected During Construction of Waste-Handling Plant' (NOV 10, 2022)
- 'Report Details Closed Loop's Reusable Bag Pilot Involving Three Major Retailers' (NOV 10, 2022)

At the bottom of the sidebar, there is a 'POLL' section.

The world's largest plastic waste pyramid has been revealed in Egypt today ahead of COP27 in Sharm el-Sheik. The unveiling marks the beginning of a movement called the 100YR CLEANUP - an initiative led by zero-waste company [Zero Co](#) and mission-led wine [The Hidden Sea](#). It seeks to fund large-scale clean ups for the next 100 years and drive accountability for the single-use plastic problem.

Erected in Egypt's Western Desert, just outside of Cairo, the immense structure took five days to build, weighs a whopping 20 tons, is taller than a three-story building, and is made using the equivalent of 1 million plastic water bottles collected from the Nile River.\*

In a strike of collective action, consumers can sponsor the removal of "bundles of trash" while businesses can be part of the game-changing initiative by contributing funds towards the initiative.

Justin Moran, founder of The Hidden Sea, is a wine company removing plastic from the ocean every time a bottle is bought, said: "Despite its epic size, the pyramid shows just a fraction of what is an incredible crisis. Powered by wine drinkers, The Hidden Sea has removed 18 million plastic bottles from the ocean so far; this demonstrates that consumers simply need a clear way to be part of the solution. This COP27, our message is clear. It's time to draw a line in the sand and change how we manage the crisis. Those who have the ability, have the responsibility."

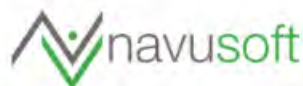
The advertisement features the Wastequip logo at the top, followed by the text 'OPTIMAL SIZE & PERFORMANCE'. Below this is a photograph of a blue recycling bin. At the bottom of the ad is a 'LEARN MORE' button.





To personally mark the launch of 100YR CLEANUP, founder Mike Smith will camp out on top of the pyramid for three days to call for support from people and businesses to join the movement.

100YR CLEANUP founder, Mike Smith, said: "We can't fix the plastic problem alone, but we can give everyone the ability to take action. By working together with businesses, industry leaders and inviting the public to take direct action, we'll be able to build a scalable solution to the problem and have a huge impact."



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Zero Co and The Hidden Sea aim to raise \$1,000,000 for the 100YR CLEANUP over the next 12 months, which will remove 15 million water bottles worth of rubbish and drive the initiative's mission year on year, for the next 100 years.

"We want to ensure that future generations have the opportunity to experience untouched wilderness in all its powerful forces. Whilst we inherit this planet from our ancestors, we also borrow it from our children," continued Mike Smith.

By sponsoring the 100YR CLEANUP and buying a bundle of rubbish, individuals and businesses can contribute to future cleanups around the world. With sufficient funding, the team hopes to build full-time teams in South-East-Asia and Australia cleaning the planet 5 days a week, every week, every year, for the next 100 years.





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07 NOVEMBER 2022 — Uncategorized

## World's largest plastic waste pyramid unveiled in Egypt



Created using 18 tonnes of trash from the Nile River, the installation supports the launch of 100YR CLEAN UP Initiative led by Zero Co and The Hidden Sea wine

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World's largest plastic waste pyramid



## 7 November 2022 – Manchester Food Tourist (UK) (cont)

As world leaders assemble in Egypt for COP27, two organisations have joined forces to launch an initiative to clean the planet for the next 100 years.

Mission-led Australian wine brand The Hidden Sea has partnered with zero-waste company Zero Co to fund the launch of the 100YR CLEANUP initiative, which is announced today with the unveiling of the world's largest plastic pyramid in the Egyptian desert.

Installed outside Cairo in Egypt's Western Desert, the structure took four days to build, weighs 18 tonnes, is 10 metres tall and 12 metres wide. It's made using the equivalent of one million plastic water bottles collected from the Nile River\* by entrepreneur Mike Smith, founder of Zero Co and the 100YR CLEANUP initiative, and The Hidden Sea co-founders Justin Moran and Richie Vandenburg.

The team is launching a \$1,000,000 fundraising drive to support the initiative and once the target is achieved, 100YR CLEANUP will build full-time teams around the world cleaning the planet five days a week, every week, every year, for the next 100 years, to create a century long wave of collective action.

Justin Moran, founder of The Hidden Sea, which is a wine company on track to take one billion plastic bottles from the ocean through sales of its wines, said: "Despite its epic size, the pyramid shows just a fraction of what is an incredible crisis. Powered by wine drinkers, The Hidden Sea has removed 18 million plastic bottles from the ocean so far; this demonstrates that consumers simply need a clear way to be part of the solution. They want to get behind companies that put their money where their mouth is. It's time to draw a line in the sand and change and come together as business leaders to help manage the crisis. Those who, like us, have the ability, have the responsibility."

To sound the klaxon for companies to back the game-changing initiative, 100YR CLEANUP founder Mike Smith will camp on top of the pyramid for three days.



## 7 November 2022 - Manchester Food Tourist (UK) (cont)

Mike says: "The global waste problem and eliminating single-use plastics are top of the agenda at the moment with COP27 taking place, and our installation will really draw attention to the scale of the problem of plastic waste in our rivers and oceans.

