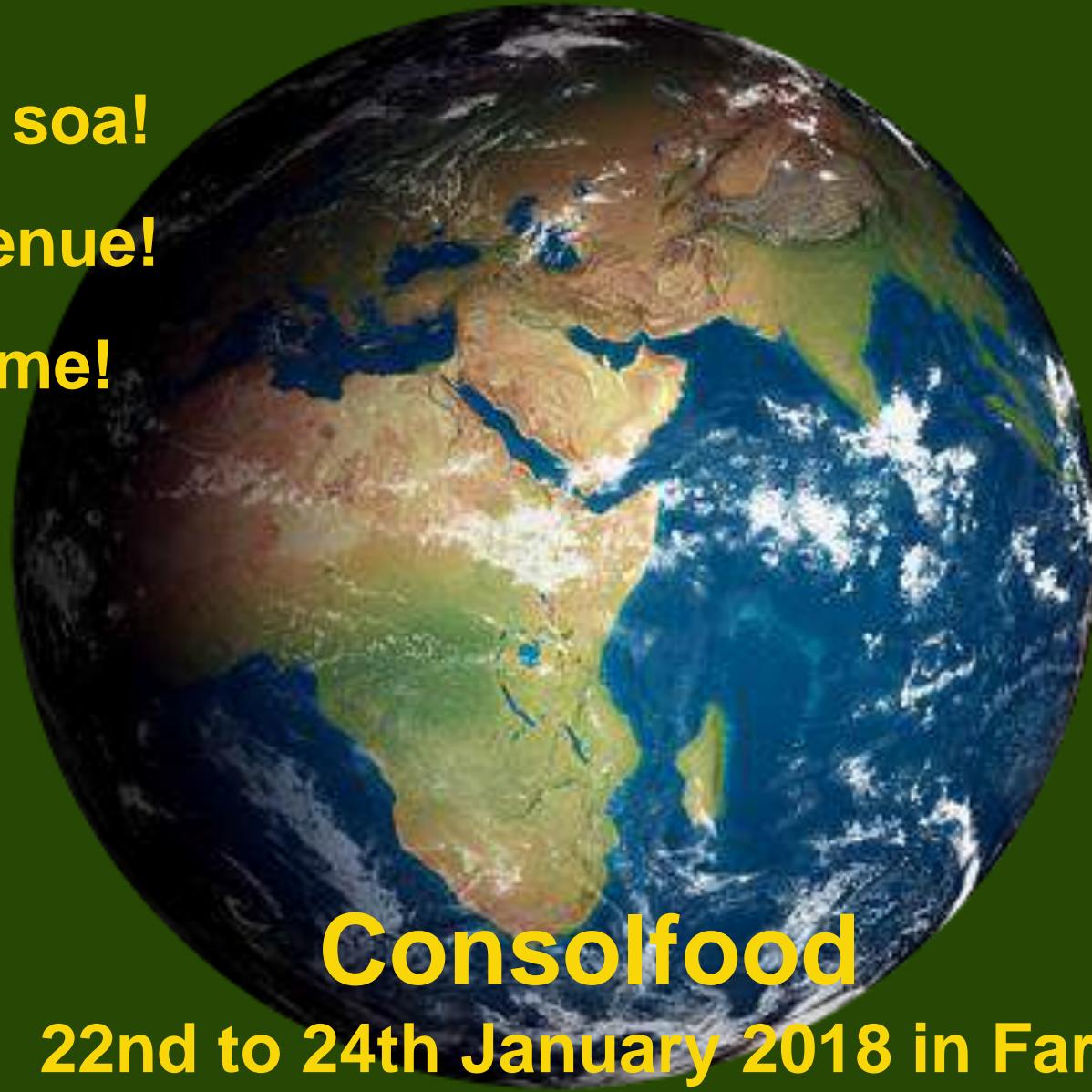




Tonga soa!

Bienvenue!

Welcome!



Consolfood

22nd to 24th January 2018 in Faro

Table of contents



1. The island of Madagascar

2. ADES: How it started

3. ADES creates jobs

4. The workshops

5. Our concept of distribution

6. Training of users

7. Cooperation with local partners

8. ADES Schooling programme

9. Emission - sale of CO₂ certificates / growth of ADES

10. Perspective

The island of Madagascar – Geography and population



The area of Madagascar is roughly equal to France and Germany together or 14 times Switzerland.

Population figures:

Madagascar

24 Mio.

France

65,8 Mio.

Switzerland

7,9 Mio.

