

# 1 / 2022

# BULLETIN

## EDITORIAL

### Dear reader

*In recent years, we have learned how important resilience and a flexible approach to uncertainties and changing circumstances are. Also thanks to broad support from all sides, ADES has managed not only to continue “functioning” in these times, but even to significantly increase its impact.*

*Today, ADES also faces changes and challenges. A new metal manufacturing challenges existing processes. In Madagascar, the growth of ADES is leading to more professional structures for which our staff need to be motivated. In Switzerland, the team is renewing itself with the change in management from Rita Bachmann and the upcoming retirement of our fundraiser Mona Schamberger. But also a constantly changing donation environment or the complex certification of CO<sub>2</sub> emission reductions will keep us on our toes.*

*We want to use these challenges as opportunities. In this bulletin you will learn about the inauguration of our new metal manufacturing, get insights into our gender action plan and our project “Empowerment” and in the interview I may briefly introduce myself to you.*

*A big thank you to everyone who supports ADES. Thank you to our loyal partner organisations. I look forward to getting to know you!*

Luc Estapé

## SUSTAINABLY EFFECTIVE FOR MADAGASCAR

### NEW METAL MANUFACTURING OPENED

On 28 June, the new metal manufacturing in Antananarivo was officially opened. The new production site is another milestone on the way to the planned growth in the coming years. The inauguration was addressed by the ADES Head of Production and Development, Jean Yves Rakotoarison, as well as the Mayor of Tanjombato, the Secretary General of the Ministry of Energy and the Swiss Ambassador. Various key partners and stakeholders attended the event, which was also covered by the press and TVM.

*“We are raising awareness among people to use cooking methods that have the least possible impact on the environment, be it in households, restaurants or hotels. That’s why the ministry is supporting the ADES projects for improved cookers that can significantly reduce the use of charcoal in Malagasy households.”*

Madame Lauriane Razanajatovo,  
Secretary General of the Malagasy Ministry of Energy



From left: Tovoheri Andriamihaja Rakotojohary, Mayor of the Rural Municipality of Tanjombato; Lauriane Razanajatovo, Secretary General of the Ministry of Energy; Chasper Sarott, Swiss Ambassador to Madagascar; Jean Yves Miranto Rakotoarison, Head of Production and Development at ADES

With the opening of the new metal manufacturing in Antananarivo, ADES solves production bottlenecks and massively increases its production capacities. After ADES was able to grow significantly in 2021 was much stronger than planned, the new production plant comes at the right time. With the new plant, transport routes, especially for the north of the island, can be significantly shortened.



The production of metal casings in Antananarivo is in full operation.

In his speech, the Swiss Ambassador to Madagascar, Chasper Sarott, praised the work of ADES and the cooperation during his four years in Madagascar.

## GREAT DEMAND FOR SOLAR COOKERS

More than 900 solar cookers have already been sold this year. One of the main reasons for the encouraging growth is that the long-standing cooperation with three NGOs could be resumed after it had to be discontinued during the pandemic. The joint efforts take place in selected places where forest protection is to be additionally increased or where there is already hardly any wood left for daily use.

The Zazamalala Foundation protects the forest of the same name. It is the last remnant of Morondava's once vast contiguous forest area and the habitat of many endangered animal and plant species. The foundation works together with the neighbouring villages. They give solar cookers to financially weak families in exchange for help with reforestation work. With Madagascœur, 44 parabolic cookers were recently given to villagers in Ankatsikana, seven hours from the capital. ADES also runs a joint project with IS2F (Ingénieurs Solidaires et Sans Frontières). In this project, schools help in reforestation projects and receive environmental education and are equipped with solar and energy-saving cookers.

The project regions are visited in advance by ADES promoters, who assess the needs of the village communities. While the partners finance the cookers, ADES ensures the transfer of knowledge and subsequently accompanies the villages.

## GENDER ACTION PLAN

Women are traditionally subordinate to men in Malagasy society. Although a law on equal rights exists, this is not realised in the private sphere. Especially in rural areas, women bear the main burden of everyday tasks such as collecting firewood, cooking, raising children or household chores. Even women who take on responsible tasks in urban areas have to take on subordinate, dependent positions when they return to their rural homes. Domestic violence is a common problem.



