

L A N N U A L

C R E I P O R T 2 0 1 7

A D E S S O L A I R E

EDITORIAL

Dear Friends of ADES

'Permanence and change – changes have a lasting effect'. In support of this statement, the German professor Dr. Volker Becker commented approximately as follows: Permanence is needed if change is to have a lasting effect, whereby permanence is synonymous with remaining committed to the goal. In a world where change is ever present, a high level of goodwill and fantasy is a necessity if new ways are to be found to reach those goals.

When we began the ADES journey in Madagascar eighteen years ago, we had two clear goals. On the one hand, we were committed to producing efficient cookers. On the other hand, as a fair employer, we were committed to providing our employees with a real opportunity to establish a sound livelihood for themselves. In support of this, ADES offered fair salaries and social benefits and carried the schooling costs of the employees' children...and that from the first to the last class. Now, many years later, we are really beginning to see the fruits of this commitment. Convince yourselves! Hospice is the son of our guard in Tuléar. I first met him when he was 6 years old: a lively young boy. He built many things out of wood, mostly based on things he had seen at ADES. And today? Hospice is 21, has completed his studies and is now completing an apprenticeship with a large construction firm, with goal of becoming an engineer. In the following section of this report, I am happy to tell you the tales of two young children and of a grateful father.

*I wish you all a wonderful, colourful
Spring,
your Regula Ochsner*

ASSOCIATION POUR LE DEVELOPPEMENT DE
L'ENERGIE SOLAIRE (SUISSE - MADAGASCAR)



Education for 200 children

In 2015 the ETH in Zürich wrote the following about Madagascar's education system: 'Access to education is highly dependent on a family's income. Only a quarter of all children attended a secondary school. Whereas some 40% of the population of Switzerland have completed higher education, that percentage in Madagascar is only about 5%'. Right from its beginning in 2000, ADES has assumed the schooling costs of all the children of its employees. That translated to an average of almost exactly 200 children per annum in each of the last five years. Last December, Regula Ochsner wrote in a mail, 'I am very moved when I see that our efforts



Miangaly presents her diploma thesis about ADES.

for children are now bearing the first fruit'. Tony Hasina Raheisoa sought Regula out in a hotel in Mahajanga with the sole purpose of thanking her for the years of schooling support for his daughter Miangaly, who had successfully completed her Baccalauréat. Tony has been working for ADES as a book-keeper in Mahajanga since 2012. He is married with two children. His son is 28 and his daughter 22. Moved by this spontaneous show of gratitude, Regula Ochsner wrote further: 'The proud father showed me photos of the modest graduation celebration and stressed that his income alone would only have sufficed for five years of schooling for his daughter'.

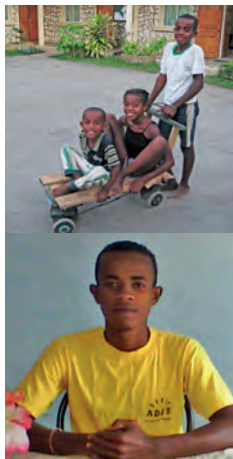
Hospice, the son of ADES guard in Tuléar, completed his primary education so successfully that he is now attending an higher technical college in Fianarantsoa. There he is learning to become a machine engineer. There are now a first handful of companies in Madagascar which are manufacturing

to modern industrial standards. Their main problem is to find skilled personnel capable of operating the hi tech machines.

Hospice looks forward one day, under these circumstances, to getting a well paid and interesting job with, say, the drink producer STAR.

A confident grin passes over Regula Ochsner's face and, with a twinkle in her eye, she adds, 'I am very confident that this clever young man will be successful.

I have known him since we began our programme in 2000 and was always impressed by his technical ability and his desire to develop his skills'.



Hospice a a Child (standing) – with siblings on the self-constructed car – and as a Student.

ADES in the mangroves

The mangrove forest in Ambondrolava in the commune of Belalanda covers 1.3 square kilometers. The area, which is some 15 kilometers north of Tuléar, was the destination of the ADES team in March 2017. The entire Tuléar team – 48 in all – took part in this project. There were two main objectives; environmental training for the personnel on the one hand and planting young mangrove saplings on the other. Fish, crabs and many other animals live among the roots of the trees. Insects, birds and mammals live in the branches. Twice within 24 hours, at high tide, the roots are submerged in a mixture of fresh river and salty sea water. Seven varieties of tree grow in Ambondrolava. In many of them, the seeds shoot out so far on the branches

that the young plants can adapt to the salty conditions.