(Comparative figures of 2014)

Growth:

3,0% per year

Flora and fauna – a particular biodiversity worth to protect



Deforestation - worldwide and locally a huge problem



Annually 120 000 hectares of forest disappear in Madagascar due to deforestation or fire erosion. 90% of the original forest have already disappeared.

Why energy efficient cookers?



Wood consumption:

About 80% of the wood is used for traditional food preparation.

The average consumption of a family is 150 kg charcoal (900 kg wood) per month. This corresponds to one quarter of an average monthly salary.

Fatal consequences of deforestation



The strong erosion of soils reduces agricultural productivity and threatens the livelihood of the rural population.

However, erosion also threatens the underwater world. During storms, the thin layer of humus is washed into the sea and the coral reefs are gradually spilled. The remaining mangrove woods are also in danger.

The history of ADES and how it all started...



2001: The first working steps of ADES took place in Tuléar under a simple tent roof.



The raw material reaches the «workshop» with a donated Pinzgauer vehicle.



Cooker demonstrations elicit a first interest among the population.

...and here we are right now: 8 centers and 1 mobile truck



2011



2008



2003



2009



2013



2014



2013



2006

Our employees are our capital



ADES covers also the cost of education for all the children of our employees.



In our 8 centers we mainly employ local people. Today we count more than **150** employees and another **260** find a job with our suppliers or work as independant sales representatives.

ADES provides all employees and their families a health insurance coverage.

ADES creates jobs, offers internships and trains its staff



Production: The main center in Tuléar



New offices and training rooms allow professional work in a collegial environment.

Our products



The workshops of ADES: the joinery in Tuléar



Programmes du travaux		
DATE	Travail à faire	Nom du client
		Date de livraison
10-2-10	04 Fours grand Model	ESSAI pour PAM
15-2-10	100 Fours pour Antaninarenra	ROTARY
	50 Fours	Fondation Tahymalera
	30-03-10 - 100 Fours	Antaravay



Production of the metal insulation for energy-saving cookers



BERMA: our partner to produce clay combustion chambers



The center in Fianarantsoa: inaugurated in 2013 with 43 employees



Production in Fianarantsoa



Clay from ricefields is transported
to the workshop...



... to a collecting pit



The kneading machine in operation

Semi-industrial production achieved



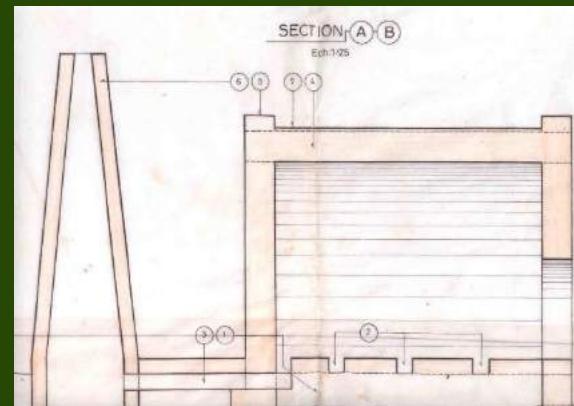
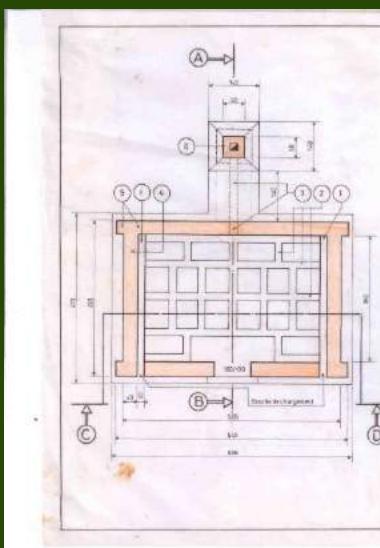
Piston pressing machine

Rod pressing machine

Finishing of the clay combustion chamber



ADES can do it without wood!





The new blast furnace



The ADES-distribution concept



ADES uses various sales
and marketing opportunities.

Cooperation with partners

Special events and cooking demonstrations

Radio

TV

Print media



Print media: local and in Switzerland



Sekundarschule Olfelden:
Basar zum Abschluss der Solidaritätswoche

REGION

Solarkocher für Ma
Lions Club Rigi übergab 10 000-E

Rohstoffkonzerne stürzen sich wie Geier auf Madagascar!