The first internal gender training at ADES took place in May.

To counteract these problems, ADES has launched a gender action plan. Equality and an environment free of discrimination are central goals of our organisation. Therefore, ADES staff members are trained in gender issues with the aim of understanding the problems and being able to put themselves in the shoes of the other gender. A contact person for gender issues has been appointed within the organisation. In future, there will be a regular exchange on the topic with external and public partners. The ADES Code of Conduct lays down rules on how to behave towards each other, including gender-specific points with the aim of avoiding stereotypical role models. Information, suggestions or criticism, for example, should be treated and valued regardless of gender. Another long-term goal is to increase the proportion of women in leadership positions. Through our promoters and our ADES Mobile, the population is sensitised to gender and equality issues.

## EMPOWERMENT: HELPING PEOPLE TO BECOME SELF-RELIANT!

One of the most important groups of ADES ambassadors are our self-employed resellers. They are responsible for the majority of our sales and are also the face of ADES in their region for many female clients.

At the end of 2021, 213 resellers were working for ADES in all regions of the island. At ADES, supporting these resellers to successfully build a livelihood is called empowerment.

Central efforts in empowerment are understanding the needs of our resellers, in-depth training and support as well as regionally adapted market analysis and advertising. The aim of empowerment is to improve the living standards of a growing number of resellers. For this purpose, they are visited on site



## DONOR PORTRAIT PETER DIGGELMANN

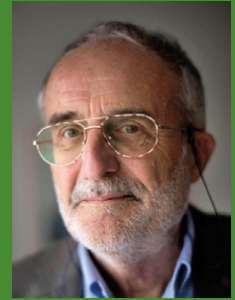
Peter Diggelmann has been supporting our organisation for many years. We spoke to him and asked what motivates him to protect Madagascar's forests.

"I am a lawyer and worked at the Zurich High Court before I retired. I am a nature lover and passionate family man with wonderful children and grandchildren. Even in so-called retirement, I don't get bored. I help an out-of-canton court clear its backlog and champion environmental causes. Recently, I helped with a work week in the Aletschwald and Villa Castel region, where we maintained paths and repaired fences. Soon we will be walking a nature reserve in search of invasive neophytes. With activities like this, I can directly support nature here in Switzerland, with my time and sometimes a little sweat.

My wife and I decided a long time ago to donate part of our income to charitable causes. We are grateful for our situation and want to do something good for less privileged people, but also for nature. I first heard about ADES many years ago through Adrienne and Ueli Borsari, which whom I am friends with. They were ADES ambassadors from the very beginning and convinced me of this project. ADES is characterised by a very personal and concrete commitment that directly benefits the people and the forests of Madagascar. ADES is one of the projects that we accompany and support in the long term.

I have never been to Madagascar myself. I have thought about it and it appeals to me. But I don't think it makes sense to travel so far by plane and thus endanger the nature that I want to protect. I trust the people at ADES and am convinced that they will use our donations as efficiently as possible.

My wish for ADES is that they can plant many more trees and at the same time save even more trees from disappearing."



at least twice a year, also in remote areas. The poor infrastructure with defective roads and bridges is always a challenge. Resellers are regularly trained and educated. Among other things, the prospects for profit are clarified together and business plans are drawn up. In this way, we establish a long-term cooperation that meets the needs of the resellers.



Madame Bobola has been selling ADES improved cookstoves in her shop in Toliara since 2015.

A growing team of promotors is being specially trained to accompany the resellers. In 2022, 22 new resellers and seven additional promotors will be found and trained. The network of resellers now covers all 22 regions and 212 districts (fo-kontany) of Madagascar.

## A WARM WELCOME LUC ESTAPÉ

### Who is Luc Estapé?

I am a person who gets excited and tries to awaken enthusiasm in others with meaningful activities. I am at home in Winterthur, together with my wonderful family: my wife, who also works, and two boys who are just starting their studies. Thanks to the privilege of having grown up in Switzerland with access to education and perspectives, I can live out my passion and values. Professionally, I see myself as a door opener and networker. For 20 years I have been gaining experience in the non-profit sector, which I am happy to bring to ADES.

