

1 / 2021



BULLETIN

EDITORIAL

Dear Friends of ADES

While the world's billionaires are playing around in space, a major drama is unfolding in Madagascar. Some one and a half million people are starving. For the past three years, the southern part of the country has been suffering from one of the worst droughts in decades. Climate change poses an existential threat to the population. In this bulletin we report on this mortal tragedy.

At our member's meeting on the 8th of May, our board member and active volunteer, Herbert Blaser, was elected as President of ADES. We asked him a few questions.

At the same time, the malagasy management is becoming more malagasy. Various leading positions have been filled with local talent. We are pleased to introduce both Jean Yves and Rindra.

Just as in our own lives, the world of ADES comprises many different elements. I am especially proud of our ADES team and the numerous colleagues who are, despite various catastrophes, ensuring that our projects are moving forward at high speed. The large kitchens for a further seven schools were completed, the ADES mobile branches are continuously underway in the provinces, further ADES branches have been opened and sales of ADES ICS has doubled in the last two years.

Our heartfelt thanks to you all for your support. Without you we could not have built a sound basis for ADES' future.

Your
Rita Bachmann

SUSTAINABLE IMPACT FOR MADAGASCAR

THE SILENT DEATH

Almost unnoticed in large parts of the world, a major drama is unfolding in the southern part of Madagascar. The worst drought for decades has already lasted three years. The situation threatens the very existence of hundreds of thousands of people.

The area from Betioky in the southwest to Fort Dauphin in the south east is known as the «Big South». The people in this region are accustomed to food shortages. The «Kere» is an almost annual occurrence: a period of deprivation where the harvests are hardly enough to still hunger. But what is going on currently is in no way comparable to «normal» years. Brutal heat has been scorching the earth for three years. Hot air has been blowing in from the ocean over the island. It whips up the dust from the arid fields and creates massive sandstorms. They, in turn, rapidly transform remaining culture land into deserts. The damage is made worse by the continuing deforestation and climate change will only make the situation more acute in the long-term.

It is estimated that the drought has reduced the harvest by up to 60 percent this year. Animals, such as chicken and cattle, which many families bought over the years as a form of security for bad times, have had to be sold during this three-year drought. Some 1.5 million people in the Big South are threatened with acute hun-



Reforestation to combat desertification in Madagascar.
The picture shows shaded plant seedlings of a village community near Ejeda.

ger this year. Children are particularly vulnerable to malnutrition. Hunger and the desperate conditions are driving people to flight. Whole villages are being abandoned.

This emergency is not limited to the Big South. The Corona pandemic has brought a sudden collapse of all forms of tourism. Many people who relied on tourism for their income, and frequently supported poor members of their families in other regions, have nothing. So, for example, a large but unquantified number of the population of the island Nosy Bé, a favourite among tourists, cannot afford to buy a meal.

This is a huge challenge for ADES. Even big organisations, such as the United Nations, are currently only able to provide an inadequate level of help. The precarious infrastructure in the regions makes the work of help organisations even more difficult. Meanwhile, ADES is focussing on measures to minimise hunger in the medium and long term. Working with village communities, we are developing strategies for water management, tree growth and vegetable growing, which improve land fertility and improved production. ADES is also closely following projects for local seed production. In the meantime, the situation remains precarious.



Vegetables grow between the saplings.

HERBERT BLASER IS THE NEW ADES PRESIDENT

Twenty years after the foundation ADES, Regula Ochsner handed over the position of president to Herbert Blaser, a member of the board. We would like to introduce the new president to our readers.



Who is Herbert Blaser?

I am married, have two children, and live in Adliswil. I still work full-time at u-blox in Thalwil. There, as a graduate in business management and engineer, I lead a team in production. Away from work, you will often find me out in the nature or in a sporting activity or enjoying a good meal with friends.

On the 8th May you were elected president of ADES. What led you to Madagascar and to ADES and what made you volunteer for this office?