Kocher aus Rifferswil
Holzwerkstatt macht die Kochkisten salzfrei

Kraft der Sonne
Es gibt grüne Schweiz – und sogar aus Deutschland

Page 27

Winter Is. Christmas gift
A doo of gift for an off-grid Madagascan organization to Development of the 200 major customers. All the money raised from the campaign will be used in two years in and Epeal for only 2000 as one Swiss Franc. Our experience of local community campaign had an important role in the south Africa other and that there is a promising perspective of their dry forest. The attendance of the distribution campaign demonstrated that

Umwelt-Preisträger

REGULA OCHSNER Energie solaire pour Madagascar

Connaissez-vous ADES et/ou Monsieur Otto Frei

Erwärm für «Solar-Pow

Tonga soa !
Bienvenue à Madagascar

Faly R.

ADES

Newsletter Aedes pour Madagascar et les Comores | Antenneante, novembre 2013 | Page 5

Connaissancez-vous ADES et/ou Monsieur Otto Frei

à commentez 3600 480 visiteurs

but, mais

est ce immeuble. Le chiffre de vente assez stable maintenant le temps que nous continuons à recevoir des commandes. Mais nous devons faire des investissements dans nos équipements et dans nos salariés. Je devais faire un peu de recherche pour trouver des partenaires qui peuvent nous aider à réaliser ces investissements.

Antoine Manginier,
gérant d'entreprises éthiques

Temperature bis 100 und Celsius

Wasser-Kocher für die Welt

C'est grâce à son projet «Energie solaire pour Madagascar» que la suisse Regula Ochsner a remporté le premier Prix international de l'environnement du Trophée de Femmes de la Fondation Yves Rocher. La ministre française de l'Environnement, Nelly Olin, le PDG de la société organisatrice ainsi que Gabriel de Broglie, chancelier de l'Institut de France ont félicité la lauréate au cours d'une cérémonie qui s'est tenue, jeudi dernier à l'Institut de France à Paris.

Depuis six ans, Regula Ochsner lutte contre la déforestation à Madagascar avec son projet de fours solaires, en collaboration avec l'association

de l'énergie solaire Suisse-Madagascar (ADES). Quand elle a quitté la Grande Ile où elle était coopérante dans les années 70, elle avait gardé le souvenir d'une casse verte. Lors d'un voyage, 25 ans plus tard, elle a constaté que la plupart des arbres ont laissé place à un sol dénudé. En effet, la déforestation due à la consommation de bois et de charbon pour cuire, est un des plus grands fléaux environnementaux du pays.

Alors, Regula Ochsner s'est mise à la recherche de solutions et a fondé en 2001 le Projet de fours solaires ADES. Grâce à la richesse en énergie solaire de Madagascar, la température d'un four solaire atteint jusqu'à 150°C

prix modique, limite ainsi la consommation de bois de chauffe et permet d'endiguer la disparition des forêts malgaches ainsi que les émissions de CO2 par milliers de tonnes. Avec les 10 000 euros du Prix, Regula Ochsner veut mettre sur pied un nouveau projet pilote de fours solaires dans le sud de la Grande Ile.

Tous les ans, la Fondation Yves Rocher décerne le Prix de l'Environnement «Trophée de Femmes» à celles qui ont fait preuve d'un dévouement exceptionnel pour la protection de l'environnement. Regula Ochsner, la gagnante du concours Suisse, était aux cotés des 10 finalistes des concours nationaux à Paris.

tous les plats.

L'utilisation

de fours

à un

Jeder Kocher rettet eine Mutter Wal

25

TV and radio



TV-commercials: different stories from everyday life show the advantages of the ADES products.



[Alte Frau kocht neu mit der Sonne.mpg](#)

[Moderne Frau spart Geld mit dem Solarkocher.mpg](#)

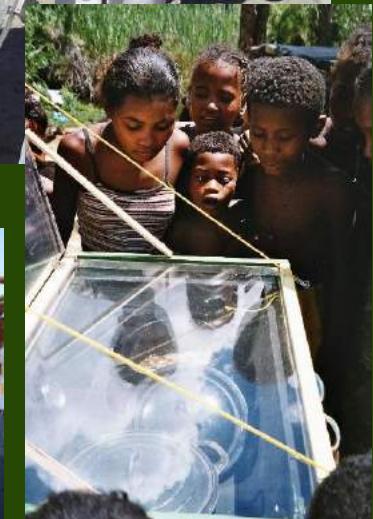


Cooking demonstrations

In addition to the production of energy saving and solar cookers, our task is above all to provide information and sensitization.

Our team invites the population to participate in demonstrations.

There is very little entertainment in the villages, therefore the interest is high.



