



**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.

(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



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

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 Antaninareha	ROTARY	18-03-10
	50 Fours	Fondation Tanjivera	18-03-10
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



Rod pressing machine



Piston pressing machine

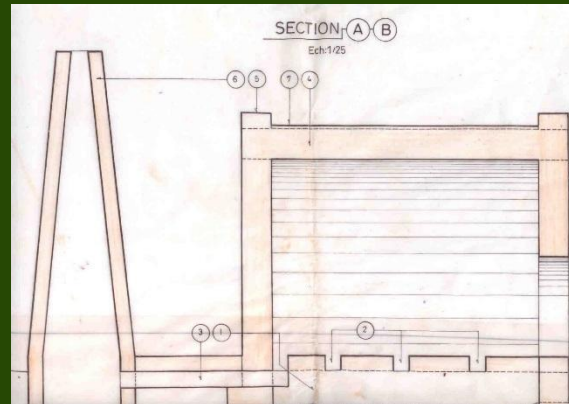
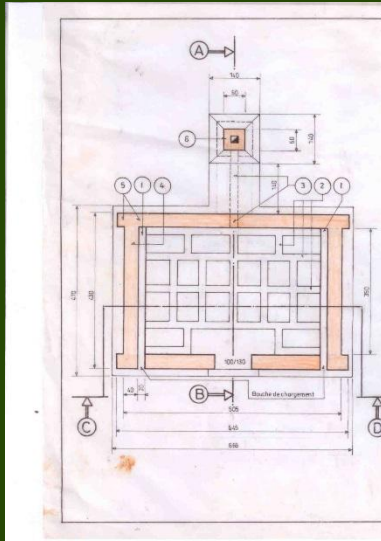


# Finishing of the clay combustion chamber





# ADES can do it without wood!









# The new blast furnace



# The ADES-distribution concept

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



### «Rohstoffkonzerne stürzen sich wie Geier auf Madagaskar»

Multinationale Konzerne stürzen sich wie Geier auf Madagaskar... (Text continues)

### Solkocher für Madagaskar

Lions Club Rigi übergab 10 000-Fr Hilfe zur Selbsthilfe...

### Sekundarschule Obfelden: Basar zum Abschluss der Solidaritätswoche

Die Schüler setzen sich für «Sternschnuppes und Solkocher» ein...

### Solidarity Night

«Solidarity Night»... (Text continues)

### Erwärmt für «Solar-Power»

Erwärmt für «Solar-Power»... (Text continues)

### Kocher aus Rifferswil

Holzwerkstatt macht die Kochkisten salofähig... (Text continues)

### Solkocher für die Welt

Solkocher für die Welt... (Text continues)

### REGULA OCHSNER Energie solaire pour Madagascar

«C'est grâce à son projet «Energie solaire pour Madagascar» que la suisseuse Regula Ochsner a remporté le premier Prix international de l'environnement...»

### «Bilder»

«Bilder»... (Text continues)

### Solkocher as Christmas present

With its Christmas card a deed of gift for an effiec Madagascarian organization... (Text continues)

### Jeder Solkocher rettet eine Heißherde

Jeder Solkocher rettet eine Heißherde... (Text continues)



