# Good Practice Profile\*

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| Title |  |
| Summary | *(Please summarize your Good Practice submission in maximum 500 words.)* |

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| **Profile** |
| Contact | *(Main contact for this Good Practice submission)* |
| Contact Job Title |  |
| Company name |  |
| Industry |  |
| Company Overview |  |

Your submission (description of your good practice) should consist of max. 10 pages. Additional image material, information material (e.g. PowerPoint slides) about the best practice can be included, although this appendix should not exceed 15 pages. Please make sure that your submission is one pdf file of max. 25 pages. The submission report should be sent to award@cdq.com. **The closing date for applications is September 15, 2025**. The organizer is entitled to extend the application deadline.

**\*Publication and data protection:**

The participants consent to the publication of the submitted Good Practice title, summary and their company name on the CDQ Good Practice Award website and in other media (e.g. Twitter, LinkedIn, etc) associated with the CDQ Good Practice Award. The submitted data is not considered to be confidential data.

The personal and company data stated by the participant on the application form will be collected, stored, and used only to organize and process the CDQ Good Practice award. Further forwarding to third parties does not occur.

# Motivation and goals

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| * *Summarize the initial situation and the surrounding conditions before the start of the project*
* *Describe the drivers and goals for this project*
* *Describe the planned innovation of this project*
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# Approach

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| * *Describe the approach to design and implement this project*
* *Describe the change impact on organization and systems*
* *Describe the major challenges your company had to overcome*
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# Self-Assessment

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| * *Describe the achieved results of this project considering*
	+ *Data excellence*
	+ *Business value*
	+ *Innovation*
* *State the planned next steps (if applicable)*
* *Summarize the lessons learned*
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**Evaluation criteria by the jury:**

The jury evaluates your case by the following three criteria. Each criterion uses a scale from 1 (little evidence) to 4 (exceptional evidence).

**Data Excellence**

The Good Practice provides evidence of data excellence, first and foremost with regard to data quality (defined as “fitness for purpose”), but also with regard to additional data related aspects, such as data compliance, data security and privacy, or data risk.

**Business Value**

The Good Practice demonstrates proven and sustainable business value and supports the transformation towards the digital and data-driven enterprise.

**Innovation**

The Good Practice supports a new way of working or pioneers an original change in data management. The good practice stimulates new thinking or lays the foundation for further innovation.

**Evaluation process:**

In the first phase, each case is evaluated by at least three jury members. Based on the evaluation, the three finalists are selected. The finalists are the three best-ranked cases.

The cases of all three finalists are evaluated by all jury members. This evaluation counts 50% of the score. The other 50% of the evaluation is done by the CC CDQ Community. The finalists present their case at the CC CDQ December workshop. Every participating company will evaluate the case by the same criteria and scale like the jury. The case with the highest evaluation result will receive the “CDQ Good Practice Award 2025”.  If necessary (in case of a drawn), the chair of the jury, Prof. Christine Legner will decide.