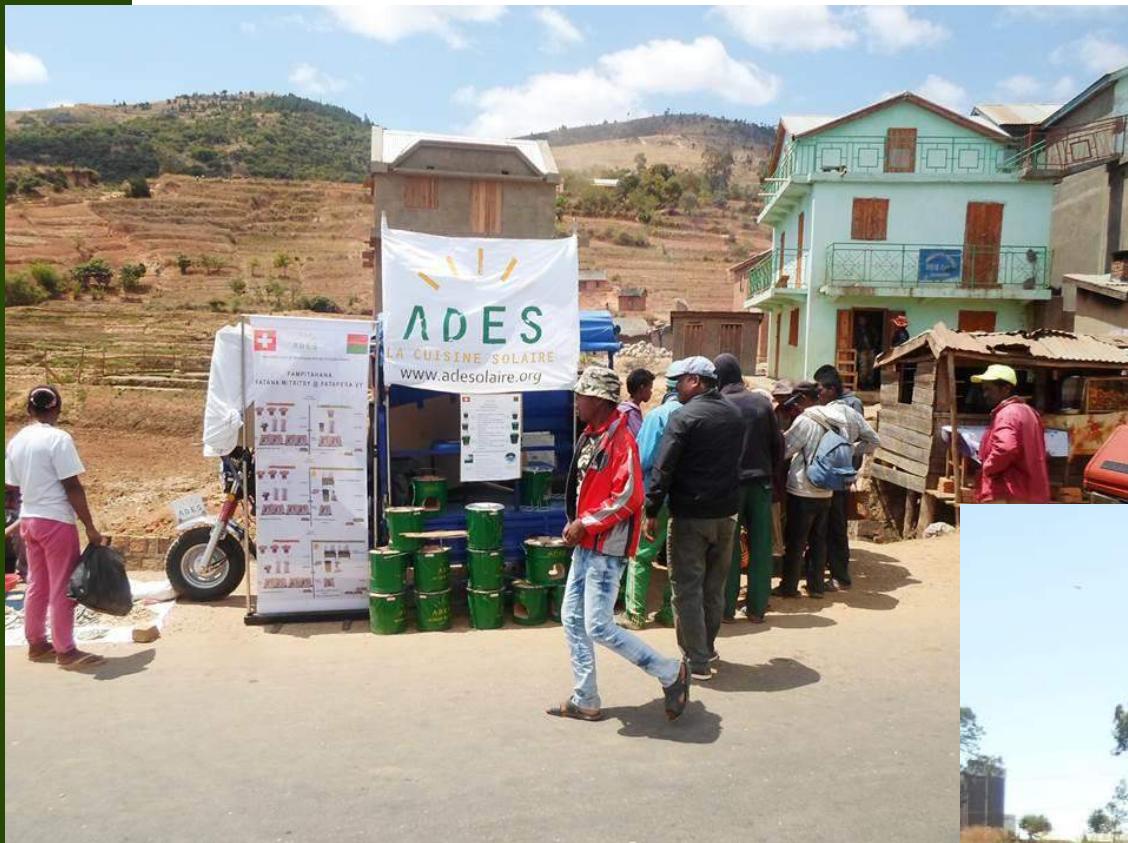
Promotions and special events



On national and international occasions, ADES is part of special events such as the National Day, the Woman's day, the World Environment day, the Food day or the Earth Hour.



Activities in villages



Resellers and their training



Training through our animators



Women are trained through our animators to become future cooks. They carry their knowledge of solar cooking and the new cooking recipes to their village and disseminate the information in their communities.



Cooperation with partners



ADES cooperates with various partners e.g.:

- ASE
- WWF
- Tany Meva
- MNP
- Bel Avenir
- Sokapila
- Red Cross
- GIZ
- WHH
- Energie-Kiosk HERi
- HELVETAS



106 OLI-60 for school canteens in the region of Fort Dauphin



ADES Schooling Programme



ADES develops complete teaching concepts for schools. Topics as environmental education, healthy diet and efficient cooking enable the teachers to instruct these subjects.





More and more the parents
of the school children
become part of the lessons.



