

RFP Outline / Topic – Environmental, Social, and Governance (ESG)

Priority Topic	The Power of Quality Management to Drive Environmental, Social, and Governance (ESG) Initiatives
Topic Summary	<p>More and more Corporations are adopting ESG initiatives, due to:</p> <ul style="list-style-type: none"> • demand from customers, investors and other stakeholders • legal and standards compliance requirements • ethical business practices • improved organizational outcomes <p>Quality professionals and their ‘tools of the trade’ are directly applicable to organizational changes needed to meet ESG demands. This book should address what ESG is and how QM professionals can become leaders in developing ESG actions.</p> <p>To meet ESG goals and objectives, changes are needed to business practices and systems, as well as to organizational mindsets and cultural behaviors. The application of QMS principles, practices, and tools for ESG initiatives can lead to successful organizational outcomes, improved organizational performance, and healthier environments.</p>
Product Type	[x] long book (200+ pages)
Primary Audience/ Secondary Audience	<p>Primary audience:</p> <ul style="list-style-type: none"> • Quality Managers • Regulatory Compliance Officers • Business Operations Managers • Environmental and Safety Officers • Data Analysts, Report Generators <p>Secondary audience:</p> <ul style="list-style-type: none"> • Executive Leaders • Legal
Product Need	Quality professionals and their ‘tools of the trade’ are directly applicable to organizational changes needed to meet ESG demands.

	<p>This book should address what ESG is and how QM professionals can become leaders in developing ESG actions.</p> <p>Note: a quick Google search shows several ESG and sustainability books; most are general in nature, or geared towards investors or managers - see resource list</p>
Benefits for Audience	<ul style="list-style-type: none"> • Understand ESG, its importance to organizational operations, and its relationship to QM • Learn how to align improvement and innovation expertise to ESG requirements and goals • Provide tools and case studies in support of implementing ESG initiatives
Topic Overview	<p><i>Possible topic list, an author may edit and adjust</i></p> <p>Background and history</p> <ul style="list-style-type: none"> • Understanding of natural ecosystems and their inter-dependencies • Awareness of sustainability limitations • Transition of early models of sustainability to Environmental, Social, and Governance practices • Benefits of incorporating sustainability goals into organizational practices <p>Current state of ESG requirements, regulations and standards</p> <ul style="list-style-type: none"> • Availability of related standards (Environmental Management, Social Responsibility, Innovation) • UN Sustainable Development Goals (SDG) and World Economic Forum Reports • Extent of ESG utilization around the globe <p>Contribution of Quality Management Body of Knowledge to ESG</p> <ul style="list-style-type: none"> • Process and operations improvement expertise, including lean and Six Sigma <ul style="list-style-type: none"> ○ Adapting and scaling manufacturing processes to incorporate ESG principles and requirements ○ Optimize manufacturing processes using AI <ul style="list-style-type: none"> ■ Reduce energy and water consumption ■ Utilize renewable energy sources ■ Reduce waste ○ Introduce circular manufacturing and industrial recycling ○ Manufacturing: <ul style="list-style-type: none"> ■ Electric vehicles (auto, aero)

	<ul style="list-style-type: none"> ■ Heavy industry (e.g., steel, cement) ■ Material sciences (e.g., batteries, building materials, semiconductors) ● Data quality and analytics <ul style="list-style-type: none"> ○ Aligning technology, artificial intelligence, machine learning and large language models with business practices, including efficiently utilizing large, messy data sets ○ Ensuring data quality and validity ○ ESG reporting, including Carbon accounting practices ● Innovation methodology <ul style="list-style-type: none"> ○ Strategies and cultures that support ESG ○ Engage new technologies (e.g., large language models, artificial intelligence) to identify (predict, forecast) innovative business models, products, and services ○ Identify alternate risk analysis methods (e.g., VUCA - volatility, uncertainty, complexity, ambiguity) ○ Effective implementation and delivery of new solutions ● Greater organizational sustainability and financial success <ul style="list-style-type: none"> ○ Ensure ESG expertise, training, and technologies are available to the organization ○ Supply chain and sustainability ○ Social factors, e.g., treatment of employees, supply chain practices, community engagement ○ ESG Auditing <p>How to adapt ESG practices into a business (or Quality) management system</p> <ul style="list-style-type: none"> ● Set prioritized ESG goals and objectives <ul style="list-style-type: none"> ○ Internal and external sources of information ○ Use of technology to inform priorities and solutions ● Establish plans for addressing goals, by priority status, through the QMS improvement and innovation processes ● Track and monitor progress, measure outcomes ● Adjust plans as needed ● Proceed to next priority initiatives
Writer Qualifications	<ul style="list-style-type: none"> ● Quality professional(s) or Business Operations Manager(s) with expertise in improvement and innovation processes and methodologies ● Knowledge and expertise in standards and regulatory compliance

