

## ROLEX PERPETUAL PLANET INITIATIVE

---

For nearly a century, Rolex has supported pioneering explorers pushing back the boundaries of human endeavour. The company has moved from championing exploration for the sake of discovery to protecting the planet, committing for the long term to support individuals and organizations using science to understand and devise solutions to today's environmental challenges.

This engagement was reinforced with the launch of the Perpetual Planet initiative in 2019, which initially focused on individuals who contribute to a better world through the Rolex Awards for Enterprise, on safeguarding the oceans through a partnership with Mission Blue, and on understanding climate change as part of its association with the National Geographic Society.

An expanding portfolio of other partnerships embraced by the Perpetual Planet initiative now include: the Under The Pole expeditions, pushing the boundaries of underwater exploration; the One Ocean Foundation and Menkab, both protecting cetacean biodiversity in the Mediterranean; the Xunaan-Ha Expedition, shedding light on water quality in Yucatán, Mexico; the B.I.G expedition to the North Pole in 2023, gathering data on threats to the Arctic; Hearts In The Ice, also collecting climate change information in the Arctic; the Monaco Blue Initiative that brings together experts on solutions for ocean conservation.

Rolex also supports organizations and initiatives fostering the next generations of explorers, scientists and conservationists through scholarships and grants such as Our World-Underwater Scholarship Society and The Rolex Explorers Club Grants.

### NOTE TO THE MEDIA

---

## APPLICATIONS OPEN TODAY FOR 2023 ROLEX AWARDS FOR ENTERPRISE

**Geneva, 17 March 2022** – Rolex is launching a global search for five guardians of the future, visionary individuals with world-changing projects that will protect the planet or benefit humankind, to apply to become Laureates of the 2023 Rolex Awards for Enterprise.

The Rolex Awards, launched in 1976, are part of the Swiss watchmaker's Perpetual Planet initiative to support people and organizations in their quest to understand and devise scientific solutions to today's environmental challenges.

Information about the 2023 edition can be found at [www.rolex.org/rolex-awards](http://www.rolex.org/rolex-awards) and applications can be submitted through <https://extranet.rolexawards.com>.

Anyone over the age of 18, of any nationality, can apply for one of the five Laureate prizes that will be presented next year. For the first time, candidates are able to apply in simplified Chinese and Spanish, in addition to English.

Rolex is seeking innovative projects in the five following areas: science and health; the environment; applied technology; exploration; and cultural heritage.

Once received, each application is analysed by a team of experts appointed by Rolex. The five Laureates are then chosen by a jury comprising internationally renowned scientists and experts, ranging from deep-sea experts to explorers, entrepreneurs, cultural heritage advocates and medical doctors.

Winners receive substantial funding and worldwide publicity to assist with their projects and are given access to the Rolex community of Laureates for advice and guidance.

The Rolex Awards were created to mark the 50th anniversary of the Rolex Oyster, the world's first waterproof watch. Since 1976, some 35,500 people from 190 countries have applied. A total of 155 Laureates have been selected, the youngest 24 years old and the oldest 74 years old.

Millions of people across the world have benefited from the Laureates' work in the past 46 years.

Rolex Awards Laureates have planted 23 million trees, protected 43 endangered species – ranging from snow leopards to seahorses – and 30 major ecosystems, including 57,600 km<sup>2</sup> of Amazon rainforest, and discovered hundreds of new species. Laureates have completed 18 challenging expeditions and yielded new clues to understanding the planet. Award-winning projects have ranged from simple technology – for example a system of two interlocking clay pots to keep food cool in desert regions – to high-tech endeavours such as an electronic implant that helps people to walk again. Finally, Laureates have revived the ancient silk-making tradition in Cambodia, excavated one of the world's foremost human prehistoric sites in Georgia and employed indigenous traditional knowledge to map resources and prevent conflict around climate in the Sahel, among many cultural heritage projects.

Applications for the 2023 Rolex Awards for Enterprise will close on Monday, 17 October 2022.

## **ABOUT ROLEX**

### **An unrivalled reputation for quality and expertise**

Rolex is an integrated and independent Swiss watch *manufacture*. Headquartered in Geneva, the brand is recognized the world over for its expertise and the quality of its products – symbols of excellence, elegance and prestige. The movements of its Oyster Perpetual and Cellini watches are certified by COSC, then tested in-house for their precision, performance and reliability. The Superlative Chronometer certification, symbolized by the green seal, confirms that each watch has



APPLICATIONS OPEN TODAY  
FOR 2023 ROLEX AWARDS FOR ENTERPRISE

successfully undergone tests conducted by Rolex in its own laboratories according to its own criteria. These are periodically validated by an independent external organization.

The word 'Perpetual' is inscribed on every Rolex Oyster watch. But more than just a word on a dial, it is a philosophy that embodies the company's vision and values. Hans Wilsdorf, the founder of the company, instilled a notion of perpetual excellence that would drive the company forward. This led Rolex to pioneer the development of the wristwatch and numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism, invented in 1931. In the course of its history, Rolex has registered over 500 patents. At its four sites in Switzerland, the brand designs, develops and produces the majority of its watch components, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Furthermore, the brand is actively involved in supporting the arts and culture, sport and exploration, as well as those who are devising solutions to preserve the planet.

#### MEDIA CONTACT

Rolex SA  
Anne-Sophie de Guigné  
anne-sophie.deguigne@rolex.com  
Tel.: +41 (0)22 302 76 88

#### FOR MORE INFORMATION

rolex.org  
newsroom.rolex.com  
youtube.com/rolex

#Rolex  
#PerpetualPlanet  
#RolexAwards