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Amerigo Japan Co., Ltd.

simply,  
what if

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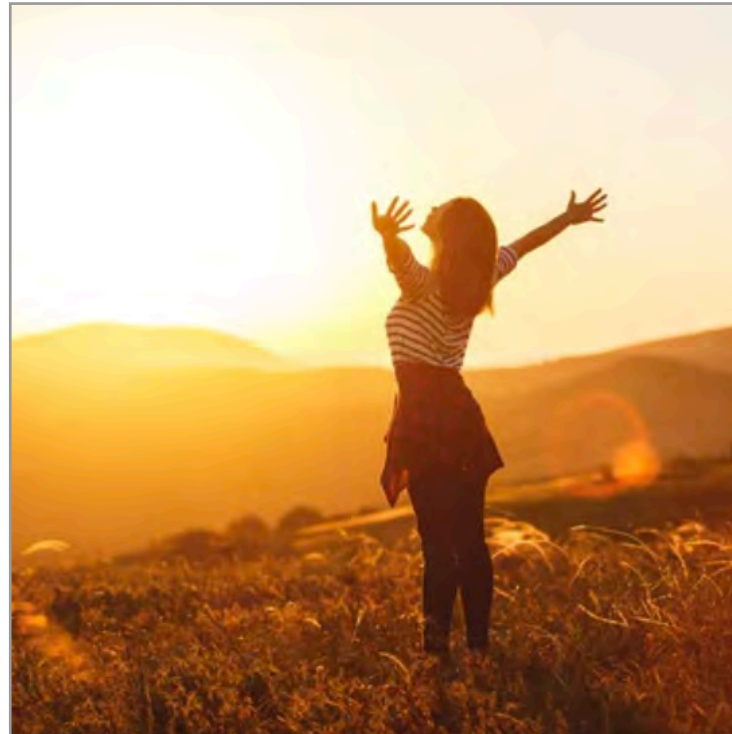
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22年



**Climate change is no longer some far-off problem;  
it is happening here, it is happening now.**

BARACK OBAMA  
44TH PRESIDENT OF UNITED STATES OF AMERICA



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## "Simply, what if" the documentary

With the announcement of their 1st commercial plant to produce black pellets "Idemitsu Green Energy Pellet™", a carbon-neutral energy pellet that could be used to replace coal, Idemitsu Kosan Co., Ltd., marked the beginning of a new era.

But what is "Idemitsu Green Energy Pellet™"? How will they be able to replace coal? What would that be, its impact on the environment? Who's behind the research and the development of this new high-calory fuel?

Those are just a few questions that "Simply What If" will answer in detail. The documentary will explore how this all started and what are the implications for the future in terms of environment, economy, and society.

In an era in which tornadoes and typhoons keep increasing the number of fatalities, and severe weather is directly related to Global Warming by renowned scientists around the world, a new "green" way to produce energy is long overdue.

Together with a European startup company Maatschappij Wilhelmina N.V. and its parent company TG2 GmbH, this high-calory fuel produced by torrefaction of wood pellets Idemitsu Kosan Co., Ltd. enables customers to co-combust directly with coal without modification of existing equipment, and with its high hydrophobicity, could be stored together with coal in outside stockyards.

"Idemitsu Green Energy Pellet™" is an efficient and realistic measure to reduce CO<sub>2</sub> emission and achieve a carbon-neutral society, and that, in the future, could be used with an even higher co-combustion ratio, aiming to replace coal entirely.

While Idemitsu aims to become a company that provides its customers with sustainable energy and at the same time tackles global environmental issues, the documentary explores WHO are the people behind this simple idea that allows going from the solid waste stream to clean energy and eventually change the world.