Mangrove trees are enormously important for the population of coastal areas. Provided they are healthy, they



Not on the wood path! – ADES employees wandering through the mangrove plantations and receiving expert instruction.

stem the risk of coastal erosion. Also, they act as a buffer against the force of tropical storms, driven from the ocean onto land.

Globally, mangrove plantations are subject to enormous damage. Deforestation, agricultural use, environmental waste, beach expansion and inappropriate fishing are all significant contri-

The Honko project 25km north of Tuléar: More about salvaging the mangrove plantations on www.reefdoctor.org.



Especially the younger generation needs to be sensitised to the importance of environmental protection. ADES, working together with countless other



butors to this trend...and an end is not in sight. The good news is that the level of awareness that mangrove trees need to be protected in the same way as rain and dry forests is increasing. With this in mind, every member of the Tuléar team was charged with planting 150 mangrove saplings. Our goal of 5.000 new plants was thus achieved. Since 2008, the local NGO, Ala Honko has, together with many partners, planted 1.6 million new trees and has thereby positively contributed to the environment in the region.



In a few years, these still fragile saplings will help to protect the coastline from erosion and storm damage.

Full of new impressions, happy and motivated, the Tuléar team returned home in the evening.

ACTIVITY REPORT

What a headline! 'The global weapon production business is flourishing'. While some are celebrating increased turnover and profit (unaffected by the danger of armed conflicts) others are suffering from the ever increasing uncertainty of the climate. Madagascar belongs to group of ten countries which are most affected by these weather extremes. The omni-present maltreatment and poverty among the population constitute a massive challenge. No one can be surprised that many people see flight as their only hope. They flee from war and persecution and from hunger and drought, or simply in the hope of finding a job

which gives life some purpose. New thinking is the order of the day and, fortunately, the process is under way. I know of many people, in Madagascar too, who have recognised this need and who are giving hope to people and relief to the environment. It fills me with happiness and gratitude.

And now the plague

As if poverty, corruption and crime were not enough, Madagascar has now been hit by a serious outbreak of pneumonic plague. Unlike bubonic plague, which is transmitted by rat fleas, pneumonic plague is transmitted by drops of moisture, like the common cold. This makes it highly infectious. The plague has assumed epidemic dimensions in more densely populated areas. An extensive WHO programme now promises an improvement in the situation. But the improvement is not without a price. Falling numbers of tourists is a negative effect. Another is that the children in Antananarivo cannot go to school from June to November. This also affected the ADES schooling programme.

ADES MADAGASCAR

2017 was a year of change. Country co-ordination responsibility passed from Isabelle Marthaler and Edgar Flury to Kerstin Gütthler and Dagobert Fröbel. We used the opportunity to divide responsibilities and, thereby, increase the professionalism of the leadership. Kerstin is responsible for sales, personnel, the centres and the schooling programme. Dagobert is responsible for the Fianarantsoa and Tuléar production facilities, warehousing, logistics, the CO₂ project and computer technology. The sales of 37.872 cookers exceeded

our budget of 34.000 and was a full 5.200 more than in 2016. Bionerr and BERMA continued to deliver the clay cores.

Our mobile centre is creating waves

This truck (see Bulletin 2/17) is writing history...one success story follows another. It was an eye-opener for me to watch how a group from the six person mobile centre team dived into a large crowd, assembled by the truck, to demonstrate our cooker. A fine smell drifted from the two cookers, which naturally added to the attraction. Another group from the truck team visited a neighbouring market to explain the economic and environmental virtues of the cooker to the visitors. Generally, the truck remains stationary in one location for about four weeks while the team in an accompanying vehicle visits neighbouring settlements on market day to make publicity for the mobile centre and the cooker. I lived the young 'Truck Team', which is supported for one to three months by a female animator, as exceptionally dynamic, innovative and committed. The employees are proud to be working 'on the road'. Positive reactions of admiration and amazement are the reward for being away from home! Local communes and organisations, such as WWF, are desperate for the truck to visit them. The truck itself is exceptionally well designed, thanks to the careful planning and close project management of Axel Brückmann. It is creating waves wherever it goes and way beyond the boundaries of ADES. We are following it closely. Watch this space!

In one boat with our partners

Our centres are continually expanding their contacts with local and overseas organisations who are including the protection of the forests in their goals. Hospitals are requesting presentations and cooking demonstrations for their

er NGO's, has reached over 95.000 students at schools and universities. They show great interest and share their knowledge and experiences at home with their



patients and their families, as well as for their own personnel. As an another example, a hotel manager requested a cooking event, as he planned to give each of his employees a cooker for Christmas. These partners keep the sales records and collect the monies. All the ADES staff has to do is deli-

„Agro sans frontière“ – One of the NGO's committed with ADES to environmental protection.



ver the cookers! Not surprisingly, the number of partners grew strongly in 2017.

