

About YMCA

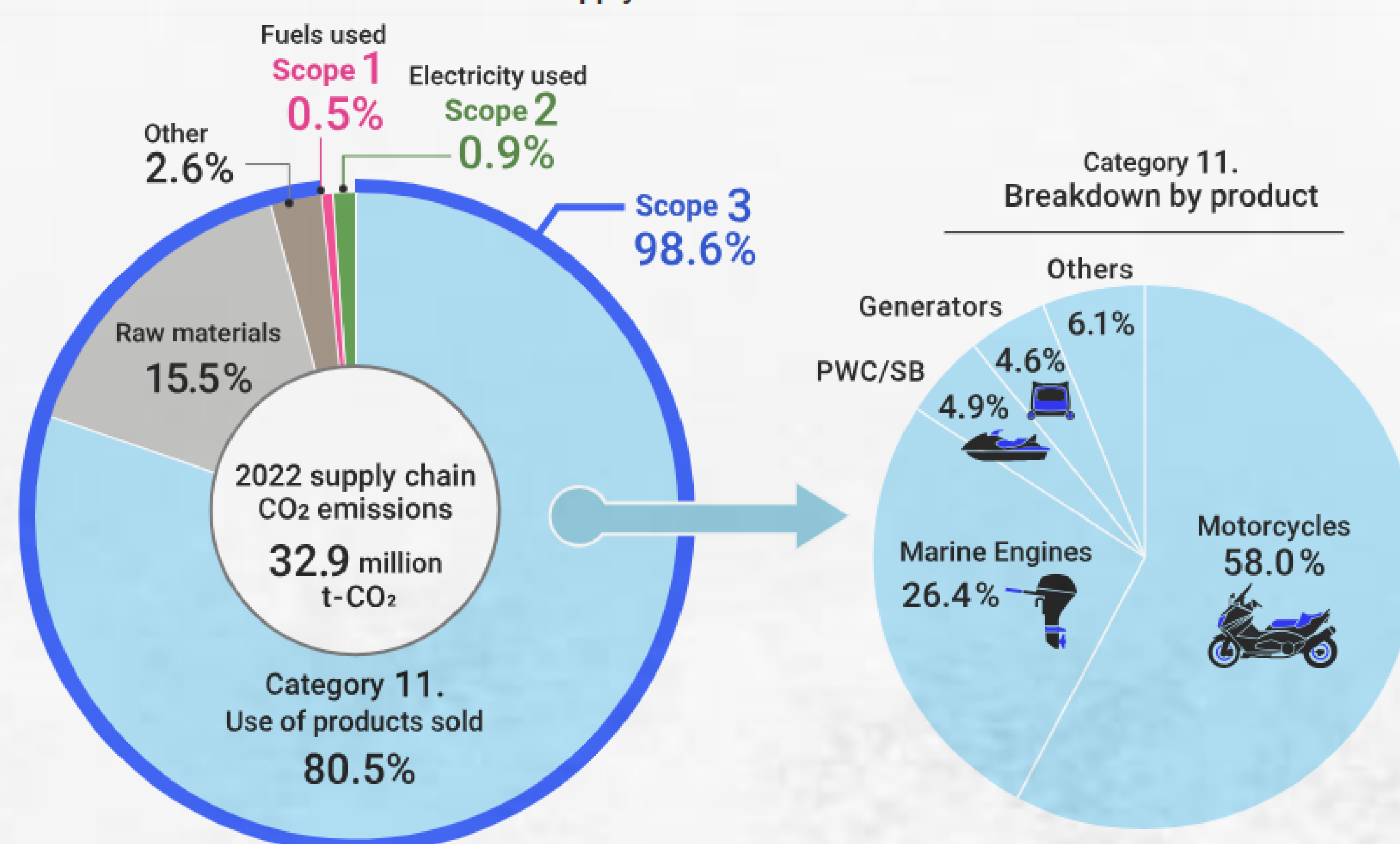
“Exceed expectations by introducing products that change the way we live.”

As a wholly owned subsidiary of Yamaha in Canada since 1973, Yamaha Motor Canada (YMCA) is celebrating its 50-year anniversary and being recognized as one of Toronto’s Top 50 Employers.

YMCA manages distribution and warehousing of Yamaha products and accessories for 400+ Canadian dealers coast to coast.

Yamaha Motor Corp. aims to achieve carbon neutrality by 2050. YMCA was chartered with net zero at the facility level by 2027.

Breakdown of CO₂ emissions for the entire supply chain



Sustainability Issues Faced by YMCA

- Bulk of the emissions came from customer’s enjoyment of the products (Scope 3)
- Progressive carbon taxes and stricter environmental regulations pose operational and transitional risks to YMCA
- Interest in and appreciation of sustainability are relatively low among YMCA employees and customers



Choose The Smaller Footprint



Key Takeaways

“Make every challenge an opportunity”



Apply Integrative thinking

Increasing building energy efficiency requires lifecycle and integrative thinking to ensure sustainability initiatives are future-proved



Tailor the message

Honed strategic presentation skills by tailoring sustainability message to audience ranging from cross-departmental employees to the executive committee



Build internal capacity

One of the best way for any organization beginning to embrace sustainability is to develop the internal capacity to understand and adapt to the evolving ESG landscape

Major Accomplishments

“To work carefully, is to work quickly”

- Completion of ISO 50001 Net Ready
- Delivered talks on environmental, social, and economic sustainability issues
- Conducted SWOT analysis on GHG initiatives using Energy Star, LEED, and TRUE Zero Waste
- Drafted sustainability policies on waste management



My Role

EHS Sustainability Initiatives Co-op

- Analyze climate-related risks for YMCA and develop mitigation and adaptation strategies to manage identified risks:
 - Carbon-related operational measures
 - Incremental Carbon Tax & ICP
 - Energy Management System
- Raise awareness of sustainability with relevance to YMCA’s operation
- Provide direction and roadmap to YMCA executives on the sustainability journey