



Annual report 2020

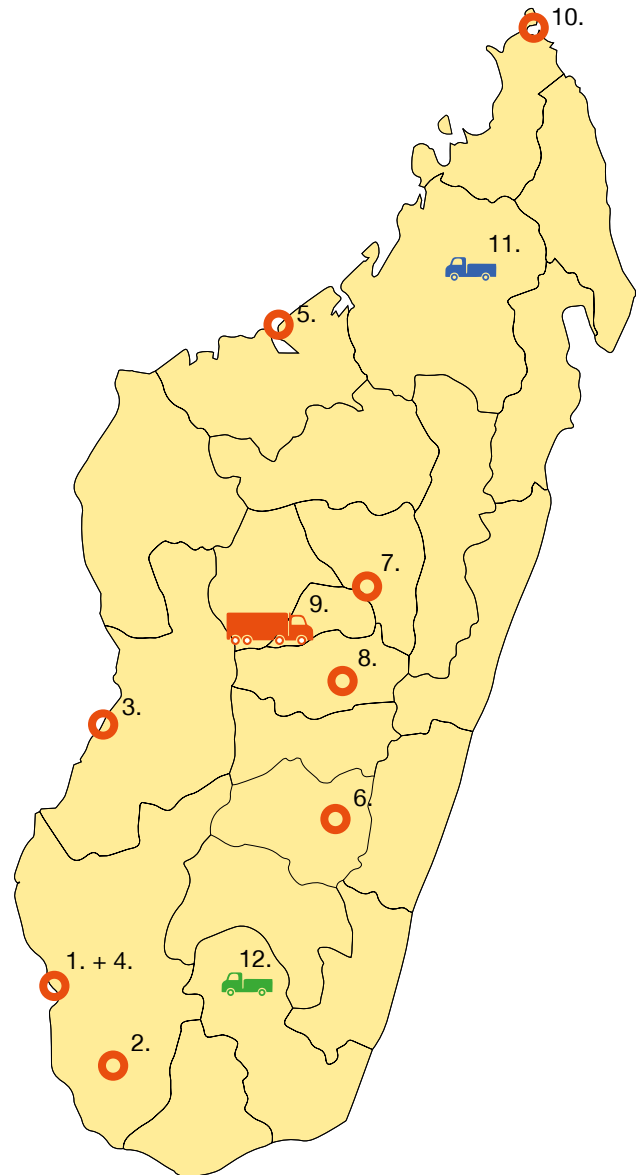
Sustainably effective for Madagascar

Sustainably effective for Madagascar



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ADES locations

1. Toliara, Direction Nationale, workshops (2003)
2. Ejeda (2006)
3. Morondava (2008)
4. Toliara, Direction Regionale (2009)
5. Mahajanga (2011)
6. Fianarantsoa, workshops (2013)
7. Antananarivo (2013)
8. Antsirabe (2014)
9. Mobile branch Centre (2017)
10. ADES branch Antsiranana (2020)
11. + 12. Mobile branches North and South (2020)

Imprint

Editor: ADES, 8932 Mettmnenstetten
 Text and layout: ADES-Team, Mettmnenstetten
 Photos: Josh Martin, Werner Schmidiger, ADES
 Cover: Sensitization in the ADES environmental education at the Ankofafa school in Fianarantsoa

Print: Druckerei Odermatt AG, 6383 Dallenwil
 Printed on: Rebello Recycling made of 100 percent recycled paper
 Edition: 2.600 copies

Editorial

Dear readers,

The first documented Covid 19 case in Switzerland was on 25 February 2020. In Madagascar it was on 20 March 2020. Somewhat concerned, we nevertheless ventured a trip to Madagascar. Several weeks later we closed the ADES centres and installed a protection plan. Around the world, businesses and restaurants closed their doors. Transport in Madagascar became a major problem and trips to shops or markets became a nightmare.

As we became aware, in late March, of the probable dimensions of the pandemic, we adapted our goals for the year. Priority was given to the health of our employees in Madagascar and the preservation of their jobs. Thus we are proud that, despite these circumstances, we were able to meet our quantitative goals for the year. That ADES was able to continue to grow, despite the crisis and at times closed centres, demonstrates the extent of the demand for energy efficient cookers.

Sadly, the pandemic has fuelled the global imbalance. The ever growing gap between rich and poor has been accentuated. It is high time that the fight against this global imbalance becomes a real priority. Worldwide distribution of vaccine serum, instead of hoarding it, would be a step in the right direction. The pandemic and its consequences will only be history when it is history for everyone.

ADES is always looking to the future. Despite the difficult environment, we are driving our projects forward so that we meet our long term goals. Important milestones in 2020, such as the introduction of mobile centres in both the north and the south of the island and the construction of a second kiln in Fianarantsoa for the clay moulds for our cookers, were achieved. In order to continue to grow, ADES is planning a new metal factory and seven new branches, all of which will be completed in the current year. ADES is able to build on a solid and sustainable foundation. In 2020, 34 employees celebrated their ten year jubilee with ADES. It is this long-term commitment which enables us to look to the future with confidence.

ADES celebrates its 20 years of existence in 2021. Sadly, Corona will prevent us from celebrating with people who support us or are our partners. Let's simply celebrate this jubilee by continuing to engage in the support of the people and country of Madagascar.

Together we can achieve a lot. Thank you all for your loyal support!

Your Rita Bachmann



The mask obligation in Madagascar also applied to schoolchildren.



ADES information stand on International Women's Day.



Filling up soil for seedlings.

