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# Dueling Fools: Socially Responsible Investing Bull

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As we celebrate Earth Day, we can reflect on knowing that more people are aware of important social issues than ever before. Climate change and global warming have refocused attention on environmental issues. Big price hikes in gasoline and heating fuel have spurred new interest in a number of alternative sources of energy. It's an exciting time for those seeking major change.

Meanwhile, many investors probably have mixed feelings about these changes. In the past, it has been difficult to reconcile one's concern for social and environmental issues with the desire for financial success. Many social activists paint their opponents as greedy capitalists with no concept of ethical behavior. It seemed impossible to own shares of any large corporation without being a traitor to the cause.

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**Focusing on industries** Of course, there are many ways to be socially aware with your investing. Instead of turning over your investment decisions to a fund manager, you can instead choose industries and companies on your own. Here, exchange-traded funds can be useful in giving you a diverse set of holdings concentrated in a particular sector.

For example, if you're interested in solar energy, wind power, fuel cells, and other alternative-energy suppliers, then the **PowerShares WilderHill Clean Energy ETF** (AMEX: [PBW](#)) may have just the companies you're looking for as investments. With companies such as carbon-fiber maker **Zoltek** (Nasdaq: [ZOLT](#)), solar specialist **SunPower** (Nasdaq: [SPWR](#)), and alternative-fuel supplier **Fuel Systems** (Nasdaq: [FSYS](#)) included, this ETF lets you cover several different bases in the search to reduce dependence on fossil fuels.

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