# 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](#)



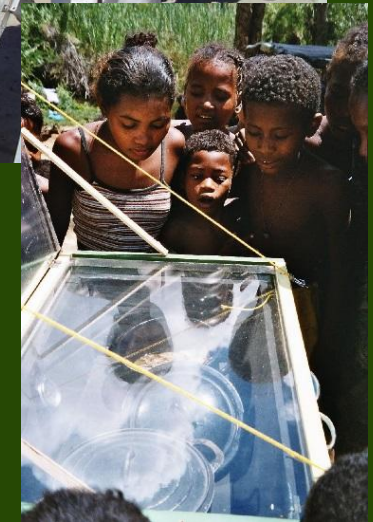


# Cooking demonstrations

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

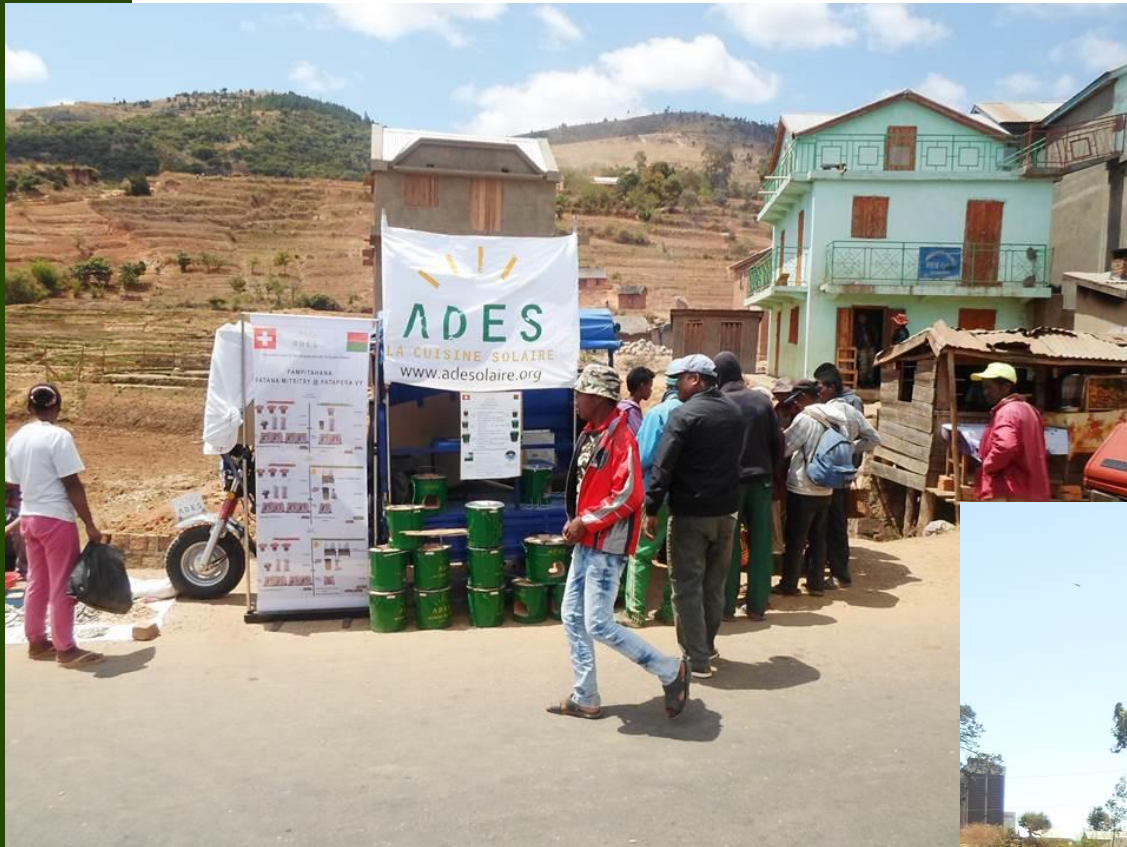


On national and international occasions, ADES is part of special events such as the National Day, the Woman's day, the World Environment day, the Food day or the Earth Hour.