Situation in Madagascar

Of all the countries in Africa, Madagascar has the biggest deficit when it comes to «clean cooking»*. Less than 1 percent of the population uses clean fuel. One of the biggest challenges to an improvement in this figure is the dependence on traditional sources of fuel. In comparison to clean fuels, wood and charcoal are relatively cheap and are often the first choice of millions of people in Madagascar who live under the poverty line. Even when they are prepared to spend more on cleaner fuel, they find the access to Ethanol or similar products too expensive or very limited in choice.

This has grave consequences for the health of the population. According to the WHO, 18.700 people in Madagascar die prematurely every year as a consequence of indoor air pollution. To address this problem it is vital that a market for clean cooking solutions exists in Madagascar.

Madagascar is the fourth poorest country in the world and its market development per se is in its infancy. A third of the population lives in urban areas. The average age of the population is 19 and average life expectancy is 66. The population has a high birth rate and is growing by 2.7 percent or 729.000 annually. This demographic trend means that the demand for ADES cookers continues to grow.

«Partners for our reforestation activities have dropped out as a result of the Corona pandemic. ADES moved in the other direction and increased its annual planting goal from 15.000 trees to 30.000. That has helped us to continue and develop new communities with ever growing female participation. That makes us proud.»

Madame Sahondra, Fianarantsoa

* Source: SEforAll: Taking Pulse Madagascar 2019



One of Madagascar's open fire cooking sites.



ADES at the Business Forum in Toliara.



Madame Sahondra from the NGO Voiala in Fianarantsoa.

ADES overview

Project video:



ADES produces solar and energy-saving cookers in Madagascar. It has eight permanent operations spread throughout the island. From the beginning, it was ADES' goal to create job opportunities, ideally in poorer areas. ADES' national management is located in Toliara in the structurally weaker south. In addition, in order to reach the population in areas away from the central locations, ADES is relying on mobile centres. The first one has been successfully on the road since 2017. Two further mobile centres have been added in 2020. Cooker production is complemented by reforestation, education and sensibilisation projects. 176 people work for ADES (19 more than in 2019). Another 175 people earn money as independent cooker sales agents.

ADES employees receive ongoing further education and ADES pays their children's school fees. ADES works with partners who follow similar goals both in Switzerland and in Madagascar. ADES is politically and denominationally independent. It espouses the goals of the United Nations for sustainable development (SDGs), as well as the 'leave no-one behind' philosophy, which includes the poorest section of the population.

Since 2001:

- Some 1.7 million people benefit, thanks to ADES cookers, from lower fuel costs, significantly better indoor air quality and lower fire risks. Currently, somewhat over 4 percent of all Madagascan households use an ADES cooker.
- Some 3.5 million tonnes of CO₂ emissions have been saved, as well as over 2 million tonnes of wood.
- According to Gold Standard, the use of an ADES cooker saves some 590 hours of wood collection per family and per year. (Over 430.000 trees have been planted under an ADES project and cared for over a period of three years. This figure is rising sharply and well over 100.000 trees will be planted in 2021).
- Fuel costs approximate 25 percent of a monthly wage...and that in a country where 92 percent of the population exists on less than USD 2 per day and where 76 percent have no access to electricity.

* Source: Gold Standard



At the market in Ambatoboeny.



Baking a cake in the solar cooker in Toliara.



A household needs 7kg of wood per day for cooking.

ADES helps

Purpose

The ongoing deforestation in Madagascar costs at least 400.000 hectares of forest annually and, thereby, destroys the peoples' livelihood and the diversity of nature. 80 percent of all wood felled is used for cooking and the Madagascan people suffer particularly from climate change. For this reason, ADES distributes energy efficient cooking tools in Madagascar and sensibilises the population to sustainable ways of using natural resources and protecting the environment.

Vision

For ADES, a fundamental social change is at the forefront. With its continuous and sustainable growth, ADES makes a major contribution to the preservation of Madagascar's livelihood, to show the people a way out of poverty and, through these activities, to the protection of the climate. ADES' work motivates the people to improve their living conditions through more environmentally friendly behaviour.

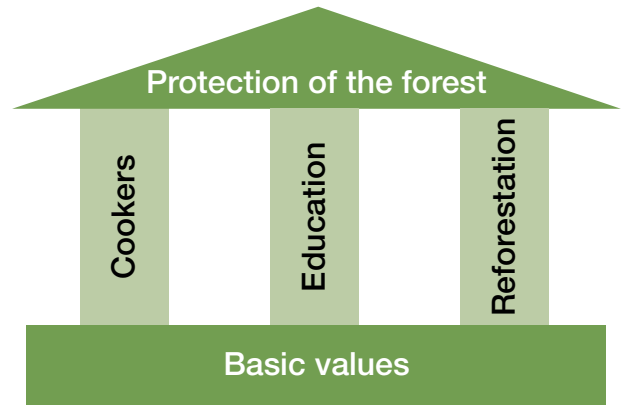
Goals

Sustainably effective for Madagascar: Thanks to a three-tier strategy – 1. Reduction in the use of natural resources through the use of energy-saving cookers, 2. Environmental schooling and adult education, 3. Reforestation – ADES makes a long-term contribution to the protection of the existing livelihood. Additionally, ADES offers an alternative to poverty and to migration and protects the climate. It is ADES' annual goal, by 2025, to produce and distribute 70.000 solar and energy-saving cookers. By 2030 the number will rise to 100.000.

What makes ADES different?

Through direct investment, ADES creates jobs, local value chains and a livelihood in Madagascar. ADES promotes the transfer of knowledge and technology. As an established local economic factor, ADES is committed to Madagascar indefinitely and has built up a sustainable production and sales structure for energy-saving cookers, which is supported and co-designed by local employees. The ADES program is based on an equal partnership between North and South.