	<ul style="list-style-type: none"> ● International understanding of ESG background, baseline knowledge of status of laws and regulations related to ESG, and expected direction of ESG compliance requirements ● Understanding of potential organizational success through ESG compliance <p>Note: Consider 2 or more authors and/or an editor to bring together different areas of expertise for this broad topic</p>
Timeframe	6-9 months; this is a current ‘hot topic’ of relatively high interest to ASQ organizational members
Other Possible Content Uses	<ul style="list-style-type: none"> ● journal articles, including <i>Quality Progress</i> ● seminars/workshops (see ASQ’s online training: https://asq.org/training/identifying-environmental--iso-14001--aspects-and-impacts-iso14001jpr) ● webinars ● conference presentations ● implementation guides and templates ● blogs, vlogs, and podcast ● credential, certification
Resources to Consult.	<ul style="list-style-type: none"> ● Fresh Spin, by Willy Vandenbrande; <i>Quality Progress</i> May 2024 ● ISO 14001 - Environmental management ● ISO 26000 Guidelines for Social Responsibility ● ISO 56001 Innovation Management ● GRI Standards: https://www.globalreporting.org/standards/ ● SASB Standards (Investors): https://sasb.ifrs.org/standards/ ● ISO 56000, Building an Innovation Management System, Peter Merrill, ASQ Quality Press, 2020 ● United Nations (UN) Department of Economic and Social Affairs, Sustainable Development “The 17 Sustainable Development Goals (SDG ,” https://sdgs.un.org/goals. ● <i>A Sustainable Supply Chain, A New Tool To Improve Supply Chain Sustainability</i>; Author(s): Kessler, Jillian, Walters, Lisa M. Organization(s): Collins Aerospace Co., Vergennes, VT, State University of New York at Fredonia, NY; <i>Quality Progress</i>, August 2021 54(8); 16-23

	<ul style="list-style-type: none"> ● 2024 ASQE INSIGHTS ON EXCELLENCE FOCUS STUDY: UTILIZING LEAN TO MINIMIZE WASTE WITHIN ESG INITIATIVES; https://asq.org/quality-resources/benchmarking/2024-asqe-ioe-focus-study-utilizing-lean-to-minimize-waste-within-esg-initiatives?id=d872c153204e4bbd93114672db47b50e ● ASQ Strategic Plan, 2023-2024: ASQ's 2023-2024 Strategic Plan ● Podcast Volts: Wrapping our heads around AI and climate: https://podcasts.apple.com/us/podcast/volts/id1548554104?i=1000658190788 ● https://www.techtarget.com/sustainability/ ● World Economic Forum, The Future of Growth Report, 2024: https://www.weforum.org/publications/the-future-of-growth-report/ ● Connected, Intelligent, Automated, N.M. Radziwill, ASQ quality Press, 2020 ● ESG Mindset: Business Resilience and Sustainable Growth 1st Edition; Matthew Sekol; 2024, Kogan Page ● List of 10 ESG books: https://us.anteagroup.com/news-events/blog/our-10-must-read-esg-and-sustainability-books
Other Information	<p>This book would ideally be a long, in-depth look at ESG and the quality profession, or it could be a shorter, overview look at where ESG is headed in the quality world, or it could be a targeted look at ESG, e.g., in the healthcare field, depending on author(s) availability and expertise</p>

INTERESTED AUTHORS, PLEASE PROCEED TO THE NEXT SECTION, “PROPOSAL SUBMISSION GUIDELINES”

INTRODUCTION

ASQ's Quality Press is the leading global publisher of quality-related books and standards to help individuals and organizations excel.

Quality Press continually monitors the needs of the quality profession and its stakeholders to identify high-priority topics for future projects. These high-priority topics eventually become **book products**.

Book products are designed to provide information that quality professionals can use on the job. The contents often include “how-to” information, tools, best practices, and so on.