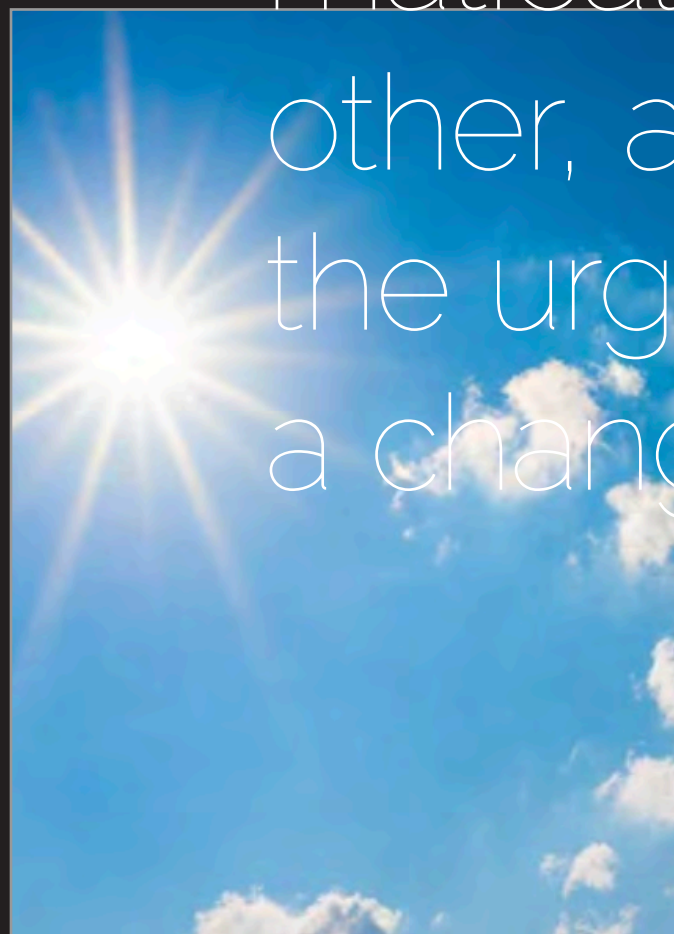
**"Idemitsu Green Energy Pellet"**  
is a high-calorie fuel produced  
by torrefaction of wood pellets  
produced from sustainable  
sources.



# Green Energy

There's one issue that will define the contours of this century more dramatically than any other, and that is the urgent threat of a changing climate.

BARACK OBAMA  
44TH PRESIDENT OF UNITED STATES OF AMERICA



Japan has shown its presence in international climate change negotiations since 1997 when the Kyoto Protocol was adopted. Since the Great East Japan Earthquake of March 11, 2011., dependence on coal-fired power has increased as well as GHG emissions which have increased substantially.

On 22 April 2021, Prime Minister Yoshihide Suga announced an updated greenhouse gas (GHG) emissions reduction target, from the previous 26% to 46% by 2030 and net zero emission by 2050.

What does it mean "Net Zero Emission"? It refers to achieving an overall balance between greenhouse gas emissions produced and greenhouse gas emissions are taken out of the atmosphere.

GREENHOUSE GAS EMISSIONS REDUCTION TARGET IN JAPAN

<b>5.6</b>	<b>46</b>	<b>2050</b>
% REDUCTION BY 2021	% REDUCTION BY 2030	NET ZERO EMISSION

Climate  
change





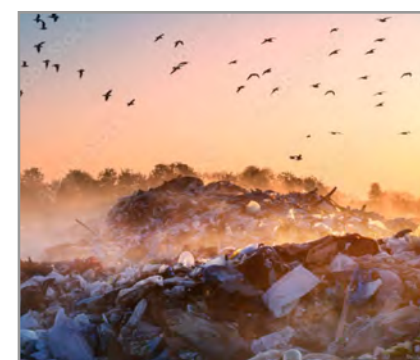
# Connecting the dots

MAATSCHAPPIJ WILHELMINA N.V.  
2021-2022



**What is the calculus of innovation? The calculus of innovation is really quite simple: Knowledge drives innovation, innovation drives productivity, productivity drives economic growth.**

WILLIAM BRODY, SCIENTIST



From biomass to "Idemizu  
Green Energy Black Pellets"