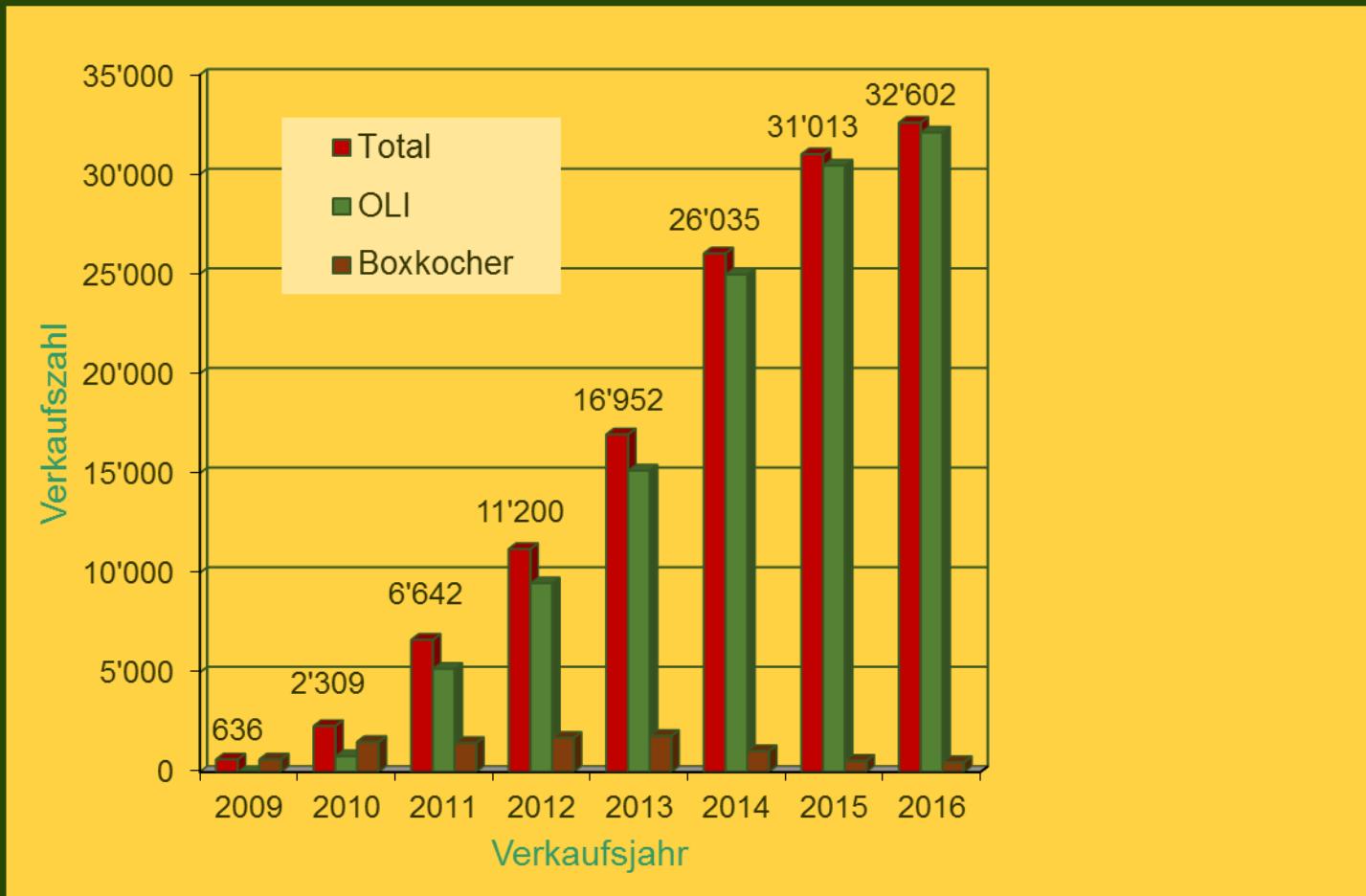
CO₂ emission trading after VER



- ADES is a registered and certified climate protection project (Gold Standard VER > Verified Emission Reductions).
- myclimate is our partner for the sale of CO₂ certificates.

- Approx. 3 tons of CO₂ can be offset per cooker/year.
- A total of 799 110 tonnes of CO₂ were effectively offset by the end of 2016.

Our growth



Since start of production (2001) until December 2016 more than 130 000 cookers have been produced and sold.

ADES - perspective



ADES has started the project Bio-Boules, so that wood / charcoal can be dispensed with entirely in the future.



And finally, there's the idea for a "Café Solaire" in the "dream" - pipeline.

ADES – up to date information



Our mobile center



4. Fundraising



Stand campaigns

Afro-Pfingsten
Masoala Rainforest in
the Zoo Zurich
Exhibitions, Markets



Public presentations

Service Clubs
Parishes
Companies
Environmental days
Project weeks
Excursions



School events

Anniversaries
Sponsor evening
with partner



Private Events

Application process

Misaotra tompoka!

