



MONTRES ROLEX  
1211 GENEVE 24

RODNEY JACKSON  
WINNER OF A ROLEX AWARD FOR ENTERPRISE 1981

Rodney Jackson is a biologist in a San Francisco consulting firm, responsible for the supervision of studies of animal species in danger of extinction. Quite naturally he keeps inventories of them. Acutely aware of such problems, this British scientist intends to seek out the few specimens of the snow leopard still surviving in the Nepal Himalaya.

It was for this that he was selected as one of the five international winners of The Rolex Awards for Enterprise 1981 and received a prize of 50,000 Swiss Francs and a gold Rolex chronometer.

*Nearly killed off by man, the snow leopard is now to be saved by man*

An expedition into the Himalayas in 1976-1977 gave Rodney Jackson a general idea of the problems to be overcome and confirmed the urgent need to take some action to save a species, whose skins are in much demand by smart women going to skiing resorts and which is therefore the prey of every hunter. Furthermore, the local hoofed fauna, its favourite food, is dying out and the spread of pasture land in the higher altitudes for cattle is contributing to its extinction.

Although national parks are being established and the fur trade severely restricted, the snow leopard can today only be found in a few isolated valleys at the foot of the Himalayas.

Very little is known about the snow leopard because of its habits, its almost inaccessible home grounds and its reduced numbers. Rodney Jackson believes that the only way to find out more about the snow leopard is to fit a few with radio transmitter collars, enabling their whereabouts to be followed over a period of months and their habitat, their movements and their feeding habits to be ascertained. Studies would likewise be made of the relationship between predator and prey, the leopard's social life and preferred terrain.

The data obtained would provide information as to the ecological conditions necessary for its survival and help draw up plans for its preservation with the aid of biologists and the Nepalese authorities. In designating Rodney Jackson for a Rolex Award for Enterprise, the Selection Committee was impressed by the broad scope of the project and the technical ingenuity it required.

Rodney Jackson has carefully delimited the area which he considers most appropriate for his work: the Kanjiroba Himal, in Western Nepal, where he intends to go from December 1981 to December 1982. A further 6-12 months would be needed to complete the task.



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He intends to start his study of the snow leopard's life and habitat by baiting and capturing a few and injecting them with a harmless tranquilizer under the effect of which they could then be weighed, measured and photographed. After attaching their radio-transmitter collars, they would then be set free and followed by means of twin receiver sets and by tracking.

All the snow leopard has known about man so far has been his killer gun. If the survivors of this beautiful, noble feline some day come to owe their protection to man, it will be only fair that it will be thanks to another of man's discoveries: radio. But they will also owe it to the spirit of enterprise displayed by Rodney Jackson.