

JEWELRY

Rolex reveals 2023 winners of Awards for Enterprise

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In total, 160 Laureates have been given the award, their missions making an impact across 65 nations. Image credit: Rolex

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Rolex** is granting five people a biennial prize.

The winners of the 2023 Awards for Enterprise have been revealed. The Laureates' work tackles humanitarian and environmental issues, and they include indigenous Peruvian biologist Constantino Aucca Chutas, Kenyan social entrepreneur Beth Koigi, Ivorian conservationist Inza Kon, Indonesian development economist Denica Riadini-Flesch and Chinese remote sensing specialist Liu Shaochuang.

Pioneers for the planet

This group of innovators use their talents, resources and visions to improve the lives of others.

The recipients this year were chosen by a panel made up of 10 famed experts and leaders in their respective fields. Winning initiatives span providing clean water to communities in Kenya to preserving forests in the Andes.

Rolex presents a new edition of a biennial prize

The projects are all deeply rooted in sustainability and climate issues. As the Rolex Awards for Enterprise have become part of the company's Perpetual Planet Initiative ([see story](#)), which backs figures using science and technology to investigate challenges that the earth faces, their efforts fit right into the luxury house's proposed values.

The prize was first developed in 1976 to ring in the 50th anniversary of the Oyster wristwatch, a waterproof model often marketed to fans of the outdoors.

Nearly 50 years later, the one-off celebration has since grown. Now, people who strive to protect the planet, preserve habitats, improve human well-being and better humankind's understanding of the world are honored by Rolex every two years.

Each honoree is judged on their enterprising spirit, the impact they could make and their originality. They are provided funding for their projects, become members of the Rolex network and often get to collaborate with the label in the future.

The 2023 recipients are being honored on Rolex's YouTube channel

All entries focus on either applied technology, cultural heritage, exploration, the environment or science and health.

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