

**THE ROLEX AWARDS FOR ENTERPRISE:  
YOUNG LAUREATES PROGRAMME**

**THE PROGRAMME**

Since its beginnings a century ago, Rolex has recognized and supported individual excellence and achievement. Now the leading Swiss watchmaker is pleased to present the Rolex Awards for Enterprise: Young Laureates Programme, which enables visionary young men and women to tackle the most pressing issues facing our world.

Rolex is launching the Young Laureates Programme in order to foster innovation in the next generation. The programme will seek out budding pioneers and provide them with funding and encouragement to implement their original ideas and gain the experience to become tomorrow's leaders.

The programme rewards creativity in five areas: science and health, applied technology, exploration, the environment and cultural preservation.

**WHO IS ELIGIBLE?**

Beginning in 2010, the Young Laureates Programme will support individuals who meet several criteria. Candidates must be between 18 and 30 years old when the Award is presented and need to have bright ideas with potential social or scientific benefits. And they should have the ability to bring their ideas to fruition.



**HOW ARE THE YOUNG LAUREATES SELECTED?**

To find young people around the world determined to carry out projects with a significant impact, a range of institutions, organizations and individuals will be invited to nominate potential candidates. Those who accept the nomination will complete an application form that explains the scope, goals and feasibility of their projects. An independent jury will select five individuals with strong potential to advance human knowledge and well-being.

**WHAT ARE THE REWARDS?**

The Awards provide financial support – US\$50,000 over two years – to advance each person's project. Funding of \$25,000 each in the first year will give the Young Laureates the time to bring greater focus to their projects; the second instalment of \$25,000 will propel the projects forwards.

As important as the funding are the other benefits of the Young Laureates Programme. Rolex will promote the winners through the Rolex Awards website, a dedicated print publication and international media coverage. The Young Laureates will also become active members in the Rolex community of innovators, taking advice from former Laureates and Associate Laureates, and, in turn, passing on their knowledge to other young people. Rolex is encouraging all Award recipients to share ideas and experiences and become part of a growing educational support system.



**PROGRAMME CALENDAR**

Nominations for the Young Laureates Programme will be made early in 2009, and candidates will be invited to apply. Finalists will be selected before the end of 2009. Their applications will be reviewed by the jury at the start of 2010. Shortly afterwards, in early 2010, Rolex will announce the first five winners in the Young Laureates Programme. Towards the end of 2010, an event will be held celebrating the Young Laureates and their initiatives.

**THE HISTORY**

The Young Laureates Programme is an expansion of the Rolex Awards for Enterprise, which were founded in 1976. The inaugural Rolex Awards commemorated the 50th anniversary of the Oyster chronometer, the world's first waterproof watch, and were created to encourage individuals ready to take on major challenges to benefit humankind and the environment.

The Young Laureates Programme complements the original Rolex Awards for Enterprise, it does not replace it: In 2010, five Young Laureates will be selected; in 2012, five Laureates and five Associate Laureates will again be chosen. The two variations of the programme will thus alternate on a two-yearly basis.



**ROLEX PHILANTHROPY**

Rolex's other major philanthropic programme, the Rolex Mentor and Protégé Arts Initiative, also reflects an ongoing commitment to promoting excellence in the next generation. The Rolex Arts Initiative brings together emerging artists with recognized masters for a year of one-to-one collaboration in music, dance, literature, theatre, film and visual arts.

Both the Rolex Arts Initiative and the Young Laureates Programme provide the gift of time to exceptional young people at a critical juncture in their lives. Through Rolex's support, these promising individuals are able to take their work to a new level and help invigorate their surrounding communities and the wider world.

*Since 1976, a total of 110 Laureates and Associate Laureates from 40 countries have received Rolex Awards to implement projects in 63 countries. Projects are judged by experts on the basis of originality, feasibility and impact, and the candidates' spirit of enterprise. The Laureates and Associate Laureates have created programmes that help communities obtain vital necessities. Revolutionary scientific inventions developed by Laureates have improved life, while other winners have used their ingenuity to find ways to protect endangered species and their habitats. Little-known parts of the globe have been explored and documented, and unique cultural traditions have been revived and protected.*

The Rolex Awards for Enterprise  
 P.O. Box 1311 – 1211 Geneva 26 – Switzerland  
 Tel: +41 (0)22 302 22 00 – Fax: +41 (0)22 302 25 85  
 Email [rae@rolex.com](mailto:rae@rolex.com)  
[rolexawards.com](http://rolexawards.com)