Structure of ADES



Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) with their 169 sub-goals were defined by all UN Member States in 2015 and are at the heart of the 2030 Agenda. They balance the economic, social and environmental dimensions of sustainable development and, for the first time, bring poverty reduction and sustainable development together in one agenda.



Goals that ADES covers particularly well (coloured icons).

Solar and energy-saving cookers

Achievements 2020

50.001 cookers sold

682.499 tonnes of CO₂ saved

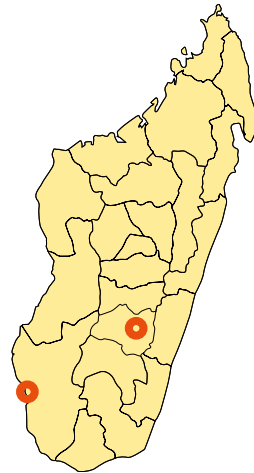
ADES set itself the goal of selling at least 50.000 units in 2020. Then came Corona and a partial lockdown in Madagascar. Several ADES centres were closed for a several weeks. Administrative personnel moved to home office and colleagues in the factories started working in shifts, in order to adhere to the safety and hygiene regulations. On top of this, mobility was massively impacted in spring and summer because government ordered a virtual closure of public transport. ADES arranged private transport to get people to work and to prevent employees from having to undertake hour-long journeys on foot.

The sales goal for 2020 became of secondary, although we never lost sight of it. After all, deforestation continued, and wood and charcoal became more expensive. It is therefore even more impressive that, despite this very difficult background, we were able to meet our goal. The high demand underscored the appropriateness of ADES' expansion strategy.

«ADES cares for its employees. It pays both my sickness insurance and my children's school fees. I wish for ADES to eventually cover all of Madagascar and not stop developing new products.»

Jean-Louis, Toliara

Project video:



Obligatory masks at ADES in Toliara.



Every energy-saving cooker has a serial number.



Jean-Louis is a metal worker and has been with ADES since 2011.

Important elements of the expansion are two further ADES mobile centres (see page 10) and a new second oven. ADES had hardly started with the construction of the new oven in 2019 when it was hit by a major storm which caused damage and delays. Then came the first Corona lockdown, which caused further delays. The new oven entered production in August and now there are two modern kilns side-by-side. A pipe transfers the warm emissions from one oven to the other so that the second kiln is warmed ready for the next burning.

To assist the movement, storage, and transport of the increasing numbers of cookers, ADES has introduced a system of barcoding every item. This has also proved useful and efficient in the Gold Standard monitoring. Enlargement of a storage hall, more pallets, mobile shelving, and a fork-lift truck have improved logistics.

The sales of solar cookers is very satisfying. Demand has increased since ADES further developed the parabolic cooker and took over the full production process.

An increase of cooker sales in 2021 of at least 2.000 units is planned. This would amount to a total of 52.000 solar and energy-saving cookers. By 2025, ADES should be able to produce a minimum of 70.000 units annually.

Many Madagascans have lost their jobs or are only working part-time because of Corona. As a result, ADES expects a reduction in purchasing power and is currently working on various scenarios to manage the effects of this situation. It is worth noting that there are significant regional differences in this respect.



The new oven (at the back) is underground and linked to the other oven.



ADES employees at the extrusion press.



Clay cores, pallets, and fork-lift truck. The new roof is in the background.

Mobile branches North, Centre, South

Achievements 2020

23.436 people sensibilised

4.261 cookers sold

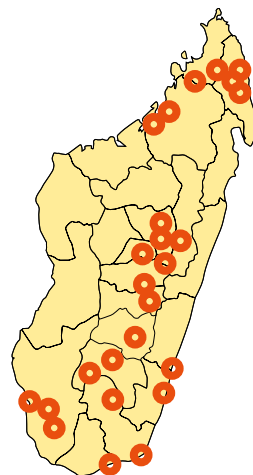
16 new sales agents recruited

The first ADES Mobile (sales and sensibilisation vehicle) took to the road in 2017 and, at the end of the project test phase in 2019, was rated as a success. Mid 2019, it travelled over dust tracks from the town of Ambanja in the north to Fort Dauphin in the south. Currently, it is primarily active in the central part of the island and is attached to the ADES centre in Antananarivo.

With relatively low fixed costs, the vehicle is able to reach areas where the population has no access to ADES' eight stationary centres. As part of its expansion strategy and in light of the resounding success of the first vehicle, ADES acquired two further mobiles in 2020. They will be used in the rural areas of the north and south of the island. The «Gazelle», a smaller 4x4 vehicle weighing some 3.5t, is in action in the south. A larger Hyundai vehicle, weighing some 7.5t and better suited to rougher territory, is in use in the north. In addition, ADES acquired two trailers, which facilitate the transport and storage of cookers and other material.

The teams for the two new mobile centres were assembled in the first half of the year. They received «on the job training» in the Mahajanga centre in the north and the Toliara centre in the south. Equipped with the necessary professional competence, they will, in future, sensibilise the population to environmental issues, sell solar and energy-saving cookers, counsel interested parties, school new cooker owners and recruit additional sales agents.

After purchase, the vehicles had to be modified. The pandemic delayed the modifications by several months. In the summer, we were able to mount the solar installations on the roofs and adapt the interiors to accommodate office, storage and sleeping needs. However, national transport restrictions caused by Corona meant that the vehicles remained parked and were only finally able to take to the road in August. The ADES mobile for the north had isolated venues in the vanilla region of Sava as its first destination. There were plenty of solid buyers and interested parties. As the roads in the region are bad, ADES shipped the cookers by sea in advance and stored them in Vohe-mar. The ADES mobile in the south started its activities in the Ejeda area.