# Director's Profile

**There are no rules in film-making. Only sins. And the cardinal sin is dullness.**

FRANK CAPRA

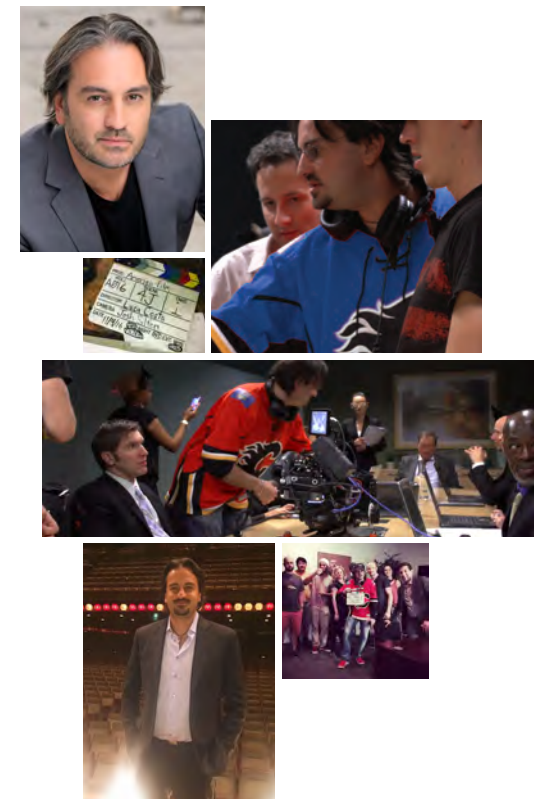
## Luca Costa

Director/Producer

Luca is an Italian director/writer/producer/actor who had lived in Los Angeles since 2000. He is the president of Amerigo Film, Inc. located in Los Angeles, CA, and CEO of Amerigo Japan, Inc. () located in Tokyo, Japan.

As director/producer he worked in more than 1000 projects, including commercials, industrials, short films, documentaries, and films and as an actor, he worked on many Hollywood films including the musical "Nine" directed by Rob Marshal ('Memoire of a Geisha', 'Chicago', 'Mary Poppins Return') and Columbia Pictures' film 'Angels and Demons' starring Tom Hanks ('Da Vinci Code', 'Forrest Gump', 'Apollo 13') and directed by Ron Howard ('Beautiful Mind', 'Apollo 13').

He's currently co-producing the 20th Century Fox feature film "Chippendales" starring Dev Patel ('Slumdog Millionaire', 'Lion', 'The Best Exotic Marigold Hotel') and directed by Craig Gillespie ('I, Tonia', 'Cruella').



MAATSCHAPPIJ WILHELMINA N.V.  
2021-2022



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"A budget is more than just a series of numbers on a page; it is an embodiment of our values."

BARACK OBAMA

In the advertisement world, every company and marketing team wants to have the best and most effective asset spending the least money. Unfortunately, to have a high-quality asset, there is no escape: you need a budget. The customers and the viewers will not understand what is wrong or what would be the problem behind a low-quality ad, but they certainly will realize that it is not professional. To create something good, you need good people, and to get good people, you need money. As simple as that. There is an expression in English in which if you say there is the elephant in the room, you mean that there is an obvious problem or difficult situation that people do not want to talk about. Budget is always a

difficult situation. When something is high quality and professional, often you can get the wow-effect when seen by the customer for the first time. Either way, it all looks simple, with a solid and understandable message."- Simply what if" will be exactly like that. It will be simple and clear, but it will certainly cost money. An estimation of \$300k will be required. This budget is based on the assumption that lots of footage will be provided by the client. There are many different elements and phases (including editing, sound mixing, music score, graphics, color corrections...). All of these different pieces will be carefully put together by a seasoned team: Amerigo Team.



# Amerigo Team

## key players

### Luca Costa Director/Producer

Luca is an Italian director/writer/producer/actor who had lived in Los Angeles since 2000. He is the president of Amerigo Film, Inc. located in Los Angeles, CA and CEO of Amerigo Japan, Co., Ltd. (アメリカゴジャパン株式会社) located in Tokyo, Japan. As director/producer he worked in more than 1000 projects, including commercials, industrials, short films, documentaries and films and as an actor, he worked on many Hollywood films including the musical "Nine" directed by Rob Marshal ('Memoire of a Geisha', 'Chicago', 'Mary Poppins Return') and Columbia Pictures' film 'Angels and Demons' starring Tom Hanks ('Da Vinci Code', 'Forrest Gump', 'Apollo 13') and directed by Ron Howard ('Beautiful Mind', 'Apollo 13'). He's currently co-producing the 20th Century Fox feature film 'Chippendales' starring Dev Patel ('Slumdog Millionaire', 'Lion', 'The Best Exotic Marigold Hotel') and directed by Craig Gillespie ('I, Tonia', 'Cruella'). Source: [www.imdb.com/name/nm1766964/](http://www.imdb.com/name/nm1766964/)