Amazing: Learn and plant!

95.500 people participated this year in events designed at environmental sensibilisation or in cooking demonstrations. In addition, at ADES' initiative, some 76.000 plantings took place. We financed two trees per cooker both at our Ejeda centre and in the reforestation project VOZAMA of the AFA Association. Our centres often participate, together with other NGO's, authorities and schools, in reforestation activities. We are continually providing our employees with additional training: They need to be able to answer questions professionally about the forest or protection of nature.

'Open day' in Fianarantsoa

Starting at the beginning of 2017, we were able to use machines for the semi-industrial production of combustion chambers for the OLI energy saving cooker. Following the change from wood to Bio Briquettes, made from Artemisia, neighbours started

families.



complaining about the smell of the oven emissions. We realised that something had changed without our noticing it. My idea was then to invite all our neighbours and explain what we planned to do about it. The invitation took the form of an open day. And voila! We haven't had a single complaint since then. The lesson is clear. Involve the neighbours or those affected by your decisions from the beginning. No doubt the aperitif offered by ADES also helped to repair the damage!

Metal construction in Tuléar

On the occasion of his last visit to Madagascar Hans Peter Frei our technology manager, found only words of praise. Three soldering machines, as well as other equipment, have converted the modest workshop into an efficient work place. 220 metal casings leave the workshop every day, and that without having to work on shifts. Instruments and machines are all housed in an orderly manner. Waste and rubbish is nowhere to be seen. Our local technical manager Norbert built rubbish and metal waste containers, which are located throughout the property. For the metal waste we receive copper pieces from our business partner which we then use in the soldering process. Our employees, who work at heats of up to 40 °C, now have ear protection,



220 OLI metal casings leave our well-equipped metal workshop daily.

glasses, gloves and working-footwear. They particularly appreciate the ADES overalls which are sewn by malagasy ladies exclusively for them.

Two keys to succes

Toussaint Manamisoa who is reponsible for our computer technology, continues to expand our capabilities. Today, we can easily match the IT capabilities of local banks. One of the keys to success is our ability to meet the needs of our centres professionally and fast, wherever they are located. Our sales vehicles benefit from the same service (see Bulletin 2/15). A further key to success is our ability to master the logistics which ensure that production facilities, suppliers and centres are well served. We always have to ensure that we find the most cost effective

solutions, while maintaining our time schedules. This is no small challenge when one realises how poor the roads and how big the distances are. Madagascar is fourteen times the size of Switzerland! Rija Rajaonarison has the challenge increasingly under control and needs less and less of Dagobert Fröbel's support.

Schooling programme and education

Many school classes and university students visit our centres as an addition to their normal education programmes. This way ADES is able to make them more aware of environmental issues. In 2017, 6.672 children, 405 parents and 902 teaching staff participated in our programme. Unfortunately, the plague outbreak caused schools to be closed so that less children than planned were able to visit our centres.



Attentive students can easily be distracted by a camera.

Our female animators play a cetral role in our sales and marketing training. The contact they have among themselves is particularly valuable as they are able to learn how different social and ethnic population groups react to change and innovation.

Our network of sales agents has risen to 120 and our schooling programme is proving particularly valuable to them.

Dear friends of ADES, members, volunteers, sponsors and donors

Despite all the darkness around the world in 2017, it pales when compared with all the brightness! I am thrilled by the positive and constructive spirit within the ADES organisation and in our relationships with partners both in Madagascar and Switzerland. 2018 promises to be another year of innovation and change. We approach it with an open mind and unlimited commitment, and in the knowledge that we are supported by you, our countless sponsors, friends and organisations. We thank you in advance for your contribution in the year ahead.

Warmly, your Regula Ochsner

PERFORMANCE REPORT

Association pour le Développement de l'Énergie Solaire (ADES) is a non-profit organisation with its headquarters in Mettmenstetten, Switzerland. ADES is exclusively active in Madagascar as a non-government organisation (NGO) and is recognised as such by the Madagascar state. In Madagascar, ADES operates from eight centres spread across the country. Operating responsibility rests with the local management.

ASSOCIATION BODIES

- General Assembly
- Board of Directors
- Branch Office
- National Coordination Unit in Madagascar
- Control Authority

EXECUTIVE COMMITTEE

The Executive Committee supervises adherence to the purpose and goals of ADES. It elects a President and Vice-President from its ranks. The term of office of members is four years and they can stand for re-election.