The interior of the ADES north mobile being modified.



The first trips of the new ADES mobile vehicles North and South.



Dust tracks in northern Madagascar.

Customized institutional cooking solution

Achievements 2020

80 percent less wood burned

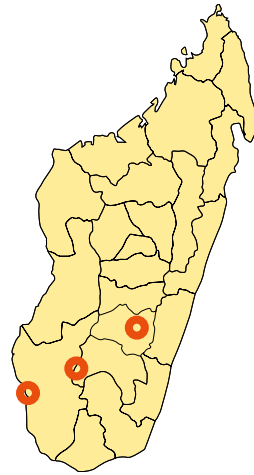
Up to three hours less cooking time per day

Almost 100 percent reduction of kitchen pollution caused by smoke and CO₂

With its pilot project «Customized institutional cooking solution», ADES has, since 2018, been designing modular cooking systems for 8 selected schools of partner organisations. Following an overall analysis of this pilot project, as well as a needs evaluation, ADES will build modular cooking solutions, make building improvements, further train project personnel at regular intervals and measure the level of improvement achieved. Previous open fires will be replaced by energy-saving cookers which are built into the walls. For Madagascan conditions, this represents a very progressive cooking environment.

The primary goals are the reduction firewood consumption, reduction of smoke emissions, channelling off the smoke and ergonomic improvement of the working area in the kitchen. ADES expects an 80 percent reduction in firewood consumption because of the move to energy-saving cookers, minor building improvements, training and optimisation of cooking processes. This improved efficiency will not only reduce the firewood consumption. Significant reduction in the cost of running school kitchens and in the unhealthy pollution will also be major benefits.

The pilot project was delayed not only by the Corona virus but also by additional training measures and a shortage of construction materials. Consequently, the pilot project has been extended to March 2021. The project has attracted significant private and public interest in Madagascar. Once the pilot project is completed, ADES is planning a further 10 big kitchens in the Toliara region alone in 2021.



Traditional cooking facility in the Antsohamadiro school prior to modification.



Construction of the new kitchen..



Post modification cooking.

Environmental education

Achievements 2020

5.420 students participated

542 teachers were trained to give environmental education

79 schools participated in the project

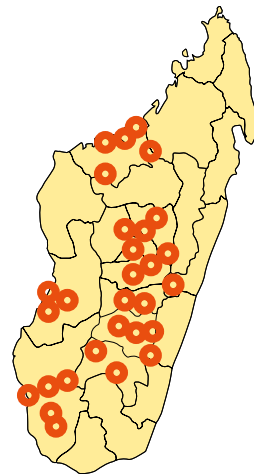
In the environmental schooling project, specially trained ADES employees visit selected public and private schools in Madagascar and sensibilise mostly eight- and nine-year-olds to environmental themes. ADES is working to get partner schools to make environmental schooling a fixed part of the curriculum. In the schooling itself, knowledge is passed on using modern teaching methods, excursions are organised to familiarise the students with the fauna and flora, trees are planted, and school gardens are created. Participating schools are provided with solar cookers and the functioning of school kitchens is part of every-day school routine. It is planned to extend the project to other regions.

The education system in Madagascar has suffered extensively from the Corona virus. The schools were closed from 23 April until the end of September. As a result, the quantitative goals of environmental schooling were only 65 percent met. ADES used the school closures to train 101 prospective and active teachers so that, in future, they can independently build environmental schooling into their programmes, thereby also helping the dynamics of the project.

In 2021, ADES plans to visit 367 schools, to give schooling to 13.900 students and 636 teachers and to train 186 future teachers.

«Today we learnt how forests are created and what plants and animal are found in them. It was exciting and I would like to learn a lot more on the subject.»

Nomenjanahary, Besinjaky



Project video:



Students attending environmental education.



Education of teachers from Sakaraha.



Nomenjanahary, 6A, CEG Besinjaky.

Adult education

Achievements 2020

18 different forms of adult education offered

141 individual independent sales agents trained

The ADES adult education project has various goals. Employees are offered perspectives and, at the same time, talent is identified and developed for use in ADES` operations. ADES offers practical training opportunities to students, who thus have the chance to set foot in the real world and to turn what they have learned into practice. The significant investment in further education demonstrates how ADES values its staff as an important resource.

Short term goal:

- Improvement of individual skills

Medium term goals:

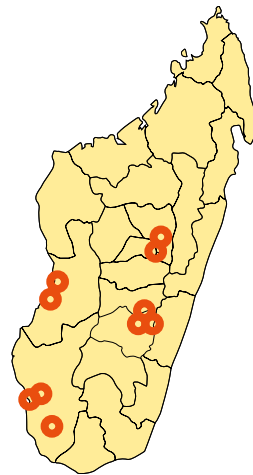
- Improvement in internal communication
- Increase in employee motivation
- Sales increase

Long term goals:

- Increase in employee awareness and responsibility
- Improved understanding of market-driven processes
- Development of talent for future leadership role

Measures to combat the pandemic significantly limited the adult education in 2020. Mobility limitations, avoidance of gatherings and the closure of ADES centres prevented adherence to the education calendar. Nevertheless, the majority of the multi-theme classes, at times lasting more than one day, were held. As far as possible, courses which had to be postponed will be held in 2021.

