

# 1/2025

# BULLETIN

## EDITORIAL

Dear reader

With the first annual edition of our Bulletin, we would like to inform you, encourage you and take you away to the big island. Many demanding challenges await ADES in Madagascar, common for the current situation in the NPO sector and development work. Our vision for the future goes beyond the words on these pages. We would like to take you on board for an (over)flight without a stopover on a journey with no CO2 emissions or even one that offsets them.

With a bird's eye view, we can see the impact of ADES on local communities. In recent months, we have reached important milestones: from the expansion of our solar projects, growth targets in the production and sale of OLI models to an impact investment concept, ambitious reforestation and environmental education projects in the poorest and most remote areas.

But we still have big plans. We want to further expand our reach and ensure that more and more people in Madagascar benefit from a sustainable energy supply.

Your support is invaluable. We thank you from the bottom of our hearts for your trust and commitment.

Kind regards  
Luc Estapé



## SUSTAINABLY EFFECTIVE FOR MADAGASCAR

### ENVIRONMENTAL EDUCATION FOR SCHOOLCHILDREN

Madagascar is facing enormous ecological and social challenges that affect both the environment and the daily lives of the population. Deforestation is one of the most urgent problems: Between 1953 and 2014, 44 percent of the forests were lost. Currently, 75 percent of people in Madagascar live below the poverty line. Another serious problem is education: Only 60 percent of children attend elementary school, and an alarming 97 percent of ten-year-olds cannot read a simple text.

Thanks to your support, we were able to achieve the following results in 2024:

- 279 schools partnered with ADES
- 1,032 teachers trained how to teach environmental education
- 9,839 schoolchildren were educated about their environment
- 159 reforestation projects have taken place throughout the country



Annitah on the topic of „Solutions against deforestation“ at the school „Le CEP“, Toliara.



Environmental education in the Antsokay Arboretum.

ADES addresses local challenges by promoting environmental education in the Atsimo Atsinanana region, one of the poorest and most remote areas in south-eastern Madagascar.

This project was particularly successful in raising awareness about the importance of sustainable action and improving access to educational resources.

Through interactive educational materials, the project aims to deepen children's understanding of their environment, while also creating knowledge for the education of the next generation.

ADES has far-reaching goals for the coming years:

- The expansion of the „Écoles Vertes“ to other regions, including Sava, Alaotra-Mangoro and Ihorombe.
- The introduction of modern monitoring tools to better measure and optimize the impact of our measures.
- The expansion of teacher training and the increased integration of sustainable practices into everyday school life.
- The expansion of reforestation measures and the greater involvement of local communities.

### New ADES spot

Slight adjustments are currently still being made. However, we are very pleased to be able to show our latest spot as an exclusive preview today:



ADES energy-saving cookstoves in stock.

## MILESTONE IN PRODUCTION AND SALE

Last year, we adapted our reporting to the new financial year. It now runs from August 1 to July 31 of the following year. All evaluations and statistics now look slightly different, as the seasonality of sales has shifted slightly. However, when compared with the past, we continue to keep all figures by calendar year.

We are very pleased to have exceeded a target in 2024 that we have been striving to achieve for two years:

In these twelve months, we have passed the 100,000 mark!

In 2024, the classic OLI-28c model alone accounted for 92,313 sales, making it the most successful model in terms of sales figures. Like the other OLI models, it is a stove consisting of a combustion chamber made of fired clay, a metal or clay mesh and a tinplate casing: Today, they are the most widespread on the island and have found their place in Madagascar's households and in the country's typical gargottes (cookshops).

# ADES IMPACT+

## NOW MAKES CARBON CREDITS AVAILABLE FOR COMPANIES TO PURCHASE!

Impact investments are a powerful tool to bring about positive change for the environment and the community. These investments are not made aim of maximizing financial returns, but to make a maximum contribution to the global Sustainable Development Goals (SDGs). Impact+ combines project-based financing with the purchase of CO<sub>2</sub> certificates to create a double benefit.

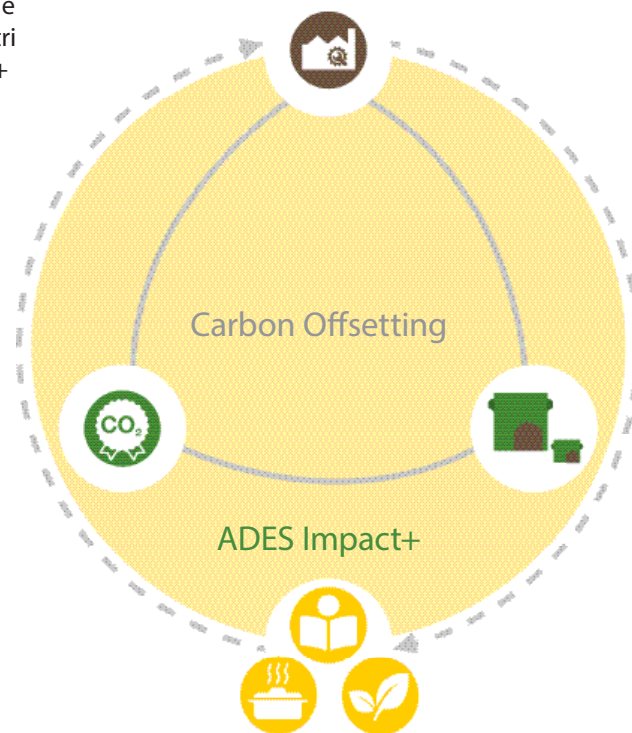
Yes, our projects include the reduction of emissions: Depending on the model, energy-saving cookstoves save 50 to 70 percent of fuel. With solar cookstoves, cooking is emission-free, apart from the production materials. Since we take a holistic approach to improving living conditions in local communities, partner companies go one step further with ADES Impact+ and project-based financing.

