

Yamaha Motor Canada Ltd. (YMCA) is the Canadian subsidiary of Yamaha Motor Co., Ltd., a Japanese multinational corporation known for manufacturing motorcycles, watercrafts, and other motorized products.

Role & Responsibilities

- Register YMCA for Canada Green Building Council (**CAGBC**) Zero Carbon Building (**ZCB**) recognition, **Energy Star** and Total Resource Use and Efficiency (**TRUE**) certifications
- Implement **ISO 50001** Ready Canada program for Yamaha's major dealers and deliver recommendations for energy optimization
- Develop **employee engagement** presentations such as Ice Cube Talks and World Wildlife Talks
- Propose recommendations to executives on the adoption of **energy-efficient infrastructure**, including the installation of electric vehicle charging stations



Strengthened YMCA's commitment to reach net zero emissions by **2050**

Summary of Responsibilities

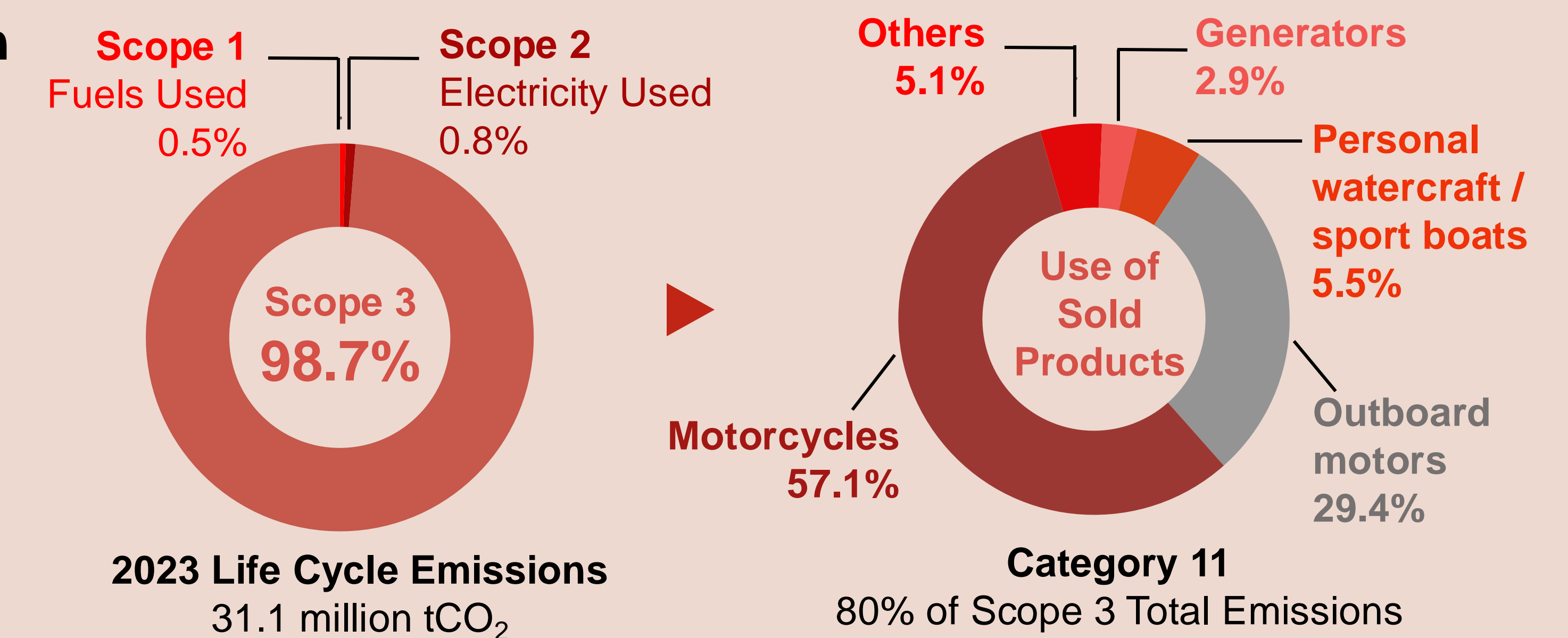
Focused on **Governance**, **Strategy**, and **Risk Management** for climate-related risks, opportunities, and financial impact of YMCA. Strengthened YMCA's resilience against sustainability challenges and aligned broader strategic goals.

Industry Challenges

- Transitioning to a **fully electric** facility through the implementation of charging stations, electric heating/cooling units, and other initiatives have grid limitations
- The extensive network of YMCA **dealers** across Canada add complexity for engaging in sustainability efforts
- As Yamaha dealers operate independently, YMCA's capacity to implement **sustainability** initiatives is **limited** to their own facilities
- Sustainability remains a relatively **recent topic** for employees, and many are not familiar with the opportunities and challenges it presents

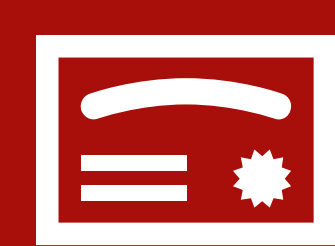
Emissions Breakdown

Yamaha's main challenge in reaching **net zero** is Scope 3 emissions, where most come from customers using the products

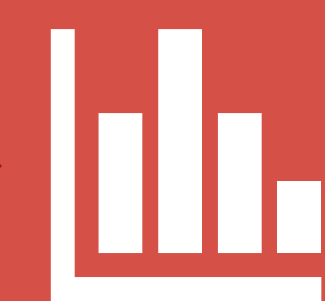


Yamaha Motor Group's corporate mission is to be a "**Kando creating company**". Yamaha aims to offer the people all over the world joy, amazement, fulfillment and happiness through high-quality products and services.

Contributions & Key Accomplishments



Certifications



Data Analysis



Sustainability Reporting

1. Certifications

Achieved **CAGBC-ZCB** and **Energy Star** recognition for YMCA. Worked with Yamaha's elite dealers to complete **ISO 50001 Ready** and **Energy Star** energy-efficiency certifications. Developed waste management strategies for YMCA to align with **TRUE** certification standards and attain accreditation.

2. Data Analysis

Led the data collection and verification of **utility data points** of YMCA and key dealers for certification review. Performed

an **industry-wide analysis** of trends and best practices for the implementation of charging infrastructure in 2025.

3. Sustainability Reporting

Generated a robust sustainability report that outlines YMCA **key initiatives** and **performance metrics**. Outlined a timeline for short, medium and long-term sustainability **goals** and **targets**.

Presented the sustainability and climate action initiatives to top **executives** for better progress towards Yamaha's net zero commitment in 2050.



Memorable Experiences

1. Off-road **dirt bikes**, **side-by-sides**, and **ATVs** at S.M.A.R.T. (Horseshoe) Riding Adventures

2. Yamaha **WaveRunners** on Lake Simcoe with the team

3. EV charging, sustainable buildings, and carbon markets **conferences**

Key Takeaways

- Embrace a culture of **innovation** by actively redefining traditional methods and creating value
- Align projects with interests to cultivate **excitement** and a more motivated work environment
- Promote a collaborative team where members lean on each other's strengths and ensure **confidence**
- Expertise starts with genuine curiosity and captivating **emotional** insights
- Foster engagement and open communication to resonate initiatives with stakeholders and create lasting **ties**