

# 2 / 2022

# BULLETIN

## EDITORIAL

### Dear reader

*We are all currently facing extraordinary challenges. Rising energy and living costs and an uncertain future are also issues in Madagascar. Of course, we cannot compare the situation there with Europe, but the issues are similar. This may help us to develop more understanding for exceptional situations such as those that exist in beautiful Madagascar.*

*I have now been with ADES for 100 days and I am even more impressed than I was at the beginning: by the passion, by the competence, by the commitment of so many people, in Switzerland and in Madagascar. We have filled the gaps in both Mettmensstetten and Madagascar with highly competent and likeable people. For half a year now, Anoushka has been strengthening us here in the area of finance, and in Madagascar we were able to hire Sendra, who will take our reforestation team to new heights. We have given him space in this bulletin to introduce himself and ADES' efforts in reforestation.*

*I look forward to the coming period, which will include major project proposals and new product developments, in addition to the daily challenges. The impact of ADES and our engagement in Madagascar will play a central role in this.*

*Thank you all for supporting the ADES "project" in such a sustainable way!*



Your Luc Estapé

## SUSTAINABLY EFFECTIVE FOR MADAGASCAR

### SENDRA REPORTS ON OUR REFORESTATION PROJECTS

There are many reasons for the massive deforestation in Madagascar. For decades, the pressure of population has led to more and more people practising slash-and-burn agriculture in the natural forests. As soon as the cultivated soils are exhausted, new ones are opened up with further slash-and-burn cultivation. Awareness-raising and education measures are in place, but the problems persist. The existing laws are not effectively enforced and there are hardly any controls.

Energy supply is also affecting the forest: almost all Madagasgian households use charcoal and firewood for cooking. Increasing poverty in the cities exacerbates the situation with the proliferation of various types of gargotes (small street food stalls) and itinerant food vendors that require an enormous amount of charcoal. However, the amount of biomass extracted from plantation forests cannot meet the demand. Illegal exploitation of natural resources continues and is increasing at an alarming rate.

After finishing my studies, I wanted to make my contribution to environmental protection. Initially in projects and programmes in the field of wood energy.



Sendra and Hermann from ADES interacting with villagers in the Ejeda region who are reforesting together with ADES.

Two projects funded by the European Union and the German Development Cooperation fulfilled my expectations. They offered me the opportunity to participate in the implementation of reforestation projects to meet the timber needs of the population and to reduce the impact of erosion and silting on agricultural land. At the same time, we trained charcoal burners in improved charcoal burning techniques to reduce the amount of wood felled for charcoal production. Finally, we provided the local communities with a forest management plan to manage the reforestation projects rationally and sustainably.

I wanted to apply the experience I had gained on a larger scale, where more space is given to a holistic approach to climate change. That is why I decided to join the ADES team. This gives me the opportunity to do more to combat environmental degradation in Madagascar.

The reforestation projects of ADES are important in different areas. These include the restoration of food and water sources as well as habitats for animals and the sequestration of CO<sub>2</sub>. ADES also directs afforestation towards meeting human nutrition needs while preserving soil fertility and addressing climate change. To this end, the concept of agroecology is being disseminated in partner communities.

Afforestation of commercial forests and reforestation of natural forests are different measures with the same goal. In a project for the reforestation of natural forests, additional consideration is given to meeting the population's need for biomass. This is the only way to reduce the pressure on natural

forests in the long term. In view of the increasing demand for wood, the planting of fast-growing species must also be considered. In selected projects, for example, tests are being conducted with bamboo. Bamboo is known to have a positive effect on the groundwater table and at the same time quickly provide biomass for coal, timber and animal feed.



Tree nursery of our partner Santatra in Farafangana.

ADES and its selected afforestation partners have been using the agroforestry method for several years. This approach addresses food and fodder production, soil fertility improvement and climate issues in equal measure. To restore natural forest, ADES also focuses on promoting natural regeneration, for example through Farmer Managed Natural Regeneration FMNR. So far, there are no large-scale projects in Madagascar. ADES integrates this concept where possible. It is an efficient and cost-effective alternative to reforestation.



Cinnamon tree plot in Bemelo Farafangana. The still young trees are protected from too much sun by dead ravinala leaves.

## WHO IS SENDRA ?

My name is Jean Sendrahasina Andriananjaniaina, known as Sendra for short.