Return your proposal as a Microsoft Word document or PDF via email to the managing editor at books@asq.org.

The review process normally lasts 4–6 weeks but may take longer.

If additional information is needed, please contact Quality Press:

Email: books@asq.org

Thank you for your interest in ASQ's Quality Press. We look forward to working with you.

PROPOSAL SUBMISSION GUIDELINES

The following are book proposal submission guidelines. Please note that proposals with a global scope are encouraged.

If the proposal is in response to a priority topic from an RFP, then the proposal should reflect the steps you would take to meet the RFP requirements. If the proposal is not in response to an RFP, then state why the topic you propose is needed in the marketplace. Proposals should not exceed **five pages** (not including the appendices) and should contain the following basic elements.

PART ONE: ABOUT YOU

Author(s) Name

Author(s) Contact Information (office phone, cell phone, email, or assistant who will serve as point of contact, etc.)

Author(s) Bio (provide your bio, including current position, or career focus, affiliations, credentials, media involvement, previous books and estimate of their sales, and any other pertinent information, 100–200 words)

Author Affiliation with ASQ (list previous content produced for ASQ/ASQE, volunteer participation, component relations participation, etc.)

PART TWO: ABOUT YOUR BOOK

1. Briefly describe (200–300 words) the overall concept of your book, including the main topics you address, the compelling reason you believe the book would most benefit the quality profession, and what you anticipate accomplishing with a release of the book.
2. What are the consumer benefits and anticipated need for this book?
3. What are the unique editorial/content points that make this book unique from other books on the same topic?
4. Who is the target audience for this book?
5. Why would you like Quality Press to publish this book?
6. What are your expectations concerning publishing?
7. Is the topic of this book something that has been repeatedly requested by your peers and/or the quality profession field? If so, has it been made available through other media (websites) and been repeatedly bought/requested? Estimate of sales?
8. Are any other publishers looking at this project?
9. What is the time frame you have in mind for when the book will be released? Is this tied to any special event that you are planning to promote the book? When will the manuscript be completed? [Be mindful that the standard publishing process will take 12–18 months.]

In the body of the proposal outline, include:

- Proposed annotated table of contents: this should include potential chapter titles along with 2–3 sentences describing each chapter.
- Identification of problems/issues this product would address.
- Itemized timeline and financial compensation expectation.
- If a multi-author project, identify the proposed author team members, including a brief description of their roles.
- Appendices: curriculum vitae (CV) or résumé for each author (3 pages maximum per author).

Publishing Details

- Estimated length of the manuscript
- Examples or descriptions of any artwork, including the total number of illustrations/tables/figures to be used
- A statement of expected deliverables (manuscript, tools, checklists, etc.)

PART THREE: ABOUT YOUR PLATFORM

To effectively market and sell the book, we would like to get a better idea of who you are from a marketing perspective. **Your engagement in promoting your book is essential to its success.** Please answer the following questions as completely as possible. Your answers will help us successfully position your proposal.

Are you active on social media? If so, what networks (e.g., Facebook, Twitter, LinkedIn, TikTok, YouTube, etc.)?

What opportunities do you have available for cross-promotion?

- Other media, if any? Number of viewers? Frequency of programming?
- Do you have a traditional mailing or email list? If so, how many names are on your list?
- Business website?
- Do you have personal or professional contacts (i.e., news, journal, radio, or TV)?

Do you have any ideas for promoting your book that you want to share with us? What do you plan to do to market and promote the book?

Please tell us about how much time you spend on the road doing events and the number of engagements at which you speak annually.

Have you ever done media interviews to promote a book? If so, what outlets (e.g., radio, television, web events)?

Who will you pursue to write the Foreword and/or endorsements?

Use the following tables to list two books from other publishers that compete with your book and ASQ books that may be comparable to your book. (“Format” means paperback, hardcover, e-book only, etc.)

COMPETITIVE TITLES (Other Publishers):

Title	Author	Publisher	Year of Pub	Format	Page Count	Retail Price

COMPARATIVE TITLES (ASQ or ASQE):

Title	Author	Imprint	Year of Pub	Format	Page Count	Retail Price

Submit proposals to:
Attention: Managing Editor

books@asq.org

For more information:
The American Society for Quality
600 N. Plankinton Ave.
Milwaukee, WI
Tel: +1-800-248-1946