### On 1 August, you took over the management of ADES. What fascinates you most about our organisation?

Honestly, the low profile. How can it be that such a successful NGO is so little known? The organisation has achieved so much with its voluntary and full-time staff in an incredibly difficult environment with many challenges. That is really impressive. When I started reading in, I could hardly believe that ADES had passed by me until now!

### After more than twenty years of success, ADES continues to grow strongly and there are many important decisions ahead. What made you accept this challenging task?

The growth of ADES in recent years has been impressive. One challenge will be to adjust ADES' processes and organisation to the new size and to prepare for the growth that is still to come. Especially in Madagascar, ADES has changed a lot recently. I want to contribute to making all people in the organisation feel valued and included. I want to be there as a coach in difficult situations and give the staff the opportunity to grow.

As you can see, I'm not a classic old-school boss hoarding information and knowing everything better. At ADES, I work in an intact environment with many specialists who exceed my competences in their fields. I want to support and ho-

## AGENDA

Saturday, 10.9.2022

O Sole Bio, Organic market in Zug

Saturday, 6.5.2023

ADES General Assembly, Mettmenstetten

pefully ask the right questions so that we can move forward together. All these tasks motivate me, and the people I have met motivate me just as much. Whether it is the staff in Madagascar, the board members or the team in Mettmenstetten - they are fine and exceptionally competent people. I am looking forward to working in this environment and I am convinced that together we will master the challenges ahead.

### **In August you were in Madagascar. What were the goals of your trip and what are your goals for the coming months?**

Obviously, I'm not from Madagascar and I don't have any specific experience in this part of the world. So I went to Madagascar primarily to learn. I was able to get to know and understand the people, processes, realities and challenges on the ground. In doing so, I will continue to empathise with the partners of ADES as quickly as possible in order to understand their point of view.



Luc has been the Executive Director of ADES since 1 August 2022

The learning now continues seamlessly in Switzerland. ADES has a large environment - from volunteers to donors to the board, with very different expectations (of the organisation and of me). It is important to position myself quickly so that I can support the board with strategic questions on the one hand and continue to inspire volunteers and supporters for this great organisation on the other.

### **What can the people associated with ADES expect from you?**

Transparency and openness. I am direct and address the things that come to my attention. I try to understand. This is often done through direct discussion. I am convinced that we have to bring emotions into our work in order to be successful. At the same time, we have to deal with facts in a rational way. I always give honest feedback and criticism is never aimed at the person, but at processes. ADES supporters and

## MADAGASCAR TRIP WITH ADES FOUNDER REGULA OCHSNER

22. October to 13. November 2022

Regula Ochsner founded ADES more than twenty years ago. Her connection with Madagascar goes back much further. She has travelled to the island many times and knows the country and its people like few others. There are still a few places available for this year's trip.

On the trip, you will get to know different regions of the island as well as ADES centres. You can exchange ideas with ADES staff, for example over a meal together, and experience the Malagasy perspective at first hand. Travellers visit local people, a hospital and a school. Insights that "normal" travellers in Madagascar would otherwise not have. While the first part of the trip leads from the capital Antananarivo to the south to Toliara, in the second part the participants discover the famous Masoala National Park with its unique biodiversity and a wonderful region including an underwater reserve and beautiful, lonely beaches.

If you would like to take advantage of this unique opportunity, please contact Regula Ochsner directly:

+41 79 646 28 51 or [regula.ochsner@bluewin.ch](mailto:regula.ochsner@bluewin.ch)

partners can expect me to communicate openly and not to pursue hidden agendas.

I would like to state one more thing here, if I may: I am a people person. I am very much looking forward to the tasks that await me. I am also looking forward to getting to know all the people who are behind ADES and who, together with ADES, have been making the world (in Madagascar) a little better for over twenty years.

## 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](http://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