I am an agricultural engineer and studied at the École Supérieure des Sciences Agronomiques of the University of Antananarivo. Since August, I have been responsible for reforestation at ADES.

I am originally from Antananarivo and currently live with my wife and two children in Fianarantsoa.

In my spare time, I am passionate about travelling and watching documentaries about the environment, innovations in agriculture and renewable energy.

Having grown up in the countryside, it was always common for me to go to my ancestors' forest to collect wood for cooking. With our increased need for firewood and timber, my father decided to start a family plantation and bought dozens of seedlings. It was then that I planted my first tree, a *Eucalyptus robusta*. At the same time, my father had created allotments and planted fruit trees to replace the old tree stumps still planted by my great-grandparents. When we came home from school, it was the job of us children, with the help of our parents, to water and take care of them. That was the beginning of my passion for trees. With the disappearance of the natural forest and the extinction of many endemic species, my passion became even stronger.

Our two key factors for sustainability:

### Consideration of land tenure:

Whether reforestation persists also depends on securing land tenure for the plots. In most ADES reforestation projects, land ownership is transferred to village long-term to village cooperatives, known as VOIs. As a result, village communities, which often used to clear the forest down to the last tree, recognise the value of sustainable forest management. They reforest sustainably on their own and protect the forest and thus their livelihood.

### Effective firefighting:

To protect the afforestation areas, two types of protective measures have been proven effective: clearing the shrub layer and creating a four-metre wide firebreak belt around the area.

In addition, awareness-raising and education in rural areas have been proven necessary to reduce fires. The ADES school programme plays a key role in informing and sensitising people on environmental issues. This is one of the activities I appreciate very much about ADES, because today it is this form of education that is sorely lacking in schools and in the social environment.

## FROM CO<sub>2</sub> CERTIFICATES AND DONATIONS

For more than ten years, ADES has pursued a special financing model. Donations from private individuals and organisations are supplemented by income from the sale of CO<sub>2</sub> certificates. This is possible because the ADES energy saving cookers (OLI) have been certified for this by the international Gold Standard. What are the advantages of this two-track financing and why does ADES need additional donations despite these CO<sub>2</sub> funds?

In 2012, ADES experienced a turning point. The first energy-saving cookers were fired in the kiln of the new production facilities in Fianarantsoa. The green “fatana mitsity”, as they are called in Madagascar, are still very popular today. Demand is so high that ADES is constantly expanding its production capacities.

With the OLI, not only was a successful model created, but certification by the international Gold Standard also opened up new financial opportunities for ADES. The strong growth of ADES in the last ten years and the many investments in personnel and infrastructure were also made possible thanks to the sales of CO<sub>2</sub> certificates.

At that time, the complex certification was only carried out for the most common OLI model, the smallest OLI-28. The certificates sold contribute to the fact that all products can be sold to the Malagasy population at affordable prices.

## SUSTAINABLE CHRISTMAS: GIVE HOPE!

Are you looking for a sustainable Christmas gift? Give your loved ones a piece of hope and future: a gift certificate from ADES!

With 50 Swiss francs you can finance an improved cookstove for a Malagasy family.

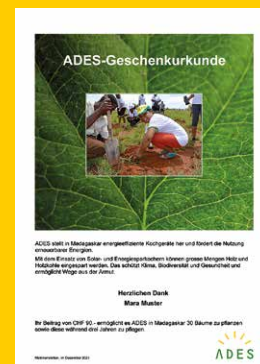
With 90 Swiss francs you enable the planting of 30 trees and their care for the first three years.\*

The gift includes a personal gift certificate and a bag of Madagascan pepper.

Required information:

- Donation amount
- Private address for shipping
- Name of the beneficiary

Please send orders to:  
[info@ades-solaire.org](mailto:info@ades-solaire.org)



\* The amounts of the gift certificates flow into the general donation pot of ADES. In this way, administrative costs can be kept as low as possible.

Our medium and large energy-saving cookers, our solar cookers and all our awareness-raising, education and reforestation services are not financed by certificates so far. ADES relies on donations for all these activities and products.

Currently, we are massively expanding our reforestation projects, among others. This is associated with high costs. For these reasons, donations from private individuals or organisations to ADES continue to be as important as ever. For example, by giving an ADES gift certificate as a Christmas present!