Ongoing support, training and further education for sales agents was maintained. Delegation of these activities to the centres had already been identified as beneficial, as they could be carried out throughout the year. This new decentral model has proven resistant to crisis.



Education of the ADES vendors in Antananarivo.



Education of sales agents in Antsiranana.



Training around the solar cooker.

Reforestation

Achievements 2020

82.400 trees planted

33 hectares of land reforested

Over 90 percent of the original Madagascan forests have been felled. Estimates calculate that a further 40.000ha are lost annually. ADES has, therefore decided to significantly increase its reforestation programme and to devote a least 10 percent of its annual budget to the project.

ADES works with various partners in its reforestation activities. They number village communities, co-operatives, and other NGOs. By the end of 2019, ADES had planted 350.000 trees. 82.400 were added to this number in 2020; 12.000 more than planned.

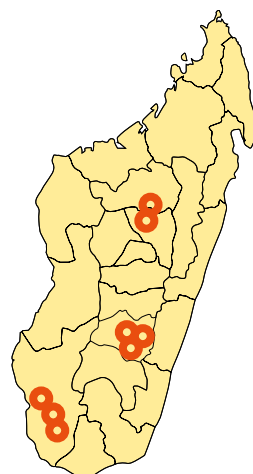
The budget of our partner organisation TCOTPE (Ankazobe) allowed that more trees are planted than budgeted. Project Vozama and NGO Voiala exactly met their goals. These last two partners were active in the villages and markets in their areas of operation not only in reforestation but also in sensibilising the population to environmental issues. Because of Corona, they added the theme Hygiene and WASH (water, sanitation, hygiene) to their activities.

Although Corona was omnipresent throughout the year and was a hinderance to ADES, the various reforestation projects were only marginally affected. The local nature and the substantial autonomy of the individual reforestation projects were beneficial in countering transport limitations.

ADES continues to consider bushfires, land disputes, usage conflicts with animal farmers, droughts, and plant sicknesses as risks. Consequently, investments are being made in protection measures and in the training. Examples are to be found in fire management and the acquisition of seeds. Also, the integration of native trees and plants such as avocados, boababs and coffee is being promoted. In the south of the country, which is particularly poor and currently suffering from a catastrophic drought, ADES is planting fruit trees and other productive trees and is creating gardens in the shade of the trees. This helps the people to generate additional income.

ADES plants at least one tree per cooker sold in Madagascar. ADES plans to double this number in 2021.

Project video:



Valuable work; Planting seedlings.



Seedlings in NGO Vozamas tree school.



Reforestation to counter land erosion 40km south of Fianarantsoa.

Review of activities 2020

The managers of the ADES centres in Madagascar provide an insight into the activities in 2020.

Mahajanga (Vonji)

In January, the centre started its schooling of sales agents. Starting in February, ADES vendors regularly visited the regional markets and in March we began with training of the new team for ADES mobile (North). Just at this time, the first Corona lockdown entered into force, significantly limiting our mobility.

In June we made a pilot journey with new mobile vehicle in the Sava region, visiting various partners and obtaining all the required permits. At the same time, we investigated the ways in which sales agents could be supplied with cookers in the future. Finally, we prepared the team of the new mobile vehicle for their upcoming activity.

Once the solar unit had been installed on the roof of the vehicle in July, we were able to set out on the inaugural trip. The journey through the Sava region lasted several months and had plenty of exciting moments! Using our radio and local contacts, we were able to prepare our destinations of our arrival. The demand for ADES products was impressive and exceeded our expectations. Frequently, queues formed before we even had time to erect our stand. The high level of demand led us to be more rigorous in our selection of sales agents. We concentrated on finding people with whom we could build up a longer-term relationship.



The team of the ADES mobile North provides sensibilisation.

One of the real highlights of the year was the co-operation with «Lemur Conservation Foundation», «Duke Lemur Centre» and the «Wildlife Conservation Society». We laid the foundations for a close co-operation with these partners in the coming years.

Fianarantsoa (Cécile)

The Corona virus had a significant impact on our centre. We had to completely close the centre in April and in June it was only partially open. Our staff worked on a rotational basis so as to minimise personal contact. Fortunately, none of our staff contracted the virus, although a number of their family members were not so fortunate. These difficult times strengthened the bonds between the people. Even though our production was at times at a standstill, we managed to achieve 80 to 90 percent of our production and sales goals.



Production at «Berma», an ADES partner.

Our co-operation with «NGO Ny Tanintsika (our earth)», who are active in fighting poverty and in environmental protection, gave us particular pleasure. In a joint project, we have, among other things, equipped schools in three regions around Fianarantsoa with ADES energy-saving cookers. Together with our reforestation partner «NGO Voiala», we enable financially weak farming families to earn an ADES cooker by working on reforestation work. The fact that at least twenty families participated, is proof of the success of our sensibilisation project.

Toliara (Fidy)

The EU project «AFAFI-South» was the beginning of a big project for our centre. Transportation of our products to the Fort Dauphin region is both complicated and expensive. AFAFI finances the costs of transport and storage and, additionally, dispatches sensibilisation teams to the region. The demand is overwhelming. The project has been so successful that we are in discussion with AFAFI about expanding it.

ADES works closely with the education project «ABC Domino». Eight schools in the south of Toliara are being mo-



Sensibilisierungsstand am Business Forum in Toliara.

dermised. The children receive environmental schooling and the parents are being sensibilised. Our long-standing partnership with «Mitsiky Anakao» organisation helps financially weak families to acquire an ADES cooker.

