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This article explores the influences informing the voluntary initiatives undertaken by major mining companies to meet their environmental and social responsibilities. The framing by mining companies of their corporate social responsibility (CSR) policies in terms of sustainable development, as reflected in their stand-alone CSR reports, is a noteworthy feature of the mining industry. This article analyzes the process by which convergence occurred around the norm of sustainable development and examines the circumstances that led to the adoption of unilateral and collaborative corporate voluntary initiatives to promote sustainable development in the mining sector. The author argues that the interaction of institutional dynamics with managerial preferences are key variables which can best be explained by institutional approaches in organization theory and international relations theory that draw attention to the global context and the dissemination of global norms.

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