Some 10 years ago, I had the opportunity to set up a sustainability project at u-blox and was looking for suitable partners. I well remember watching an impressive cooking demonstration with an ADES parabolic cooker in front of Globus in Zürich. I contacted Regula. That same afternoon she won over u-blox as long-term sponsor and me as a volunteer. Four years ago, I was invited to join the board and from there I gained a much better insight into ADES and a high level of respect for its activities.

Two intensive trips to Madagascar convinced me even more that ADES has a very important mission. Now that our two children have left home, I have more time to give something back to society. For these reasons, I gladly took over the presidency from Regula.

ADES can look back on a 20-year success story. Where do you currently see the biggest challenges and opportunities?

ADES is for me a sustainable lighthouse project. Donations are used extremely effectively. For every donated franc, and thanks to the sale of CO₂ certificates, two francs flow to Madagascar. On the personnel side, ADES has grown significantly in recent years and has reached a point where structures and processes need adaptation. This will enable future growth. When our resources are sufficient to sell more cookers, to educate more children to environmental issues and to plant more trees than Madagascar will be the winner.

In which areas would you like to set new accents as president?

During my various trips to ADES in Madagascar, I have met several mostly younger employees who fill me with optimism: They are well trained, recognise Madagascar's problems and are keen to work for a better future. We must increase our efforts to challenge and advance local leadership.

What are your wishes for ADES and for Madagascar as a country?

I hope that ADES can sell CO₂ certificates for many years to come. Every sale of an OLI cookstove saves many tonnes of wood per annum and earns us financial resources which we can invest in other projects, such as solar energy, education, and reforestation. If we do our job well, we can create many more jobs and play our part in ensuring that the local wonders of nature are preserved.

PROJECT: NEW METAL WORKSHOP

ADES built its first metal workshop in 2013. This enabled us to produce metal casings for our cook stoves instead of having to import them from Italy in a complicated and expensive process. With the construction of a new oven for energy-saving cook stoves, ADES has been able to more or less double its production in the past year. Continuing increased demand means that the number of solar and energy-saving cook stoves in use should reach 70.000 by 2025. This development means that the existing facility in Toliara will reach its capacity limit in the current year.



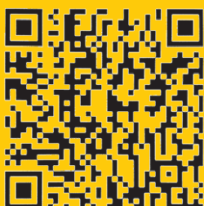
The metal workshop in Toliara is at full capacity.

The construction of a second metal workshop, this time in Antananarivo, ensures that ADES will be able to produce enough metal casings in the coming years. Work has started but there are plenty of challenges to be mastered before it is in operation. Currently, ADES is searching for management personnel for the new facility. At the same time, the financing of the project must be secured. The new metal workshop will be operational in 2022.

KEEP HELPING ADES

Our solar and energy-saving cook stoves protect the environment and help tens of thousands of Malagasy throughout the country. With the new metal workshop and the seven new branches across the island, ADES will establish a base for reaching even more people in future. This growth is only possible through your support. Your donations enable ADES to equip itself for the future.

Every franc counts!



Important: Let ADES know of your donation through TWINT. It reaches us anonymously!

Further information:
+41 44 466 60 50
info@ades-solaire.org

Besides the new facility and the increase in production, ADES has several other goals for the new project phase. The quality of our cook stoves will be further improved through refinements in the production process and sales will be increased through the engagement of more sales agents. Our seven new branches mean that we can reach more people who currently live far away from existing ADES operations.

REFORESTATION PARTNER OMNIVERDE

Belgian national, Pieter Vrankx, lived in the dry regions of Brazil for a long time. Today, he lives and works on the Mahafaly plateau near Ejeda, where he founded the Omniverde organisation. He is experimenting with reforestation through semi-direct sowing. In contrast to other projects, seeds are sown directly in the ground rather than planting saplings. He has developed a method whereby seeds from plants are treated with acid and placed in organic cushions prior to planting.