### Ron Palmer Writer

Worked as a TV news reporter, anchor, writer and producer in four states(Illinois, Iowa, Arkansas & Missouri) before moving to Hollywood. Graduated from Southern Illinois University at Carbondale with a Bachelor of Arts in Radio-Television. Classmate of former 'Survivor: The Australian Outback' contestant Kel Gleason at Southern Illinois University (Carbondale). Was almost named Jan David Palmer, and would have been had his father gotten his way. His father was one of five boys -- Joe, Jim, John, Jay and Jerry -- whose names began with the letter J. His brother Joseph was born, followed by his cousin Jeff before the 'J' string was broken. His mom named him Ronald, much to his father's chagrin. As a child, entered a 'Golden Graham's' jingle contest on a local radio station by singing like Donald Duck. (Source: [www.imdb.com/name/nm5502311/](http://www.imdb.com/name/nm5502311/))

### Ken Natsuhara Co-Producer

Ken was born in Osaka, JAPAN and raised in California, USA. He is a graduate of Keio University Tokyo, JAPAN, and a former Director of Digital Distribution at NBC Universal as well as Co-Founder & COO of NIUSIA Co., Ltd. Natsuhara's first produced short film, 'Mō Ikkai', won the Grand Prix, the Japan Com-

petition Best Short (Governor of Tokyo Award) as well as the Audience Award at Short Shorts Film Festival & Asia 2012. His second short film production, 'Oh Lucy!', directed by Atsuko Hirayanagi, won 2nd place at Cinéfondation, 2014 Cannes Film Festival, an honorable mention at Toronto International Film Festival, and the Best International Short Film at Sundance Film Festival 2015. A feature film 'Oh Lucy!' debuted at Cannes Film Festival Critics Week at 2017 Cannes Film Festival. Natsuhara's recent productions include the feature film 'A Crimson Star' directed by the up-on-coming Japanese director Aya Igashi, her thesis film project 'Tokeru' was the official selection for the Cinéfondation at 2017 Cannes Film Festival.

### Josh Silfen DP

Josh Silfen is a bi-coastal Director of Photography. He has been working as a DP since graduating from NYU's Tisch School of the Arts' Department of Undergraduate Film and Television in 2001. He has shot numerous features, shorts, commercials, music videos, and documentaries, and is always on the lookout for new and interesting projects to collaborate on. Josh is represented by Artistry. (Source: [joshsilfen.com](http://joshsilfen.com))

### Derek Ueda Editor

Experienced Production Editor with a demonstrated history of working in the marketing and advertising industry. Skilled in Adobe Suite, Final Cut Pro, Videography, and Photography. Strong media and communication professional with a Bachelor of Arts focused in Film/Communications from California State University of Fullerton.

### Nuno Malo Composer

Won Breakout Composer of The Year 2010 by the International Film Music Critics Association. Was nominated for a Goldspirit Award in 2011 for 'Best Revelation Composer', alongside Trent Reznor (The social Network), and Daft Punk (Tron), among others.

Was nominated for 'Best Score For A Drama Film' in 2011 at the International Film Music Critics Association, alongside Alexandre Desplat (Kings Speech), James Horner (The Karate Kid), Carter Burwell (True Grit), and Clint Mansell(Black Swan).His score from "LUV" was nominated for Best Original Score For a Feature Film at the Hollywood Music In Media Awards, alongside the scores for 'Lincoln' (John Williams), 'Skyfall' (Thomas Newman), 'The Master' (Jonny Greenwood), 'Rise of the Guardians'(Alexandre Desplat), 'The Hobbit'(Howard Shore), 'The Sessions' (Marco Beltrami), 'Life of Pi' (Michael Danna), 'Shady Lady' (Moritz Schmitt)and 'Jack Reacher' (Joe Kraemer). (Source: [www.nunomalo.com](http://www.nunomalo.com)).



