

Accredited Service Provider (ASP) Claim-Language Boundaries

Safeguarding CRREM's reputation as an objective, performance-based methodology

CRREM ASPs agree to certain claim-language boundaries. These are provided to ensure a common and accurate understanding of what CRREM assessments and the CRREM ASP program are, and what they are not.

We seek to protect CRREM's reputation as an objective, science-based transition risk assessment framework, grounded in a consistent, performance-based methodology. Therefore, we want to avoid the perception that engagement with a specific service provider could lead to more favorable backward-looking CRREM assessment results.

At the same time, we recognize the important role that service providers play in supporting the adoption and consistent application of the framework. While the calculation of a CRREM assessment is standardized, competencies and experience may differ in how service providers support data quality, forward-looking transition planning, and the interpretation of results in an operational or strategic context. These differences relate to execution and advisory support, not to underlying CRREM assessment outcomes themselves.

The ASP claim-language boundaries are intended to safeguard this distinction, maintain trust in the robustness of the methodology, and prevent unintended gaming behaviors, while maintaining an open, collaborative ecosystem.

General ASP communication principles

1. **CRREM assessment outcomes are data-driven and provider-neutral.** CRREM assessment results are determined solely by standardized methodology applied to underlying building performance data. Accredited Service Providers do not influence the outcome; they apply a consistent calculation framework that ensures comparability across assets and portfolios.

Example: *"Working with us will not result in a more favorable CRREM assessment outcome for your building's past performance. CRREM results are determined solely by the underlying building data and the standardized methodology, regardless of which service provider performs the assessment."*

2. **Accreditation relates to process quality and adherence to CRREM's methodology, not output endorsement.** CRREM ASP accreditation reflects an organization's ability to apply the CRREM methodology consistently and to standard, and to adhere to defined quality and transparency standards. It does not constitute review, approval, certification, or endorsement of any individual client output, report, or conclusion.

Example: *"Being a CRREM Accredited Service Provider means our organization has been assessed to apply the CRREM methodology consistently and that we commit to adhering to CRREM's latest assessment guidance. It does not mean CRREM has reviewed, certified, or approved any specific client report or result we produce."*

Please refrain from: "CRREM-reviewed", "CRREM-certified", "CRREM-approved", or "endorsed by CRREM". Instead, our suggestion is to show the CRREM ASP branding to communicate your commitment to applying the framework accurately.

3. **Clear separation between performance assessment and advisory interpretation.** The CRREM assessment itself is a standardized building- or portfolio-level performance and risk evaluation. Service providers may differ in how they support data collection, quality assurance, and the interpretation of results for strategic or operational decision-making. These differences relate to advisory competence, not to the underlying CRREM assessment outcomes.

Example: *"The CRREM assessment result is calculated using a standardized methodology and should be the same regardless of who performs the analysis. Where we add value is in activation: interpreting results, improving data quality, and developing transition strategies based on those outcomes."*

4. **CRREM is a transition risk and climate alignment framework, not a validation of a net zero or compliance claim.** CRREM Pathway alignment represents performance against a science-based decarbonization or energy trajectory and should not be communicated as a certification of net zero, regulatory compliance, or static sustainability achievement. The framework is a dynamic risk assessment tool, not a static label of achievement.

Example: *"Achieving CRREM alignment does not mean a building is net zero or compliant with local regulations. And it doesn't mean the work is done. It means the asset is currently performing in line with the science-based emissions and energy improvement trajectories used for assessing potential transition risk."*

5. **Communication must not imply service provider influence of backward-looking building performance.** Marketing or communication language should not suggest that engagement with a specific service provider leads to a more favorable CRREM assessment result. The methodology is identical regardless of who applies it; differences between providers relate only to forward-looking implementation support and advisory services.

Example: *"Regardless of which service provider performs the assessment, the CRREM result for a given building will be the same. Our role is to support the consistent application of the methodology and to help you act on the results. We have a long, successful track record of transition-planning support services that we believe can help you maintain CRREM alignment into the future."*