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<http://www.fool.com/investing/high-growth/2009/04/22/add-some-green-to-your-portfolio.aspx>

Add Some Green to Your Portfolio

Green investing is here to stay, according to a survey conducted by Allianz Global Investors earlier this year. Americans believe that changing government policies and other factors will welcome a "golden age" for environmentally friendly investing. Additionally, 78% of investors surveyed think that green technologies have the potential to be the "next great American industry." In the spirit of Earth Day, we've consulted several Motley Fool writers about their thoughts on [green investing](#), and asked them which investments they think might add some green to your portfolio.

Why should investors consider adding environmentally friendly investments to their portfolios?

Rick Aristotle Munarriz: Green tech is the future. It certainly doesn't feel like the present. When oil barrels were heading toward \$150 apiece, everyone flocked to greener alternatives as more of an economic than an environmental necessity. Now that oil has shed two-thirds of its value, it's easy to see why investors have backed away from green initiatives.

However, crude oil isn't a limitless resource, and recession-weighted prices won't stay down forever. Now is a great time to analyze the playing field before your fellow investors begin thinking ahead -- like you should be doing right now.

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Green investing hasn't always meant green for your portfolio. Which industries or investments provide attractive investment opportunities?

Rick Aristotle Munarriz: I'll let Toby talk solar, because he knows the sector far better than I ever will. I've shied away from boning up on the solar stocks, because I can't pick out the one company that has a discernable advantage over the competition. So I would prefer buying a basket of green energy stocks -- like **PowerShares WilderHill Clean Energy** -- instead of trying to pick out with photovoltaic specialist can squeeze an extra penny out of its solar panel costs.

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Lastly, name one innovative green product or company that has the ability to make a big impact on consumers.

Rick Aristotle Munarriz: I like Universal Display, and not just because it's a component of the PowerShares WilderHill ETF -- nor because *both* are active [*Motley Fool Rule Breakers*](#) recommendations. Universal Display is a pioneer in organic light-emitting diodes -- or OLED -- displays, a more energy-efficient technology for use in everything from televisions to notebook screens. Universal Display is still bleeding red ink, but the OLED industry is also still in its infancy. It's a risky bet, but when you're swinging for the fences, nearly everything is.

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