



NEWSLETTER

MWIOPO

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Editorial

The release of this edition of Newsbites comes at a time of great change for our organization. We are continuing with our changeover to the new priority landscape model, which will allow us to be more effective and efficient in our actions. Our new Landscape Leaders will soon be in place. They are all experienced conservationists who will lead our work in each of our four highest priority landscapes. It is with confidence and excitement that I take the reins of WWF in Madagascar. We have a great and important challenge ahead of us. I and my whole team are dedicated to meeting this challenge head on and making a great, positive impact for Madagascar's people and environment.

[Our partnership with the National Parks of Madagascar](#) is an example of the infinite possibilities that we can develop together to make our actions more effective and efficient. By combining our efforts and expertise, we can exponentially increase our protection of Madagascar's biodiversity and communities.

Two projects in particular highlight the bright future of WWF Madagascar. [Our partnership with Barefoot College](#) allowed us to send seven Malagasy grandmothers to India to train as solar engineers. They now help light up homes and villages in rural Madagascar. Through these remarkable women we are bringing renewable solar energy along with opportunity for the villages and a reduced dependency on natural resources. Moving from the countryside to the big city, a program has been launched that makes [540,000 energy efficient light bulbs](#) available to families in Antananarivo, reducing the demand for energy and helping to create a new generation of energy-aware consumers. You can read more about both these projects inside this edition of Newsbites.

WWF Madagascar is growing and evolving. We are taking new steps through innovative partnerships to enhance the protection and promotion of our country's biodiversity. Thank you for being one of those involved and engaged partners.

Nanie Ratsifandrihamana
Country Director



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Solar energy is lighting up Iavomanitra and Tsaratànana

WWF is literally making a brighter future in Southeast Madagascar where 210 homes in Iavomanitra, Amoron’Imania and 150 homes in Tsaratànana, Atsimo Atsinana are lighting up thanks to solar panels currently being installed by seven local grandmothers from the two villages. The women were trained as technicians through a collaboration with Barefoot College in India.

The women returned from their training last September and the equipment supplied by Barefoot College was shipped to the port of Toamasina, arriving at the start of May. The supplies included many hundreds of cartons containing batteries, panels, bulbs, lights and lamps. These supplies were meticulously checked by the women charged with building and maintaining the solar electric systems in their villages. They were then transported by truck, boat and overland by porters to the remote rural locations.

In the villages the women work out of a special purpose-made shop where they assemble, connect and install the equipment. The first systems began casting their light in June and all the solar units are expected to be in place by the end of July.

These systems provide an important environmental advantage for these communities. They furnish Iavomanitra and Tsaratànana with a supply of clean, renewable energy, available to all residents. The solar power is already having an impact. The use of wood for heating has been noticeably reduced and families are experiencing savings, due to a decreased reliance on expensive oil and gas energy. The lights are also providing financial savings. The monthly cost of the bulbs, about 3,000 ariary per bulb, is about half of what that family would typically spend before on gas and oil. The fees that each participating family contributes serve to create a fund for the upkeep and purchase of replacement parts in the coming years.

Initiatives proposed by the villages are extending the benefits of the solar energy systems beyond just an energy source. Those benefitting from the solar power are also required to give back in other areas. In exchange for access to the solar energy families also contribute to reforestation, village sanitation and the construction of latrines.



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This solar electrification project was realized with the cooperation of:

- The Indian Government and the Indian Embassy in Madagascar;
- The Government of Madagascar;
- Barefoot College;
- Open Circle Foundation;
- Swiss and Belgian donors;
- Electricité de Madagascar;
- Associations Maintsoanala, Fanantenana, Tsaramandroso;
- Rural Communes of Miarinavaratra and Ambohimana;
- WWF International, WWF Europe, WWF Belgium, WWF Switzerland, WWF Madagascar

MNP and WWF partner on protected areas

A new, three year partnership agreement signed between WWF Madagascar and Madagascar National Parks (MNP) will ensure the development of a cooperative strategy protecting 2 million hectares of diverse habitats. This area combines the protected regions of the national parks managed by MNP and six of the priority regions of the WWF.

The partnership covers the land and seascape of the Mahafaly plateau, forest corridor of Fandriana Vondrozo, Mandrare valley landscape, mangrove region in Tsiribihina Manambolo, WWF's Northern Forest landscape and the Cap d'Ambre seascape. These areas contain a wide variety of ecosystems, including the northern mountains, the eastern rainforests, the arid southern spiny forests, mangroves, islands, waterways and coral reefs.

Through the partnership, WWF Madagascar and MNP will jointly pursue funding and develop mutual programs for the conservation and protection of biodiversity.



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55,000 homes light up with Lumitsits

By October 2014, an estimated 150,000 households in Antananarivo will benefit from 540,000 energy-saving lights called Lumitsits. This project, led by the WWF, the Ministry of Energy and the Jirama Foundation of Telma, provides energy efficient light bulbs that reduce energy use and bring significant economic advantages. Families can bring in old, incandescent bulbs and exchange them for newer, energy efficient Lumitsits. Users note a reduction of 7 to 10% in their monthly electricity bills. With an average use of 3 hours/day, the energy-saving lights should last nine years while classic lights last for only one.

The Lumitsits bulbs don't just have a longer life, they also have improved performance. Three ordinary incandescent bulbs use an estimated 20 KWh/month, costing a family about 8,100 Ariary. Yet the same monthly consumption by 3 energy-saving bulbs is valued at 4 KWh/month and 1,512 Ariary. This reduced energy use and longer lifespan mean big savings for Malagasy families.

"It is a monthly savings of 16 KWh/month and of 6,588 Ariary. This equates to an annual savings of 84,000 Ariary. Projected to have an average life of 9 years, a good quality, energy-saving bulb will save each family an average of 700,000 Ariary." explains Samuel Ratsimisetra, expert technician for the Lumitsits project at the WWF.

The first phase of the campaign featured door-to-door visits. The second phase of the campaign, which includes radio and television advertising spots, has recently been launched.



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WWF Vintsy clubs visit a school in Ambolokandrina

The members of university Vinty clubs organized a day of activities and awareness for the school children of Ambolokandrina. Educational games, fun entertainment and outdoor activities were part of the program to educate the children on environmentally friendly actions and healthy day-to-day habits.



World Environment Day addresses climate change in Madagascar

The theme for this year's World Environment Day was climate change and WWF participated in a two-day public showcase designed to raise awareness about climate change issues and challenges. The event was organized by the Ministry of the Environment, included WWF and other concerned partners. It was held in downtown Antananarivo, and welcomed students and public visitors with a series of displays, exhibition booths, talks about the environment and cultural performances.



Tontolo Maintso at the Ampefiloha high school

The WWF, Vintsy clubs and the Ampefiloha high school joined forces to organize Tontolo Maintso - a day of entertainment and awareness for Antananarivo high school students on the theme of climate change.

Private and public high schools from across Antananarivo participated in the event, which featured a quiz contest, rhyming slam competition, exhibition displays and some of the photos from WWF's "*Perspectives on Madagascar*" photo exhibition.

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WWF MADAGASCAR IN NUMBERS

2,000

2,000 efficient cooking stoves distributed in Tulear during the Earth Hour event in 2014

4

4 priority conservation landscapes in Madagascar



199

199 transfers of forest management conducted

6,000,000

6,000,000 hectares of protected areas in Madagascar

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Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature

www.wwf.mg