

2 / 2023

BULLETIN

EDITORIAL



Dear Reader

In its 22-year history, ADES has mastered many challenges and achieved just as many goals. This year, the 500,000th ADES cooker found

its way into a Malagasy household. This fills me with joy and gratitude towards all the people who have accompanied and supported us on this journey. From a good idea and a lot of dedication, ADES has grown into a non-profit organisation that makes a positive difference in the lives of many Madagascans every day.

We are on track to produce and sell 100,000 cookers this year alone. The strong growth of the past years leads to a high capacity utilisation of our workshops. This year, a fire at a partner organisation, weather phenomena and other unplanned events affected our production. Innovative ideas and flexibility are needed to achieve the ambitious annual goals. Every cooker protects the forest, every reforestation creates perspectives for a village, every environmental lesson promotes the awareness of the next generation. We look forward to continuing on this path with you.

Yours
Paul Rota
Vice President

SUSTAINABLY EFFECTIVE FOR MADAGASCAR

HALF A MILLION COOKERS FOR MADAGASCAR

Sahambo Tsinaherina is the owner of the 500,000th ADES cooker. She was surprised by an ADES team with a parabolic solar cooker as a gift. We were able to talk to her and her family.

“We have been loyal users of the improved ADES cookers for about five years. The cookers are very convenient for us and they are also good for the environment as they help reduce deforestation. They are very economical compared to cooking over an open fire and produce very little smoke during cooking. This has a positive effect on our food: Our meals now don't taste so much like smoke.

We were so thrilled with our first ADES energy-saving cooker that we also gave our children, who live in the town of Ambovombe, one each. We even gave an ADES cooker to our son who is studying in Fianarantsoa. His flat there is very cramped and all the smoke from cooking has caused him lung problems. Thanks to his new energy-saving cooker, this has improved.

As the owner of the 500,000th ADES cooker, I received a parabolic solar cooker as a gift. Now I have the additional possibility to cook with the sun. That makes me very, very happy. Thank you very much for this, ADES!”



Tsinaherina Sahambo and her family own the 500,000th ADES cooker

The 500,000th ADES cooker manufactured and sold in Madagascar marks a significant step towards sustainable energy supply and poverty alleviation. This milestone is of great importance for several reasons.

The use of solar and energy saving cookers significantly reduces the need for wood and other fossil fuels. This helps to reduce deforestation and CO2 emissions, which in turn contributes to slowing down climate change. Traditional cooking over an open fire leads to air pollution and respiratory diseases. Accordingly, the distribution of ADES cookers improves air quality and reduces health risks for the people of Madagascar. The production and sale of solar cookers creates jobs and income opportunities for the local population. This promotes economic development and contributes to poverty reduction. Through the use of ADES cookers, children have more time for education, as they no longer have to spend hours collecting wood or helping with cooking. This helps to improve educational opportunities..

Overall, this milestone illustrates how innovative technologies and the commitment of non-profit organisations like ADES can have a positive impact on the environment, health, economy and quality of life of people in the Global South. It confirms ADES in its course of strong yet sustainable growth. Despite many challenges in Madagascar, the impressive figure of 100,000 cookers are expected to be produced and distributed for the first time this year. ADES is thus continuously reaching more and more families, sustainably improving their living conditions and making a significant contribution to climate protection with every cooker.



Workshop workers in front of one of our two burning kilns in Fianarantsoa.

EXPERIENCE MADAGASCAR WITH REGULA OCHSNER

approx. 22 October to 13 November 2024

Regula Ochsner founded ADES over 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 the 2024 trip. Get to know different regions of the island and individual ADES centres. Exchange views with ADES staff, for example over a meal together, and experience the Malagasy perspective at first hand. You will visit locals, a hospital and a school - insights that „normal“ travellers in Madagascar would not otherwise have.



While the first part of the trip leads from the capital Antananarivo to the south to Toliara, in the second part you discover the famous Masoala National Park with its unique biodiversity in 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, regula.ochsner@bluewin.ch

COOKER PRODUCTION AND DISTRIBUTION WITH CHALLENGES

After the strong growth of recent years, ADES again set ambitious targets. In 2023 alone, 100,000 cookers are to be produced and distributed - that is 15,000 more than in the previous year and a fifth of all the cookers ADES has produced in its 22-year history. In the first half of the year, various challenges led to a production backlog: A fire at our production partner Bionerr in November 2022 destroyed large parts of the factory and led to a production stop for months. In this critical situation, ADES granted Bionerr a short-term donation and loan to quickly tackle the necessary repairs and restoration measures. Since March 2023, the factory has been running normally again. In addition, environmental events such as cyclones lead to temporary closures of our own production facilities. In addition, there were problems with the drying process of the clay cores in the spring. These production stoppages at the beginning of the year led to

empty stocks and delays in distribution. Nevertheless, we are confident that we will achieve our targets for the year despite these challenges.



The drying facility for ADES clay cores was rebuilt after the fire at our partner organisation Bioner.