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"By working together with businesses and industry leaders and inviting them to be part of a proactive plan that will outlive us all, we'll be able to build a scalable solution to the problem and have a huge impact. It's impossible to solve the plastic problem alone, but we can give everyone the ability to take action."



"We want to ensure that future generations can experience untouched wilderness in all its powerful forces. Whilst we inherit this planet from our ancestors, we also borrow it from our children. Backing our initiative will leave an incredibly positive legacy." adds Mike.

By sponsoring the 100YR CLEANUP and buying a bundle of rubbish, individuals and businesses can contribute to future clean ups around the world.





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## Gigantic plastic waste pyramid highlights sustainability initiative

By J. Publ

In a bold publicity stunt, Australian wine brand The Hidden Sea has partnered with zero-waste company Zero Co to build the world's largest plastic pyramid in Egypt, drawing attention to the duo's latest campaign.

Coinciding with the COP27 conference taking place in Egypt this week, the pyramid was installed in the country's Western Desert. Taking four days to build, the structure weighs 18 tonnes, is 10 metres tall and 12 metres wide.

It was made using the equivalent of one million plastic water bottles collected from the Nile River by entrepreneur Mike Smith, founder of Zero Co, and The Hidden Sea co-founders Justin Moran and Richie Vandenburg.

Hoping to fund the launch of their 100YR CLEANUP initiative, the partnership is looking to raise \$1,000,000 in the next 12 months to create full-time teams around the world, dedicated to "cleaning the planet five days a week, every week, every year, for the next 100 years, to create a century long wave of collective action".

Justin Moran, founder of The Hidden Sea, said: "Despite its epic size, the pyramid shows just a fraction of what is an incredible crisis. Powered by wine drinkers, The Hidden Sea has removed 18 million plastic bottles from the ocean so far, this demonstrates that consumers simply need a clear way to be part of the solution."

100YR CLEANUP founder Mike Smith also agreed to 'camp' on top of the pyramid for three days, to garner support.

"The global waste problem and eliminating single-use plastics are top of the agenda at the moment with COP27 taking place, and our installation will really draw attention to the scale of the problem of plastic waste in our rivers and oceans," he said.

"By working together with businesses and industry leaders and inviting them to be part of a proactive plan that will outlive us all, we'll be able to build a scalable solution to the problem and have a huge impact. It's impossible to solve the plastic problem alone, but we can give everyone the ability to take action."

To find out more about the initiative and donate, visit [100yrcleanup.com](http://100yrcleanup.com).

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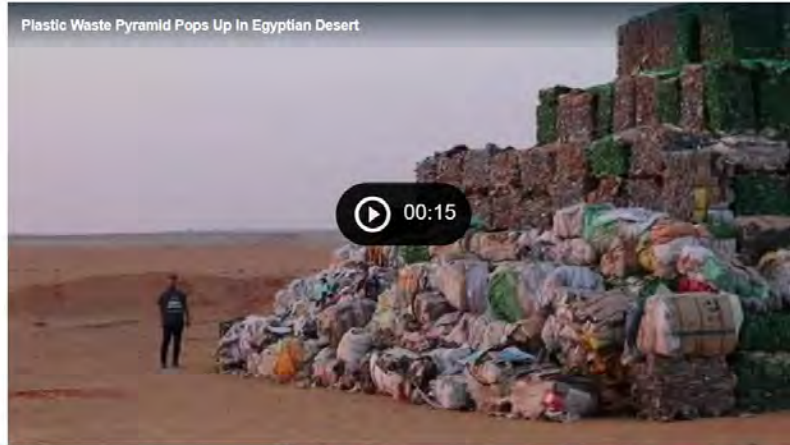
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TECH & SCIENCE

# Huge New Pyramid Has Appeared in Egypt

BY PANDORA DEWAN ON 11/8/22 AT 11:14 AM EST



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VS

**The Democratic Party is Becoming Less Inclusive | Opinion**  
BY ARI HOFFMAN 

**A** new pyramid has appeared in the Egyptian desert. But instead of blocks of limestone, the structure is made entirely out of waste plastic.

The installation, conceived by Australian zero-waste startup, Zero Co, and purpose-driven wine brand, The Hidden Sea, was constructed to raise awareness about plastic pollution and global waste in the run-up to the COP27 conference taking place in Egypt this week.



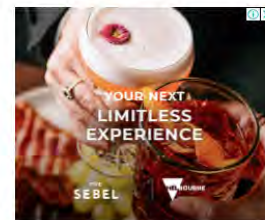
Photo of the giant trash pyramid in Egypt. The pyramid is the largest waste structure of its kind to ever be constructed. 100YR CLEANUP

"The pyramid took a total of five days to construct and is made from almost 45,000 pounds of salvaged plastic pulled from the Nile River," Mike Smith, CEO of Zero Co, told *Newsweek*. "The collection process took almost a month."

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The river clean-up was done in partnership with VeryNile, an organization based in Cairo dedicated to removing waste from the waters and banks of the Nile river. The resulting trash pyramid was constructed with the help of Egyptian artist Bahia Shehab, who uses creativity as a tool for social change.

"The pyramid stands over 32 feet tall—the size of a three-story building—and is the largest waste structure, of its kind, ever constructed," Smith said.



As part of the stunt, Smith slept on top of the pyramid for the three nights running up to COP27.