## DONOR PORTRAIT ROBERT DIETZ

Robert Dietz, a horticultural engineer, is 59 years old, married and the father of two grown-up children. He has been associated with ADES for over 15 years. Reason enough for us to talk to him about his motivation.



“I don’t really have enough time for my hobbies because of my nursery and flower shop. But my work is one of my hobbies, as well as reading and ski touring in winter.

I became aware of ADES through an association for solar energy. Since then I have been following ADES. For me, the organisation is a great cause that has a direct impact on nature and living conditions in Madagascar.

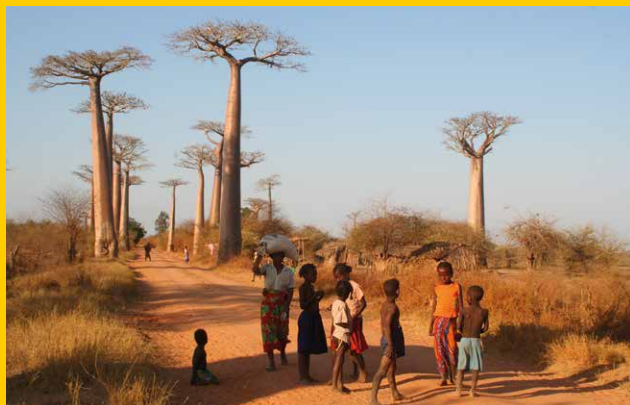
I have been interested in the topic of energy and solar energy for a long time. I also question our own consumption, for example for the greenhouses in our nursery. Privately, we have installed a photovoltaic system and will soon be buying an electric car. I hope that the topic of solar energy will continue to be pursued at ADES in the future.

The second topic that I am very interested in at ADES is reforestation. The extreme deforestation in Madagascar makes me think. I inform myself about different methods of reforestation, such as Farmer Managed Natural Regeneration, in which new trees are grown from existing tree stumps. I find it exciting that ADES is integrating this technique into their reforestation efforts.

For the future, I wish ADES that their activities bear visible fruit for many decades to come.”

## INHERITANCES AND LEGACIES

Would you like to leave an inheritance or legacy to ADES? Our projects make a sustainable contribution to reducing health risks and poverty as well as to protecting the environment and the climate. We will be happy to advise you.



## IMPLEMENTING IMPACT MEASUREMENT

It is becoming increasingly important to demonstrate the impact of ADES projects to donors. Our reporting is in the modelling stage and will now use social science methods to demonstrate success and impact on our target groups in Madagascar. Steps crucial for reporting are already taken into account in the planning phase of projects.

Anyone with experience in impact measurement and who would like to contribute is welcome to contact us.

## TEACHER TRAINING IN EJEDA

When ADES visits schools with its environmental education, we are setting the course for the future. Education and sensitisation are central aspects of our work in Madagascar. In addition to direct teaching, ADES also aims to enable teachers to integrate environmental issues into their lessons. In this way, they become multipliers and enable ADES to reach far more children in the long term than if our animators were to visit schools directly.



Daniel in vivid lessons for the teachers.

A training for teachers took place in Ejeda from 9 to 12 August 2022. All 22 participants had already benefited from an ADES training last year. This year, the focus was on the action "One child, one tree". Each child plants a tree as part of the environmental lessons and the participating schools are transformed into green schools in the long term. The school classes are large. On average, one teacher looks after 50 children and the classes can comprise up to 200 children.

The teachers report positively on their experiences with the environmental lessons. The children are very interested and the parents also react positively. Specially trained ADES animators accompany the teachers and show how the environmental lessons can be taught. In this way, the long-term integration of environmental education in schools is promoted and the teachers become long-term companions.



The practical part includes a visit to a seedling nursery and planting the trees.

While the hunger situation in the region around Ejeda seems to have eased somewhat in recent months, also thanks to the efforts of international organisations such as the United Nations World Food Programme, the water situation is still precarious. There is a lack of clean drinking water and water for cooking in the school canteens is also scarce. The lack of rainfall due to the four-year drought is causing the groundwater to dry up.

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ADES  
Im Grindel 6  
8932 Mettmnenstetten  
+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

Donation account Germany:  
Postbank Stuttgart, code bancaire 600 100 70  
IBAN: DE65 6001 0070 0067 6617 06

