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<http://www.advisorone.com/article/google-deepens-solar-investments-ivanpah>

Google Deepens Solar Investments With Ivanpah

Google announced April 11 it was taking yet another step down the path of alternative energy with \$168 million in equity financing for **BrightSource Energy, Inc.**, a **California** renewable energy company.

That, reported Bloomberg News, coupled with a \$1.6 billion loan guarantee from the **U.S. Department of Energy**, are targeted toward the construction of what will be the world's largest solar energy plant.

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And this year, in the wake of **Japan's** triple crisis of **earthquake, tsunami, and nuclear disaster**, wariness of the hazards of nuclear energy have resulted in many nations calling a halt to their own nuclear projects till safety concerns can be reevaluated. Rising oil prices caused by unrest in the **Middle East/North Africa (MENA)** region complicate the matter, as markets try to deal with increased costs for production and transportation. Yet energy needs remain.

What's an investor to do? Check out **ETFs** that invest in alternative energy sources, for one thing. **These have been doing well this year when other energy investments have lagged, and have drawn some \$243 billion in new investments** in 2010, up 30% from 2009, according to *Green Investing 2011: Reducing the Cost of Financing*, a report released on Apr. 1 by the **World Economic Forum** in collaboration with research firm Bloomberg New Energy Finance.

Some ETFs that explore energy from a new angle include:

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- **PowerShares WilderHill Clean Energy Portfolio (PBW)** With top 10 holdings that include Tesla Motors, Inc. (TSLA) and Cree, Inc. (CREE), which includes among its products LEDs, this fund looks to improved technology for energy savings.

More good news is that [alternative energy projects have thus far escaped government budget cuts](#), according to a Barron's report. Not just BrightSource, but also SunPower Corp. has benefited from an Energy Department federal program, to the tune of some \$1.18 billion in loan guarantees. Perhaps alternative energy is an investment whose day has finally dawned.