Our focus is on sustainable, long-term solutions, that make a real difference. With ADES Impact+, companies not only support the reduction of emissions, but also make a valuable contribution to achieving global sustainability goals. ADES supports the United Nations' approach and its projects with the SDGs: Through its initiatives, ADES addresses ten of the 17 SDGs. The impact of these projects is reviewed annually through Gold Standard certification.

With ADES Impact+, companies can support specific projects, such as the production and sale of energy-saving cookstoves, education and reforestation, while offsetting their emissions.

Would you like to find out more and recognize the added value for your company? Our Head of Partnerships, Rita Bachmann, will be happy to answer your questions:

Rita Bachmann  
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### Faces of ADES

Josh Martin, USA

His interest in Madagascar began many years ago when he read about the „Green Island“ in a nature magazine. In 2018, while planning his trip to Madagascar, he was looking for a non-profit organization that actively combats deforestation in the country. He then visited ADES in Toliara.

«When I was back in the USA, the experience stayed with me. The stories I had heard and what I had seen with my own eyes moved me deeply. It was clear that I couldn't just return without doing something. I am convinced that ADES is part of the solution that will one day restore the title of „Green Island“ to Madagascar.»

Josh offered to expand ADES' fundraising in the US to accelerate the conservation and restoration of Madagascar's forests. It was a great stroke of luck that ADES was able to inspire such a committed personality with its projects.



## Agenda

Sat, 26. April 2025  
Workshop solar cooker, Rifferswil  
[www.ades-solaire.org](http://www.ades-solaire.org)

Fri, 6. and Sat, 7. June 2025  
Afro-Pfingsten, Winterthur  
[www.afro-pfingsten.ch](http://www.afro-pfingsten.ch)

Sat, 30. August 2025  
O Sole Bio, at the lake in Zug  
[www.osolebio.ch](http://www.osolebio.ch)

## ADES RECEIVES THE ENERGY GLOBE AWARD

The Energy Globe Award was established in 1999 and is now one of the most prestigious environmental awards in the world. Every year, the award recognizes sustainable projects that focus on resource conservation, energy efficiency and the use of renewable energies.

On February 11, the award was presented to Luc Estapé at the premises of Advantage Austria in Zurich. He comments on this award:

«The award is in recognition the achievements of our employees and partners in Madagascar! They manage to continuously optimize the three pillars of our activities – cooking, education and reforestation – under often adverse circumstances, and thus leave a lasting impact.»

In fact, this award reflects the outstanding achievements of our 300 employees: without them, ADES would not have been able to produce and sell more than 100,000 cookstoves last year, educate 22,000 children in environmental matters and plant over 338,000 trees.

Many thanks to all those who have



Luc Estapé with the award.

contributed to this with their commitment, their professional attitude and the Mission for the benefit of Madagascar.

## Solar stove in daily use

«Every day we use the parabolic solar cookers to prepare the food or to prepare hot water for the thermos flasks and for washing up. In the morning, we cook rice, meat or vegetables for the nuns and people who come for lunch in our canteen. In the afternoon we cook manioc, taro or corn as a snack at 4 pm.

We have three other communities that also use parabolic cookers: our training center, the congregations of Morondava and Ambato-Lahy-Miandrovo.

Our association has an ecological focus and we wanted to reduce our dependence on charcoal because it helps to reduce deforestation. That's what prompted us to buy these parabolic solar cookers. Their use is perfectly in line with our values.»



Sister Cécile of the Association «Congrégation du Sacré Cœur de Jésus Antsirabe Ambohimena».



## Imprint

Text / Layout:  
ADES  
Im Grindel 6  
8932 Mettmensstetten  
+41 44 466 60 50  
[www.ades-solaire.org](http://www.ades-solaire.org)

Print:  
Druckerei Odermatt, Dallenwil  
Edition:  
2100

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

Donation account Germany (Euro):  
Postbank Stuttgart, BLZ 600 100 70  
IBAN: DE65 6001 0070 0067 6617 06