Pieter has a vision to plant Moringa and other valuable trees in large numbers. Apart from producing foodstuff for local consumption, the trees, so-called «cash crops», will generate products for sale or even export. These products will provide the local population with urgently needed financial means. In the longer term, for example, it is envisioned that containers full of dried Moringa leaves will be exported as either food supplements or tea.



Pieter Vrankx from Omniverde shows his «seed bombs» to ADES personnel.

ADES has neither a contract nor a written co-operation agreement with Omniverde. A form of silent co-operation has established itself through which we benefit from synergies and learn from one another. Omniverde uses ADES facilities such as storage, electric current and our guest house. ADES has, in turn, benefitted from many suggestions which Pieter has made to us. For example, through improved mulching and composting, we will be able to better integrate trees and bushes producing edible fruit into our programmes in the arid south. ADES forestry expert Dr. Axel Brückmann says «*If we want to find fertile cash crops for the south then Pieter is a good partner.*»

AGENDA

Saturday, 28.8.2021
O SOLE BIO, Zug

Wednesday, 13.10.2021. 19.00

Madagascar nature film

Dive into Madagascar's nature paradise and allow yourself to be thrilled by the red island's unique bio-diversity.

(Excerpts from the BBC production «Madagascar – the Land where evolution ran wild» - in German)

Volkshaus Zurich
Admission free, collection

Tuesday, 26.10.2021

Virtual presentation on reforestation in Madagascar

by **Dr. Axel Brückmann**

Friday, 26.11.2021, 19.00

Presentation by Reto Knutti

Reto Knutti is professor for climate physics at the ETH, Zürich and is an expert at presenting the results of climate science to the broad public. He, a Swiss national, is a member of the World Climate Council and is internationally recognised as a renowned specialist.



Technopark Zurich
Admission free, collection

Further dates and information: www.ades-solaire.org

MALAGASY MANAGEMENT

ADES is fully recognised in Madagascar as a member of the local business community. Our malagasy employees are even more motivated the more they see Madagascar embedded in our Non-Government Organisation. It is equally important for ADES that we can give more responsibility to our people in Madagascar. An important stepping-stone in this process is the establishment of a local management. ADES is searching for leadership personnel for various central positions. Two exciting recruits are newly on-board at ADES.

Jean Yves Miranto Rakotoarison is 42 years old and is the new Director of Production and Development. He studied in France, lives in Antananarivo and has two children. Following his studies, he worked in various African countries such as South Africa, Gabon, Egypt, Ethiopia and Lybia. Jean Yves joined ADES on June the first.

Hajarivony Rindra Razafimanantsoa is the new Director of Sales and Marketing. He is 36, has three children and also lives in Antananarivo. Rindra has experience in operational planning and has worked for various large organisations. Apart from his new area of responsibility, he is also responsible building up fund-raising activities in Madagascar. Rindra

started at ADES on July the first and, has together with Director Alain Wasserfallen, already made a three-week trip to all ADES centres.



Hajarivony Rindra Razafimanantsoa, Alain Wasserfallen and Jean Yves Miranto Rakotoarison at their first meeting in Antananarivo.

With these two personalities, ADES has successfully begun the establishment of a Malagasy management. We are still looking for local talent to take on responsibility for finance and for human resources.

CONTRACT EXTENSION WITH THE MYCLIMATE FOUNDATION

After a 14-year partnership, we were able to sign a new contract in July with the myclimate Foundation covering the period 2022 to 2028. ADES is absolutely delighted to be facing the future with this important strategic partner. Since 2008, ADES has compensated 2 million tonnes of CO₂ with myclimate.

«An important milestone in the joint success story: ADES and the myclimate Foundation will continue to work closely together, for the benefit of the climate and the livelihood of Madagascar.»

Rita Bachmann

IMPRINT

Text and Layout: ADES Team, Mettmenstetten
Print: Druckerei Odermatt, Dallenwil
Edition : 2300

ADES
Im Grindel 6
8932 Mettmenstetten
+41 44 466 60 50
www.ades-solaire.org



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, code bancaire 600 100 70
IBAN: DE65 6001 0070 0067 6617 06