In Toliara, the Corona crisis primarily affected the tourism. However, further south the situation is dramatic. The ongoing drought reduced the harvest and the Corona virus has impacted tourist income. The poverty and hunger situation is worsening. This makes it all the more important that ADES can reach the people in the villages. The ADES mobile South marks the beginning of a new era. Our vehicle enjoys a high resonance in the villages. Many people are grateful that they have not been forgotten and that they can be reached where they live.

Morondava (Ella)

It is a particular pleasure for me that, in various projects, we were able to equip entire villages with solar cookers. In times where firewood is rarer and dearer, this has a big impact on the population.

In the commune of Bemanonga we are working with «Fastenopfer-Spargruppen». They finance solar cookers for families. By savings in the use of firewood, we are able, step by step, to acquire more solar cookers. In 2020, this amounted to 29 additional parabolic solar cookers for the village. The reactions are overwhelming. For the people, the solar cooker is synonymous with progress, independence from firewood and a step into the modern world. Weather permitting, the cookers are in daily use. There is a similar project in the Zazamalala Nature Reserve, where locals can earn a solar cooker by working on the reforestation project. To date, over 100 solar cookers have

earned, and the project is being extended. Users report that they now only need three cups of rice, instead of four, to feed a family.



Together with our partner «Tsinjo Aina» in Bemanoga.

Antananarivo (Naomy)

We spent the first three months of the year finding new partners. Several organisations were very interested and future co-operation is currently being planned.

The Corona pandemic hit us hard in Antananarivo. The centre was completely closed for two months and partially closed for a further three. During this time, we concentrated more on our sales agents. In contrast to people, we were still able to transport cookers. Wherever possible, our staff worked from home and communicated by telephone. The difficult financial situation in which many families found themselves increased the interest in our products.

Sadly, the restrictions prevented the ADES mobile from getting on the road until September. Excellent co-ordination between the centre and the mobile team enabled us to make the best of the situation and reach the goals which we had set before the pandemic.

We started a project together with «Ingénieurs Solidaires et Sans Frontières». In this project, schools help with reforestation and, in return, receive environmental schooling and energy-saving cookers. The community of Ambohimanga provides the land for this reforestation project.

After a trial period, «Madagascar Fauna Flora Group» ordered 100 cookers for the reserve around Betampona.



Co-operation with our partner NGO «MFG» in Ivoloana.

Ejeda (Loubien)

ADES supports young students and other young people who organise ECO clubs and engage themselves for a sustainable Madagascar. Christian Faliandraza was President of such an ECO club in Ejeda. He commented as follows on this engagement: «The green centre in Ejeda, supported by ADES, motivates the young members of the Magnaré ECO club to learn to take responsibility for the protection and maintenance of the environment. They learn about ecology, reforestation practices and sensibilisation. Also, with ADES` help, some 30 former members of the club are now at university. Some of them have already formed a new environmental association at the university.»



The ADES centre at Ejeda.

Antsirabe (Bien Aimé)

Luckily, we were able to keep our centre open. The situation here is difficult for many families. The pandemic has led to rising prices and food and medication is ever more expensive. Saving on firewood and charcoal usage becomes more important. The demand for ADES products is evident every day. We were able to reach our goals despite the pandemic.

Since 2019, we have been supporting schools in the region with the help of our French partner NGO «Asama». We equip the school kitchens with cookers, give environmental schooling and sensibilise both students and their parents.

Antsiranana (Oméga)

The branch in Antsiranana was opened in July 2019. From day one, the local population showed enormous interest in ADES cookers. This interest was driven by the rapid destruction of the forests and the resulting rising prices for firewood and charcoal. People can easily see that energy-saving cookers save them money daily. I am particularly pleased that, in addition to the many energy-saving cookers, we were also able to sell 30 solar cookers. Some of them are paid for over months in modest installments. All of this demonstrates that sensibilisation works.



Sales agent Ramena (in the blue shirt) explains the solar cooker.

The Corona pandemic hit us right in the middle of our building our sales agents network. A Corona case in our close circle made the job significantly more difficult and demonstrated the need to train more ADES vendors. Despite mobility restrictions, we were able to continue with our work and even managed to exceed our goals. Together with the ADES Mahajanga centre, we are seeking to recruit and train suitable new personnel for Antsiranana. In the new year, we want to grow significantly in our area. The good start for the Branch fills me with enthusiasm.

Outlook 2021

The coming year will be a real challenge for ADES. The global crisis will sharpen the already difficult situation in the financially underdeveloped country of Madagascar. This underscores the importance for ADES to follow long-term, sustainable strategies.

Main goals for 2021:

Business developments:

- Produce and sell 52.000 solar and energy-saving cookers
- Safeguard 200 jobs through own production
- Create a national executive management team
- Construct a second metal workshop to reduce costs and increase productivity
- Increase the reforestation goal from 80.000 trees to 110.000
- Further expand our product offering, for example in customized institutional cooking solutions for schools, hotels and restaurants
- Create seven new ADES branches

Awareness training, affordability, and customer relations:

- Extend our environmental training both in the north and the south
- Awareness campaigns through use of our three ADES mobiles
- Introduce of a more flexible pricing model («leave no-one behind»)
- Further school our employees and sales agents
- Introduce measures to support the gender analysis

Partnerships:

- Extend partnerships and co-operation agreements with other national and international players
- Further develop co-operation with other cooker producers (Burn Stove, Bionerr, Berma)



ADES wood workshop receives a visit from a «Bel Avenir» school class.



An ADES cooker in use in the south-east of the island.



Madagascan youths with a new energy-saving cooker.

