Tonga soa!
Bienvenue!
Welcome!

Consolfood
22nd to 24th January 2018 in Faro
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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.

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 vehicule.

Cooker demonstrations elicit a first interest among the population.
...and here we are right now: 8 centers and 1 mobile truck
Our employees are our capital

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

Rod pressing machine

Piston pressing machine
Finishing of the clay combustion chamber
ADES can do it without wood!
The new blast furnace
The ADES-distribution concept

Cooperation with partners

ADES uses various sales and marketing opportunities.

- Special events and cooking demonstrations
- Radio
- TV
- Print media
Print media: local and in Switzerland

Sekundarschule Obfelden:
Basar zum Abschluss der Solidaritätswoche

Solarkocher für Madagaskar

Regula Ochsner
Energie solaire pour Madagascar

C’est grâce à son projet Energie solaire pour Madagascar que la journaliste Regula Ochsner a reçu le prestigieux Prix international de l’environnement Trophée de l’Environnement de la Fondation Yves Rocher. La ministre française de l’Écologie et de l’environnement, Nelly Ollé, le PDG de la société organisatrice ainsi que Gabriel de Boigrée, président de l’Institut de France, ont distribué le prix à Paris.

Depuis seize ans, Regula Ochsner lutte contre la déforestation à Madagascar avec son projet de fours solaires, de l’énergie solaire Suisse-Madagascar (ADES). Quand elle a quitté la Grande île où elle était cohabitante dans les années 70, elle avait gardé le souvenir d’une eau claire. Lou d’un voyage, 20 ans plus tard, elle a constaté que la plupart des rivières ont été polluées et qu’il n’y avait plus d’eau claire. En effet, la déforestation, due à la consommation de bois et de charbon pour cuisiner, est un des plus grands fléaux environnementaux du pays.

Aujourd’hui, Regula Ochsner 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 traditionnel de 120°C est atteinte.

C’est ainsi que Regula Ochsner a reçu le prix Energie solaire pour Madagascar lors de l’inauguration de la première exposition permanente sur l’énergie solaire en France, qui a lieu chaque année à Paris.
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.
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 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 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
- Anniversary
- Project weeks
- Excursions

Private Events
- Sponsor evening with partner

Application process
Misaotra tompoka!