

2/2025

BULLETIN

EDITORIAL

Dear reader

We have experienced a lot in recent months – numerous highlights, valuable impetus, and visible growth. But alongside all the positive developments, there have also been moments of pause, reflection, and course correction – and these too have helped shape our path.

Because the market never sleeps: whether it's CO₂ certificates or increasing competition, we operate in an environment that challenges us in the best possible way. It's about continuing to develop, looking ahead with a clear vision and shaping new paths together.

After seven intense and successful years, our National Director Alain Wasserfallen is taking well-deserved retirement. We would like to thank him from the bottom of our hearts for his tireless commitment, his leadership and the human warmth and appreciation he has always shown our team.

The transition is also a new beginning: the succession will bring an international flavor, combined with strong local roots, plenty of dynamism, and fresh enthusiasm. A new generation is ready to take on responsibility—with openness, energy, and a firm commitment to working with the team to continue building a strong future.

We would like to thank you very much for your interest, trust, and support.

Kind regards
Luc Estapé



SUSTAINABLY EFFECTIVE FOR MADAGASCAR

CHANGE PROCESSES IN MADAGASCAR

Change for sustainable action

While technical innovations such as the new stove system in Fianarantsoa are delivering tangible results, profound changes are also taking place at the structural level at ADES – with the aim of further developing the organization in a future-proof and impact-oriented manner.

As part of a strategic realignment, key elements of our organizational structure have been revised in recent months. Individual functions have been deliberately eliminated or not refilled in order to streamline processes and increase our responsiveness to external challenges. In this context, a new organizational chart is being created that will be more process-oriented in the future—for greater clarity, efficiency, and accountability in our day-to-day work.

As part of these adjustments, several strategic and operational areas will be bundled directly under the new national management. This will be accompanied by the introduction of a dedicated People & Performance division, which will focus on personnel development, leadership culture, and team dynamics—a clear signal for people-centered organizational development.



Passing on leadership, promoting diversity.

A particularly significant step is coming up in the area of national management: after seven years of dedicated leadership, our current National Director is retiring. With him, we are saying goodbye to a leader who has shaped ADES in Madagascar with great commitment, vision, and humanity. Under his leadership, ADES in Madagascar has doubled its number of employees and the number of cookers produced; he also led and implemented a comprehensive reorganization in 2021. We would like to express our sincere thanks to him for his inspiring presence and his commitment to the team.

The transition has been carefully prepared. His successor is a woman – a strong sign of diversity and change. She brings an international perspective and new impetus, while also being deeply rooted in the local context. This generational change opens up opportunities for fresh momentum – without losing sight of experience and continuity. We will introduce her successor in due course within her first 100 days.

Change is never an end in itself – it is the way to secure our long-term impact. All these steps are guided by the clear goal of continuing our mission effectively and sustainably, even under changing conditions.

Faces of ADES

Ella Rasoarimalala: Shaping change

Ella began her career as an administrative secretary. Her studies in social sciences and her desire to work directly with people and communities led her to the NGO sector, where project management and social change come together.

Over the past 14 years, she has held many positions at ADES – from the ground up to positions of responsibility. An important milestone was her leadership of the center in Morondava in 2017. Since 2023, Ella has been sales manager for all of Madagascar, a key role that impressively underscores her development and commitment.

The issue of reforestation is particularly close to her heart: *«I love the greenery, the plants, everything that creates life. Nature calms, purifies and gives strength.»*



News!

Shortly before going to press, it was decided that Ella will take over overall responsibility for the MarComSales department on August 1, 2025, thereby formally joining the Malagasy management team.

SWISS PRECISION MEETS MADAGASCARAN CRAFTSMANSHIP

How a simple but clever solution is saving time, energy, and nerves in Fianarantsoa.



Thanks to optimizations, Seth (left) and his team can use their energy more efficiently.

For years, the ADES workshop in Fianarantsoa worked according to the same procedure: week after week, the kiln was laboriously bricked up – and then broken open again. It was a tedious, time-consuming, and energy-intensive cycle that had become routine. But those who are content with routine miss out on opportunities for improvement.

This is where our technical director Azagen came into play – pragmatic, full of ideas and with a clear goal in mind: to make processes more efficient and sustainable. Together with the local team around Seth, he developed an innovative solution that conserves both resources and manpower – while increasing the impact of our work on the ground.

