

# THE POWER OF GREEN INVESTING



Going green doesn't just mean making a positive impact — it can now make you some green.

## WHAT IS GREEN INVESTING?

The strategy of investing in companies and funds that are environmentally conscious.

Money held in **green investments** is up **37%** since 2016.



1,078 investment funds have plans to **divest \$8.73 trillion** from fossil fuels.



Money managers say they're increasing green investments due to **client demand**.



## WHAT MAKES AN INVESTMENT GREEN?



### RENEWABLE ENERGY

**Solar, hydropower,** and other energy efficient technologies.



### BUILDINGS AND EFFICIENCY

**Sustainable building** practices and **recycling** efforts.



### ECO LIVING

**Organic products** and green farming.

## FASTEST GROWING RENEWABLE ENERGY SOURCES



### SOLAR POWER

Expected to grow **17%** by 2020.



### WIND POWER

Expected to grow **14%** by 2020.



### HYDROPOWER

Expected to remain at **7%** of our electricity production.



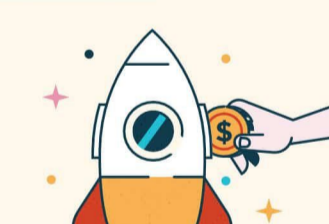
### GEO THERMAL POWER

Expected to continue to provide **.4%** of our energy.

## OTHER WAYS TO LEVERAGE INVESTMENTS

### 1 MICROFINANCE A GREEN STARTUP

Provide **small loans** to startups looking to help the environment.

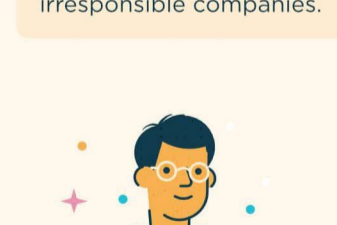


### 2 GET VOCAL WITH YOUR ORGANIZATIONS

**Convince your orgs** to divest from environmentally irresponsible companies.

### 3 UTILIZE SHAREHOLDER ACTIVISM

**Vote on board members** and proposals that support green initiatives.



### 4 CONTRIBUTE TO GREEN CROWDFUNDS

**Give money** to a green startup or invention you believe in.



### 5 INVEST YOUR TIME

**Volunteer** at a local garden, clean up a green space in your community.

