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<http://www.thestreet.com/story/10898654/1/add-green-funds-to-401ks-group-urges.html>

## Add Green Funds to 401(k)s, Group Urges

Making green by going "green" is the goal of **The Renewable Energy Initiative**, an effort to entice more investors to clean energy.

Providing the 50 million Americans with 401(k) plans and IRAs increased opportunity to invest in renewable energy could generate more than \$350 billion in new investment over four years, the group says, as well as providing a boost to the overall economy, job creation and lower energy costs.

The initiative is in the midst of a campaign to encourage companies across the country to add existing publicly traded renewable energy funds to their 401(k) investment menus.

A March poll found that 89% of Americans support increased wind and other forms of renewable energy production, but less than 1% of 401(k) plans and IRAs offer the opportunity to invest, according to Ken Beitel, a TREI organizer based in Denver.

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Beitel suggests that investors allot no more than 5% of their retirement portfolio.

Demand for "green" investments could attract younger investors, he adds.

"Currently only about half of 401(k) plan providers offer a renewable energy choice," he says. "Right now we see incredibly low participation rates for people in their 20s, just when it would be most advantageous for them to make a contribution to their retirement. By adding a renewable energy choice, this may prompt more people to invest."

Among the funds TREI suggests as worthy of consideration for 401(K) plans and IRAs: ... **Powershares Wilderhill Clean Energy Index**([PBW](#) ); **PowerShares Global Wind Energy**([PWND](#) );

**PowerShares Cleantech(PZD ) ; PowerShares Global Clean Energy(PBD ) ;.....**