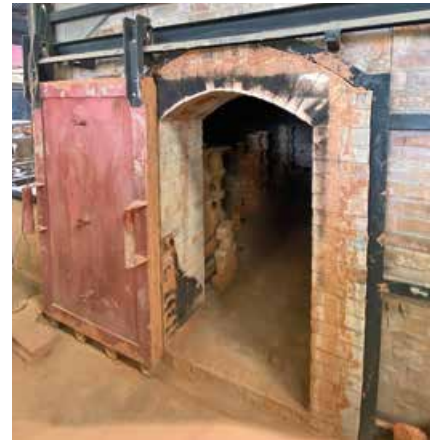
The result? A new, well-designed locking system that drastically reduces the previous effort. No more daily bricking up and breaking open, no unnecessary loss of material, no wasted time.

This success story is more than just a technical improvement. It exemplifies what can be achieved when Malagasy know-how and Swiss engineering work together on an equal footing. When curiosity, experience, and mutual respect come together.

Our thanks go to Azagen, Seth, and the entire team—for their tenacity, craftsmanship, and solution-oriented spirit. This collaboration is a model of what true partnership looks like in the field: locally rooted, internationally inspired, and sustainably effective.

Watch videos from ADES

Watch the video about the new oven door, our reforestation partner TAPIA, and other videos on our YouTube channel:



The new oven door with sliding mechanism.

REFORESTATION: TAPIA

Visit to the Ankejabe project in Ranohira; 22°40'57.24"S, 45°17'39.23"E

Drought is a major challenge in Ranohira. The project partnership with TAPIA, which was launched in summer 2024, focuses on sustainable solutions to protect biodiversity and strengthen local communities. Around twenty beneficiaries are currently being supported, including seven women.

The main priorities include:

- increasing food security and regenerating the soil through agroforestry and mixed cropping.
- sustainable production of energy wood to meet the fuel needs of rural households in order to reduce pressure on the Isalo Forest.
- promoting income-generating activities that protect the environment and nature.
- using mulch around plants to reduce water evaporation and add valuable organic matter to the soil.

Further planned measures include protecting trees from fire and promoting natural regeneration in reforestation zones.

Together with local communities, ADES is working to build a sustainable future for the region.



Malala sowing seeds.



Careful selection of mixed crops is crucial for sustainable solutions.

Agenda

Sat, 30. August 2025
O Sole Bio, at the lake in Zug
www.osolebio.ch

Sat, 29. November 2025
General meeting, Zurich



ADES no longer distributes LeMadio.

A GOOD PRODUCT – BUT NOT THE RIGHT ONE FOR US

Why ADES is discontinuing sales of the imported LeMadio stove.

Around two years ago, we launched a new product on the Malagasy market: the LeMadio cooker. This is an energy-efficient cooker produced in Kenya, which we introduced as an addition to our existing range and sold under the ADES label.

The aim was to offer households an additional, powerful option – especially for quickly cooking foods such as rice. LeMadio is indeed efficient: it heats up quickly and impresses with its performance. However, we found that, unlike our locally produced models, this stove is less compatible with the culinary habits of many Madagascan families. Traditional cooking methods, especially simmering on a low heat for long periods, cannot be optimally achieved with LeMadio.

There was another decisive factor: the imported stove did not match the service life of our locally manufactured products. While the latter are particularly durable thanks to their robust construction, the LeMadio showed signs of wear and tear more quickly. What at first glance appeared to be a lightweight, mobile alternative proved to be less durable in the long term.

Against this background, we decided to discontinue distribution of this stove through ADES. In addition, the original manufacturer plans to distribute LeMadio independently on the Malagasy market in the future.

Nevertheless, this project was valuable for ADES: as a targeted pilot project, it provided important insights – especially for the further development of our own product range. It has strengthened our commitment to locally developed and manufactured solutions that combine ecological, social, and cultural sustainability.

We would like to thank everyone who contributed to this „side trip,“ whether in sales, consulting, or evaluation. Experiences like this help us to see our path more clearly and respond even more specifically to the needs of the population.

Offer for companies

Sustainable development with ADES Impact+

Impact investments are a powerful tool for bringing about positive change for the environment and the community. These investments are not made with the aim of maximizing financial returns, but rather to have maximum impact on the Sustainable Development Goals (SDGs). Through its initiatives, ADES contributes to the achievement of ten of the 17 SDGs.

Would you like to learn more and discover the added value for your company? Our Head of Partnerships, Rita Bachmann, is available to answer any questions you may have:

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