

Building energy efficiency

Case study: 50001 Ready Canada: Yamaha Motor Canada Ltd.

➤ Details

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Project overview

About the program

The 50001 Ready Canada program recognizes Canadian facilities and buildings that have implemented an energy management system aligned with the ISO 50001 standard. This self-paced, cost-free initiative encourages organizations to foster a culture of continuous energy improvement, leading to sustained enhancements in energy performance.



Participants use the 50001 Ready Navigator tool, an online platform that guides them through the process of establishing an ISO 50001 based energy management system (EnMS). By completing the necessary tasks and demonstrating energy management leadership, facilities can attain 50001 Ready Canada recognition.

About the proponent

Yamaha Motor Canada Ltd. (Yamaha) was incorporated in 1973 and is a subsidiary of Yamaha Motor Co., Ltd., a global leader in the motorsport and marine industry. Yamaha operates a network of almost 400 dealerships across Canada. Yamaha is committed to sustainability and has a goal of achieving carbon neutrality by 2050.

Annual savings

Yamaha achieved the following savings at their headquarters building in 2024, their second year of program participation, versus their 2022 baseline:

13.8%

(158,855 kWh, \$28,855)

Electricity Savings

17.2%

(19,807 m³, \$8,363)

Natural Gas Savings

11.8%

(34.4 tonnes CO₂e)

Scope 1 and Scope 2 Emissions Reductions

Key facts

- Yamaha first received 50001 Ready Canada recognition for their Canadian headquarters building, located at 480 Gordon Baker Rd, Toronto, Ontario, in 2023.
- Building on their own success, they expanded their EnMS to one of their dealerships, Kelly's Cycle Centre, and helped them achieve 50001 Ready Canada recognition in 2023.

Energy management activities

As part of the 50001 Ready Canada program, Yamaha made regular investments in energy management to continuously improve their performance, including implementing the following best practices:

- **Building Automation System (BAS):** The BAS allows for central access, control, and monitoring of building systems. They can now control HVAC, lighting, and temperature, and monitor CO₂ concentrations in the office to balance comfort and energy efficiency.
- **Energy Management Team:** They deployed a cross-functional energy management team with representatives from the environmental health and safety department, facilities/operations department, and senior leadership. This internal team was able to more easily identify Significant Energy Uses
- **Lighting Retrofits:** Replaced old incandescent lights with LEDs and installed occupancy sensors.
- **Corporate Dashboards:** Monitored continuous improvement processes by showcasing results on corporate dashboards. Employees beyond the energy management team became more aware and held themselves accountable for energy consumption.
- **Lunch and Learns:** Information sessions on sustainability, energy efficiency, and ISO 50001 allowed everyone, including those without a technical background, to better understand the program.



Other benefits

Having 50001 Ready Canada recognition translated to an **increase in stakeholder trust and reputation** among Yamaha's dealer network and on the global Yamaha stage. Their parent company saw Yamaha's commitment to energy management as a shared responsibility and a great step forward for their corporate sustainability goals.

Participating in the program helped Yamaha to **systematically track and improve their energy performance**. The uniform approach to energy management across facilities was critical to their overall understanding and training in energy conservation. It also ensured continuity as circumstances change.

The emphasis on continual improvement and accurate documentation helped to support **compliance with regulatory requirements** and **reduce exposure to energy-related risks**.

Lessons learned

Energy management efforts are more successful when company leadership is actively involved. The commitment of senior leadership ensured energy goals were aligned with broader business objectives. Without the active support of leadership, the energy initiatives would have lacked the authority and visibility needed to drive real change. At Yamaha, senior leadership ensured the energy improvements were not seen as a side project, but rather a core element of business performance and environmental responsibility.

"The implementation of an energy management system provided a pathway for us to provide high-quality products and services, while balancing superior energy performance.

Our achievement of 50001 Ready Canada is a testament to our dedication to protect the environment in which we play."

– James Matthews, President & Managing Director, Yamaha



"The 50001 Ready Canada program made implementing an energy management system at our facility straightforward and accessible. The step-by-step guidance from the Navigator tool broke the process down into manageable tasks. Our team tracked each requirement we completed with ease and monitored our results over time to successfully meet energy goals." – Maggie Chan, Sustainability Associate, Yamaha

Related links

- [50001 Ready Canada program](#)

Contact us

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