Organisation

Board

Switzerland:

Regula Ochsner (President, Strategy, Personnel)
David Blumer (Strategy, Personnel)
Jörg Baumann (Strategy, Finance, Personnel)
Paul Rota (Strategy, Co-ordination *)
Vroni Kern (Strategy)
Herbert Blaser (Strategy, IT)
Adrienne Borsari (Vice-President, Strategy, Acknowledgements)
Walter Scherrer (Strategy, Reforestation, Co-ordination **)
Peter Glassen (Strategy, Communication)

Madagascar:

Eddy Geo Razafiarison
Carole Rakotozafy
Prof. Dr. N. Ramangasalama

Management

Rita Bachmann (General Manager)
Axel Brückmann (Project Manager reforestation)
Alain Wasserfallen (Co-Director Madagascar)
Dagobert Fröbel (Co-Director Madagascar)

Volunteers

In 2020 ADES was not able to realize any market appearances in Switzerland. Internal events took place with the volunteers, such as a few meetings, mailing campaigns and a knowledge exchange.

Alone in Switzerland, ADES can count on over 70 volunteers.

Their main contributions are:

- Running stands and helping at ADES internal events
- Assistance with mailings
- Doing translations and text reading

In 2020, they contributed some 3.766 hours, which, assuming an hourly rate of CHF 50, amounts to CHF 188.300. What a performance! Our warmest thanks!

* Committee member proMadagaskar Schweiz

** President TSARABE MADAGASKAR and
Kinderhilfe Madagaskar – Zaza Malagasy



ADES Board Switzerland (from L.)



Swiss ambassador Chasper Sarott, Eddy G. Razafiarison, Alain Wasserfallen, Prof. Dr. N. Ramangasalama (from L.)

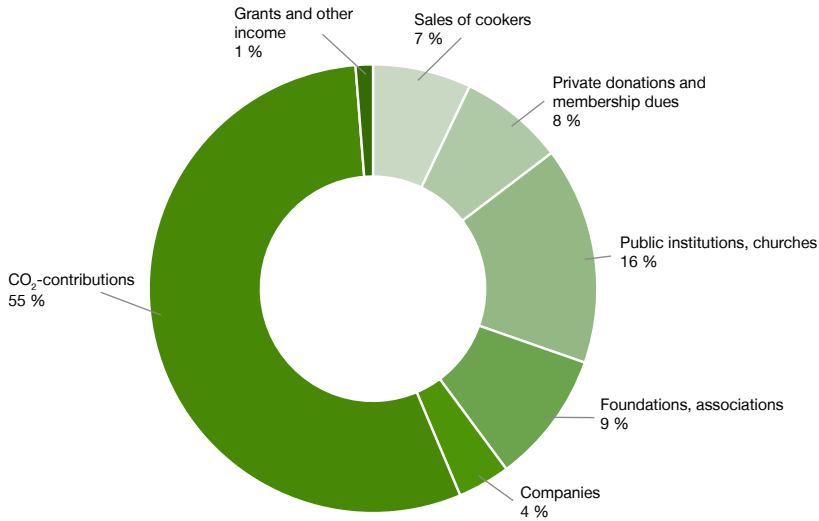


Management Switzerland and Madagascar (from L.)

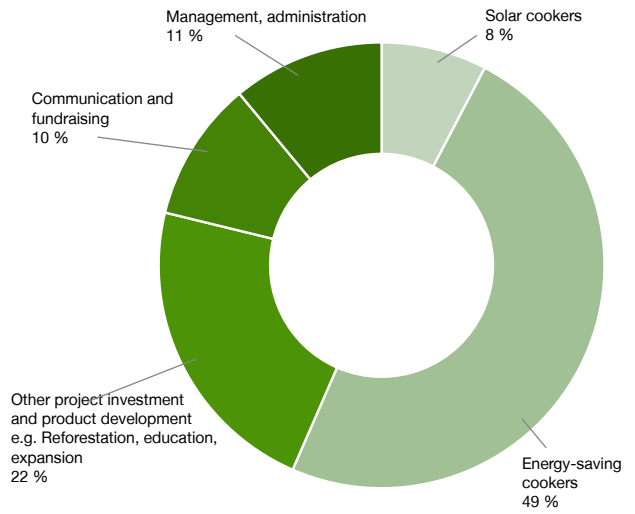
Statement of income and expense 2020

INCOME	2020	2019
Sales of solar cookers	10 318	9 820
Sales of energy-saving cookers	195 134	181 876
Other income	4 050	25 909
Income reduction (free items and promotions)	-23 863	-33 792
Income Madagascar	185 639	183 813
Free donations	595 386	385 567
Specific purpose donations	358 198	301 244
CO ₂ contributions	1 442 460	990 000
Membership dues and sponsorship	3 400	3 200
Grants and other income	32 751	485 297
Income Switzerland	2 432 195	2 165 308
Change in product inventory	-109 915	-63 185
Operating income	2 507 919	2 285 936
EXPENSE		
Project expense	237 995	155 951
Materials	16 031	56 383
Personnel	1 058 207	1 004 401
Other operating expense	779 398	539 898
Depreciation and amortisation	308 088	150 711
Operating expense	2 399 719	1 907 344
Operating result	108 200	378 592
Financial result (interest, bank charges and foreign exchange translation)	-5 890	-21 746
Extraordinary income and expense (-) Allowance for finished goods	-19 034	-161 352
Result before changes in Funds	83 276	195 494
Fund additions	-387 396	-780 255
Fund outgoings	647 172	579 054
Net change in Fund capital	259 776	-201 201
Result for the year	343 052	-5 707