**"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."**

Andrew Carnegie

# The Spark of an Idea

FOR AN ARTIST, THIS CREATIVE PROCESS, OR ACT OF CREATION, MIGHT START WITH A SPARK OF AN IDEA AND A BLANK WHITE CANVAS OR SHEET OF PAPER.

MAATSCHAPPIJ WILHELMINA N.V.  
2021-2022

A Chinese proverb says: "The best time to plant a tree was 20 years ago. The second best time is now."

We all can start following a new idea, we all can start finally chasing our dream. But what are the implications? If we don't risk what we have, will we achieve something? Will we be able to turn it into reality?

This is the story of David Hiel who decides to quit his job and starts following what, at the time, sounded absurd, impossible to achieve. 5 years of research and finally getting the attention of a major Japanese player in Green Energy.

This is exactly what life is about. A spark of an idea, a mysterious sense of hope that moves us that motivates beyond our imagination.



Ideas are like slippery fish. They seem to have a peculiar knack of getting away from us. Because of this, the creative person always has a pad and a pencil handy. When he gets an idea, he writes it down. He knows that many people have found their whole lives changed by a single great thought. By capturing ideas immediately, he doesn't risk forgetting them.

Earl Nightingale



Idemitsu Green  
Energy Pellet™



Idemitsu Kosan  
Co., Ltd.





# The Crazy ones



Thomas Jefferson once said: "If you want something you have never had, you must be willing to do something you have never done."

And that's how David Hiel started.

After quitting his job, and with only an idea in mind he started to invest his time, energy, and savings in the research to how to convert the trash into energy. The facing problems, the bumps on the road, the rejections, and the mistakes did not stop him. But actually, made him stronger and sure that his idea would work.

When Doc Brown comes back from the future to get his friend Marty McFly at the end of "Back to the Future", (part 1) while convincing him to follow him, reaches out to a trash bin and in front of Marty's astonishment sticks some organic waste inside the flux capacitor. And of course, the famous quote: "Roads? Where We're Going, We Don't Need Roads." If certainly a lot of things were pure fiction for the astonished audience, few of the smart predictions of director Zemeckis actually become reality. And "Idemitsu Green Energy Pellet™" is indeed a good one.

Often great idea needs to wait for decades before actually being developed, but these

**"If you want  
something you have  
never had, you must  
be willing to do  
something you have  
never done."**

Thomas Jefferson



**The people who are crazy  
enough to think they can  
change the world are the  
ones who do.**

STEVE JOBS

black pellets happened exactly at the right time in history. When climate change becomes more part of a nowadays world, this new burning fuel is about to transform how we create energy.

If we consider that enables customers to co-combust directly with coal without modification of existing equipment, and with its high hydrophobicity, could be stored together with coal in outside stockyards, on top of the fact that reduces CO2 emission, it's easy to understand how this product is getting more and more popular.

"Great Scott!". We are in the future.

# And just like that

**“From biomass to clean  
energy: a new road is  
standing in front of us”.**

With the announcement of their first  
commercial plant to produce black  
pellets “Idemitsu Green Energy  
Pellet™”, Idemitsu Kosan Co., Ltd.,  
paved the street of a new era.





**People have forgotten how to tell a story. Stories don't have a middle or an end any more. They usually have a beginning that never stops beginning.**

STEVEN SPIELBERG

# Simply, what if

'Simply, what if' is a collection of images, music, graphics, and interviews that depict a true story of ideas, sacrifices, and success. A 90-min documentary that makes the audience think and re-think how a simple idea, like a butterfly effect, can literally change the world.

Have you ever had an idea? Have you ever a spark out of the blue but you didn't even consider it cause it's probably impossible? It won't work? Right?

Let me put it **simply, what if** you follow that idea?

Remember that "Where We're Going, We Don't Need Roads."

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## Notes

MAATSCHAPPIJ WILHELMINA N.V.  
2021-2022

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"Roads? Where  
We're Going, We  
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