President: Ulrich Borsari, Zollikerberg (elected to Committee in 2001);

Vice-president: Adrienne Borsari-Sennhauser, Zollikerberg (2001);

Members: Jörg Baumann, Wohlen-schwil (2009), Walter Scherrer, Basel (2009), Vroni Kern, Bonstetten (2013), Paul Rota, Wädenswil (2014), Herbert Blaser, Adliswil (2017), David Blumer, Villnachern (2017)

OPERATING MANAGEMENT

Direction:
Regula Ochsner, Mettmenstetten

BUSINESS PURPOSE

ADES promotes, the use of solar cookers, energy-saving cooking methods and other possibilities for the use of solar or other sources of renewable energy in Madagascar. ADES seeks to preserve the environment, to reduce the destruction of valuable forests, to fight poverty and to improve levels of health through the reduction of toxic emissions. ADES follows these goals in close co-operation with other organisations with similar goals. ADES has no commercial goal and considers itself as a 'not for profit' organisation.

Donation account Switzerland
IBAN CH94 8070 2000 0053 8973 4
Raiffeisenbank
CH 8917 Oberlunkhofen
PC 50-1608-1, in favour of ADES
CH 8932 Mettmenstetten

Donation account Germany
IBAN DE65 6001 0070 0067 6617 06
Postbank Stuttgart, BLZ 600 100 70
Account number 067 661 706



STATEMENT OF INCOME AND EXPENSE 2017

	2017	2016
	CHF	CHF
INCOME		
Income in Madagascar		
Sales Solarcookers	6 404	12 686
Sales Energy efficient cookstoves	188 841	159 612
Sales solar material	-	220
Other income	82 533	58 542
Income reduction (reduced price and free items)	-24 970	-20 750
Total Income Madagascar	252 808	210 310
Income in Switzerland		
Free donations	455 990	438 946
Purpose donations	435 443	275 420
CO ₂ contributions	872 146	809 428
Member dues and sponsorship	4 100	3 100
Material sales for Madagascar	2 329	3 296
Total Income Switzerland	1 770 008	1 530 190
Change in inventory of products	147 298	214 608
Total Income	2 170 114	1 955 108
EXPENSE		
Project expense	34 292	111 438
Materials	275 264	229 959
Personnel	907 649	849 653
Other operating expense:		
Premises, transport, insurance, power	237 396	173 194
Office, management and computer	178 566	131 046
Fund raising	84 455	57 434
Other ¹⁾	51 737	47 038
Depreciation and amortisation	87 948	233 537
Total Expense	1 857 307	1 833 299
Operating result	312 807	121 809
Financial result ²⁾	6 698	-16 441
Extraordinary expense ³⁾	-93 363	-169 703
Result before changes in Funds	226 142	-64 335
Changes to specific purpose Funds		
Additions	-435 443	-275 420
Outgoings	213 804	275 420
Net change in specific purpose Funds	-221 639	-
Result of the year	4 503	-64 335

¹⁾ Material for cooking demonstrations and CO₂ certification

²⁾ Interest, bank expense and foreign exchange adjustments

³⁾ Revaluation (depreciation) of finished adjustments



EXECUTIVE COMMITTEE

President
Ulrich Borsari

Vize-President
Adrienne Borsari-Sennhauser

Jörg Baumann
Walter Scherrer
Vroni Kern
Paul Rota
Herbert Blaser
David Blumer

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PERFORMANCE

Sale Solar- and Parabolcookers
2015: 570 | 2016: 500 | 2017: 255

Sale Eergy efficient cookstoves
2015: 30'443 | 2016: 32'102 | 2017: 37'617

Total unit sales
2014: 26'035 (~ 154% of prior year)
2015: 31'013 (~ 119% of prior year)
2016: 32'602 (~ 105% of prior year)
2017: 37'872 (~ 116% of prior year)

Since we started working with myclimate in 2008, we have been able to reduce CO₂ emissions by some 1'074'000 tonnes. Alone in 2006 we achieved a reduction of 226'182, which is equivalent to the annual emissions of the Swiss army.