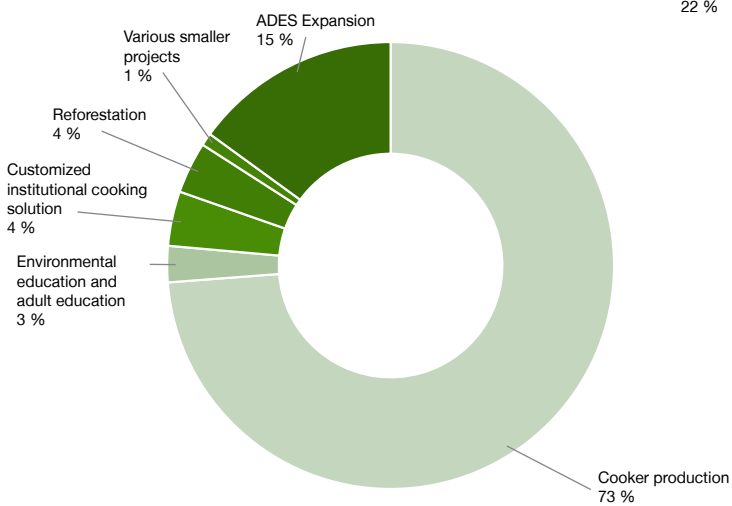
Origin of the funds



Use of funds



Use per project



Balance sheet 2020

ASSETS	2020	2019
Liquidity	1 743 020	2 084 262
Securities (Raiffeisen Co-operative)	200	200
Receivables	72 867	55 609
Inventory Madagascar	382 876	387 693
Other assets	919 699	497 283
Total current assets	3 118 662	3 025 047
Furniture and equipment	8 506	13 578
Property	374 967	398 373
Total fixed assets	383 473	411 951
ASSETS	3 502 135	3 436 998
LIABILITIES		
Current liabilities	64 238	9 381
Accruals	2 580	4 000
Short term third party liabilities	66 818	13 381
Mortgage loans	176 250	181 250
Long term third party liabilities	176 250	181 250
THIRD PARTY LIABILITIES	243 068	194 631
Specific purpose Funds	41 488	301 264
Total Fund capital	41 488	301 264
Accumulated free capital	2 574 527	2 646 810
Restricted capital	300 000	300 000
Annual result (+ profit, - loss)	343 052	-5 707
Total own capital	3 217 579	2 941 103
LIABILITIES	3 502 135	3 436 998

Auditors

Effida Treuhand und Revisionen AG
Salzmattstrasse 4, 5507 Mellingen

The full annual accounts 2020 are available under:
www.ades-solaire.org

Many thanks

Donations above CHF 750

Foundations and Funds::



Karl Mayer Stiftung, Kulturpark Zürich-West, Stiftung Drittes Millennium, Stiftung Fürstlicher Kommerzienrat Guido Feger, Stiftung SAAT

Evangelical parishes:

Brugg, Bürglen, Dürnten, Hitzkirch, Kelleramt, Küsnacht, Stäfa, Urdorf, Wil, Wülflingen, Kanton Zug

Catholic parishes::

Baar, Gesamtkirchgemeinde Bern und Umgebung, Hitzkirch, Stadt Zug

Public institutions:



Kanton Basel-Stadt, Bottmingen, Küsnacht, Pully, Rapperswil-Jona, Schweizer Botschaft Madagaskars, Uster, Veyrier, Wädenswil, Zollikon, Stadt Zürich

Clubs and associations:



Gemeinnütziger Frauenverein Rapperswil-Jona, Rotary-Club Zurzach-Brugg

Companies:



Druckerei Odermatt AG, Ferrari Bauunternehmung AG, FinComp GmbH, Robert Dietz AG

Private individuals:

Romano and Rosana Babini, Verena Balzli-Fluck, Pius and Barbara Baschera, Bruno Bernet and Susanne Mühlethaler, Stefan Bettler, Marianne and Josef Blättler-Ernst, Salem Blum, Gerhard and Madeleine Brunner-Humbel, Rosmarie Dietz, Peter Diggelmann-Fürer, Rosmarie Egli, Astrid and Herbert Elsener, Silvia and Hansjürg Fausch, Beatrice Fischli, Annika Flückiger, Theo Flückiger, Philipp Frey, Doris Fuchs, Martin Gall, BarBara Ganz, Hans-Peter Häusler-Hasler, Jürg Hausmann, Regula Hugentobler, Alfred and Edith Jäger, Bettina Kallenbach, Hans Mathias Käppeli and Astrid Gebert Käppeli, Daniel and Susanne Kästli Gattiker, Béatrice Lienert, Martin Ludwig, Michel Mathis, Hugh Matthews, Dorina Mayrhofer, Urs Mellert, Monika Nater, Ulla and Karl Obereigner, Christian and Monika Sacher, Hans-Peter Saxer, Katrin Schenker, Gabi Sidler, Käthy and Hans Peter Sigris-Frey, Thomas Staiger, Christoph and Monika Steffen-Nebel, Josef Trappel, Regula Waldispühl, Marcel and Rita Widmer-Baumann and many more, who prefer to remain anonymous.

Many thanks for your engagement !



ADES

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Donation accounts Switzerland:
Raiffeisenbank, 8917 Oberlunkhofen
IBAN: CH62 8080 8002 5845 3013 5

Postfinance
IBAN: CH48 0900 0000 6039 8927 9
Account number: 60-398927-9

Donation account Germany:
Postbank Stuttgart, BLZ 600 100 70
Account number: 067 661 706

Donate by TWINT (anonymous)