# 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.







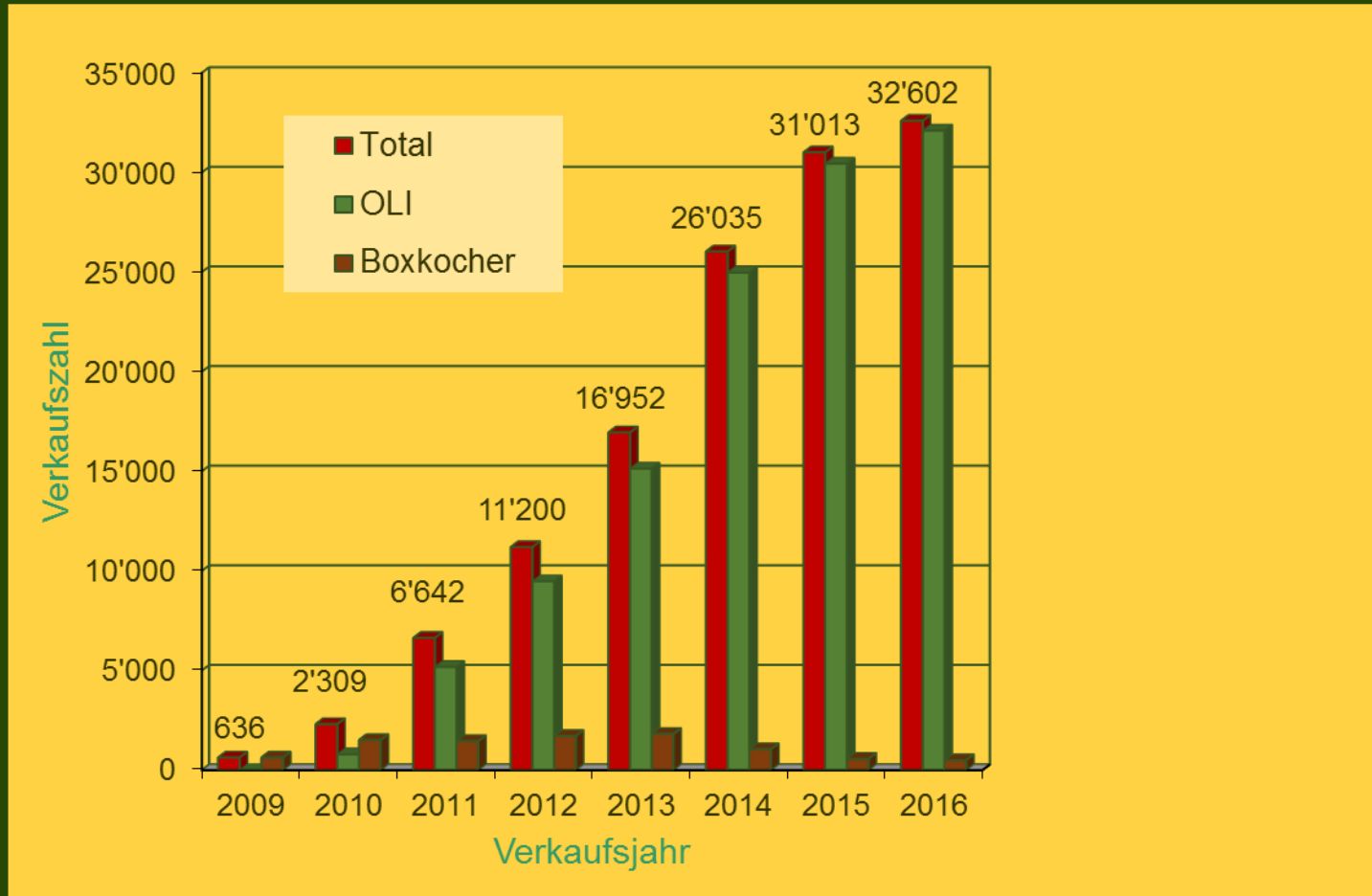
# CO<sub>2</sub> emission trading after VER



- ADES is a registered and certified climate protection project (Gold Standard VER > Verified Emission Reductions).
- myclimate is our partner for the sale of CO<sub>2</sub> certificates. The myclimate logo consists of a blue cloud icon to the left of the word 'myclimate' in a bold, blue, sans-serif font, with the tagline 'Protect our planet' in a smaller, lighter blue font underneath.
- Approx. 3 tons of CO<sub>2</sub> can be offset per cooker/year.
- A total of 799 110 tonnes of CO<sub>2</sub> 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



School events

Environmental days  
Project weeks  
Excursions

Private Events

Anniversaries  
Sponsor evening  
with partner

Application process



# Misaotra tompoka!

