



## Press Release

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University Marketing & Communications

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### **Brock prof's new book chronicles corporate social responsibility in mining**

Is it possible for an industry where the players are competitive and where minerals are extracted from below ground to be collaborative and environmentally friendly?

It's not only possible, it did happen — the mining industry is living proof.

So says Hevina S. Dashwood, associate professor of international relations, in her new book, *The Rise of Global Social Corporate Responsibility: Mining and the Spread of Global Norms*.

Dashwood explores how the mining industry responded to a global awareness of Corporate Social Responsibility more than a decade ago, which saw mining companies coming up with policies to preserve the environment, protect workers' rights, and reach out to communities on mining land.

These policies follow wider worldwide norms of sustainable development envisioned by governments, the United Nations, non-governmental organizations, civil society groups, and others.

She asked key decision-makers in three mining companies the question that intrigued her: "Why would private, profit-seeking companies agree to collaborate and actually commit themselves to shared rules that restrain their behaviour? Why would they do that?"

Subjects covered include:

- \* the importance of the "critical junctures" in the late 1990s
- \* the role of the "norms entrepreneurs"
- \* the formation of the International Council on Mining and Metals

*The Rise of Global Social Corporate Responsibility* is published by Cambridge University Press:

[http://www.cambridge.org/gb/knowledge/isbn/item6827538/?site\\_locale=en\\_GB](http://www.cambridge.org/gb/knowledge/isbn/item6827538/?site_locale=en_GB)

For more info, please check *The Brock News*:

<http://www.brocku.ca/brock-news/?p=19502>

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