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No Easier Way to Go Green Than With ETFs

February 08, 2008 by Tom Lydon

It might not be easy being green, as Kermit so prophetically sang, but exchange traded funds (ETFs) make it a lot easier to do so when your locality isn't.

Felicity Barringer for the New York Times says that while in Arlington, VA, green might be the ultimate goal, there are still roadblocks: budget constraints, legal restrictions and people's unwillingness to change.

Arlington isn't the only city trying to get over the hurdles, either. One Rhode Island mayor says that energy efficiency requires a whole new infrastructure to evaluate and measure. People in other cities want to help reduce their carbon footprint, but feel like they can't afford the upgrades to energy efficient appliances or lights. Getting people out of their cars is proving to be a big challenge, as well.

What's not a challenge is green ETFs. If you can't afford to plunk down a few hundred for an energy efficient washer, dryer or dishwasher, you don't necessarily have to sit out the green movement. On top of all the small, affordable things you can do - recycling, reducing your water consumption, turning off lights and appliances that aren't in use - looking at green ETFs is one of them.

PowerShares WilderHill Clean Energy (PBW)

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