The most popular ADES cooker is the smallest model of our energy-saving cookers - mainly due to its low price and lighter weight. However, ADES is convinced that the medium ADES model would be more suitable for larger families and is working to promote sales of this model. However, the measures have not yet led to the desired success.

A positive development and rising sales figures can be reported for our largest energy-saving cookers. Our long-standing partner WWF is now responsible for the sale of 80 per cent of our largest model. This year, large families in the rural communities of Dabolava and Mahabo, in the mid-west of the island, received these cookers from WWF. With the new partner organisation Korea Food for the Hungry International, 17 schools in the deep south were equipped with the large cookers. This cooperation came about on the recommendation of the World Food Programme. By the end of the year, 50 more schools will be equipped with the cookers within the framework of this cooperation.

SUCCESSFUL AFFORESTATION

The planting season for the seedlings begins with the rainy season and has thus already been completed for this year. By mid-year, ADES had planted over 268,000 trees, slightly exceeding the annual target. The feedback from our reforestation partners is also encouraging: village communities are showing great interest in expanding the measures, and many new villages, inspired by the positive experiences in their surroundings, are actively seeking cooperation with ADES. Compared to the dry previous years, the first half of 2023 brought more rain. This led not only to successful afforestation, but also to surpluses in growing seedlings. However, the afforestation was also affected by cyclones in the first half of the year, which made it necessary to rebuild part of the infrastructure in the regions around Fianarantsoa and Ejeda.

The cyclones brought long-awaited rain to the dry southwest of the country. In this region, ADES works with farmers' and village associations and supports them with plants and

DOING GOOD

Do you have the wish to do good beyond your death and to make a meaningful to do something worthwhile with your estate? With an inheritance or a legacy to ADES, you can make a positive difference for people and nature in Madagascar.



knowledge transfer for agroforestry. The unexpected rain made it possible to plant additional food crops in the region, which was severely affected by hunger. However, this partially delayed the planting of tree seedlings. This will be made up for towards the end of 2023 or the beginning of 2024.

NEW LNOB STRATEGY

„Leave no one behind“ (LNOB): This motto motivates ADES to sell its cookers not only in the urban centres, where transport distances are short and people are more likely to have the money to buy a cooker. ADES is determined to give the population in the poor and remote areas of Madagascar access to cleaner cooking as well. In order to achieve this, three ADES mobiles have been on the road in the remote regions of Madagascar in recent years. It was not only Madagascar's poor roads that put a strain on the vehicles. It was challenging to motivate teams in the long term for the month-long missions with an ADES Mobile. The sales figures were often out of proportion to the hours invested. Instead of replacing the vehicles, the measure was therefore discontinued after careful consideration of costs, challenges and

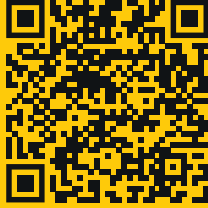


Cottages in the region around Ejeda

ADES BLOG

WHY CO₂ MUST HAVE A PRICE

Carbon dioxide is a natural component of our air. At the same time, it is a driver of global warming and thus one of the greatest challenges of our time. However, the invisible waste product of our consumer society does not have a price and climate-damaging behaviour is often financially rewarded. Find out why CO₂ must have a price in our blog.



In our blog you will also find further background articles on ADES topics.

benefits. With a new LNOB strategy, ADES will reach poor regions more efficiently in the future. The focus is on an intensive presence at regional trade fairs. An ambitious plan that covers all 23 regions of Madagascar. The longterm fulfilment of the „leave no one behind“ promise is proving to be a major challenge. LNOB therefore remains a central component of the long-term ADES strategy.

THANK YOU, JÖRG BAUMANN



Jörg Baumann is retiring from the ADES Board after 13 years. He joined ADES in November 2009, after his retirement, and was elected to the Board at the 2010 General Assembly. With his international experience as a financial expert, he took over responsibility for our finances and managed them with aplomb for over twelve years. Jörg contributed decisively to healthy finances and the purchase of office space in Mettmensstetten.

Last year he was able to introduce Anoushka Schmidli-Murray to his tasks. Knowing that the ADES finances were in capable hands, the time was right for him to step down from the ADES Board. We sincerely thank Jörg for his incredible commitment, but also for the forward-looking and thoughtful way in which he contributed to the association and the board.

On behalf of the Board and the office, I wish you nothing but the best for the future and hope that you will continue to be associated with ADES!

Herbert Blaser, President

WELCOME TO ADES

Our head office in Mettmensstetten has been strengthened:

Simone Hossmann has many years of experience in the non-profit sector, managed a back office team and brings valuable expertise with her. In recent years, she has expanded her field of activity to include communication and fundraising tasks. She relieves ADES primarily in the area of finance.



New members of the team:: Simone Hossmann and Lou Messerli

Lou Messerli is a Master's student in Sustainable Societies and Social Change at the University of Geneva. She will be completing a ten-month internship at ADES, focusing on the topics of impact measurement and skills transfer.

We look forward to working with them and wish them both a good start.



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