BALANCE SHEET AS OF 31 DECEMBER

	2017	2016
	CHF	CHF
ASSETS		
Liquidity	1 450 732	1 302 992
Securities (Raiffeisen Co-operative)	200	200
Receivables	29 998	16 559
Inventory Madagascar	242 864	142 023
Other assets	874 724	865 940
Total current assets	2 598 518	2 327 714
Furniture and equipment	15 580	18 707
Property	439 077	462 440
Total fixed assets	454 657	481 147
Total Assets	3 053 175	2 808 861
LIABILITIES		
Current liabilities	14 883	11 420
Short term bank liabilities	-	-
Accruals	26 818	12 030
Short term liabilities to third parties	41 701	23 450
Mortgage loans	191 250	196 250
Long term third party loan	191 250	196 250
Total Outside Capital	232 951	219 700
Specific purpose Funds	221 639	-
Total Fund capital	221 639	-
Accumulated free capital	1 594 082	1 653 496
Reserves	1 000 000	1 000 000
Result for the year (Surplus/Deficit)	4 503	-64 335
Total Own Capital	2 598 585	2 589 161
Total Liabilities	3 053 175	2 808 861

Exchange rates: 1 000 Ariary 2016 = CHF 0.31456; 2017 = CHF 0.32331
Exchange rates: 1 CHF 2016 = MGA 3 179; 2017 = MGA 3 093

ADES was able to make significant contributions in the following areas:

Environmental protection: Saving the variety and basis of existence of animals and plants.

Environmental awareness: Promotion of ecological awareness in schools.

Protection of the climate: Reduction of CO₂ emissions.

Fighting poverty: Creation of jobs (at the end of 2017, ADES employed 144 people. In addition, a further 260 people were employed by partners or sales agents). Further, household expense was reduced through the reduction of wood and charcoal.

Schooling and further education: provided to employees and trainees

in centres, administration and out-sourced facilities:

- Carpentries, metal workshops, logistics, sales, marketing and communication, human resources,
- Handling machines, safety and quality standards, work processes, warehouse management and inventory control,
- Management, projects and EDP,
- Environment, recycling and climate.

Cultural exchange and co-operation in ethnic groups.

Government support by helping them to achieve their environmental goals.

Health improvement: Lower levels of toxic emissions.

Jörg Baumann, Finance

Many thanks

to all donors and organisations for their motivating financial and non-material support. We were allowed to receive very special donations from everyone mentioned on this page.

- Catholic Parishes: Affoltern a.A., Bern und Umgebung, Dübendorf-Fällanden-Schwerzenbach, Kanton Basel-Stadt, Winterthur, Tobel, Zug; Pfarramt Hitzkirch
- Catholic Church Care Aesch - Birmensdorf - Uitikon
- Reformed Parishes: Baden, Brugg, Dürnten, Grosshöchstetten, Hedingen, Küsnacht, Kelleramt, Mettmenstetten, Ottenbach, Stäfa, Mattenbach-Winterthur, Rapperswil-Jona, Töss, Thalwil, Wollishofen, Wülflingen und Stallikon Wettswil
- Förderverein MSF Werthenstein
- Communities & Cities: Baar, Uster, Zollikon, Zug und Zürich
- People: Romano & Rosana Babini, Verena Balzli, Stefan Bettler, Pius & Barbara Baschera, Marianne & Josef Blättler, Daniel Bucher, Rosmarie Dietz, Charlotte Burren, Peter Diggelmann, Rosmarie Egli, Familie Herbert Elsener, Walter Eichmann, Beatrice Fischli, Silvia & Hansjürg Fausch, Elisabeth & Hans Peter Frei, Doris Fuchs, Jeanne Graf, Samuel & Barbara Greutmann, Doris Hauser, Gerhard und Madeleine Brunner-Humbel, Elisabetta Hüntenmoser, Edith & Alfred Jäger, Jürg Hausmann-Maurer, Hans-Peter Häusler, Regula & Adolf Hugentobler, Hans-Mathias Käppeli & Astrid Gebert Käppeli, Daniel & Susanne Kästli, Markus Kern, Susanne & Kristof Lorenz, Michel Mathis, Hugh Matthews, Monika Nater, Hans-Peter Saxer, Alfons & Erika Schättli, Walter Scherrer, Robert Schybig, Käthy & Hans Peter Sigrist-Frey, Thomas Staiger, Dr. Josef Trappel, Regula Waldispühl, Eva Waldmann, Anja Weibel, Marcel & Rita Widmer-Baumann, Christine Zutt



COMPANIES



FOUNDATIONS

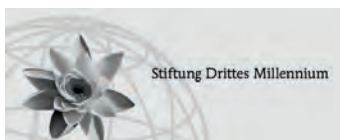
- Stiftung Hilti Foundation
- Stiftung Karl Huber
- Stiftung Saat
- Stiftung Vontobel
- Stiftung Palatin
- Stiftung Fürstlicher Kommerzienrat
- Verein «Solardach Titus Kirche»
- Chramschof Zollikerberg

SERVICE-CLUBS

- Gemeinnütziger Frauenverein Rapperswil-Jona



ERNST GÖHNER STIFTUNG



- Leutwyler Partner Architekten AG
- Spektra Netcom AG
- TransSol GmbH



COMPANIES

