

# Contents

<b>Acknowledgments</b>	<b>xiii</b>
<b>Introduction</b>	<b>1</b>
<b>CHAPTER 1 Clean Energy Investments and Performance: The Show Has Just Begun</b>	<b>5</b>
<b>Clean Energy Business Startup</b>	<b>5</b>
<b>Angel Investing</b>	<b>7</b>
<b>Venture Capital</b>	<b>7</b>
<b>Publicly Traded Stocks</b>	<b>8</b>
<b>Clean Energy Stocks Listed Outside the U.S.</b>	<b>10</b>
<b>Large-cap Stocks</b>	<b>11</b>
<b>Global Petroleum Companies</b>	<b>12</b>
<b>Clean Energy Exchange-Traded Funds (ETFs)</b>	<b>14</b>
<b>Green Mutual Funds</b>	<b>15</b>
<b>Global ETFs and Green Mutual Funds</b>	<b>20</b>
<b>Futures and Options</b>	<b>21</b>
<b>Investment Criteria for Publicly Traded Stocks</b>	<b>21</b>
<b>Valuation and Bubbles</b>	<b>22</b>
<b>Clean Energy Stock Performance</b>	<b>23</b>
<b>CHAPTER 2 Catalysts for the Clean Energy Industry</b>	<b>27</b>
<b>Fossil Fuel Negatives: Pollution, CO<sub>2</sub> Emissions, Cartels, Price Spikes, and Rising Prices</b>	<b>27</b>
<b>Energy Security</b>	<b>31</b>
<b>Growing Global Energy Demand</b>	<b>33</b>
<b>Greenhouse Gas Emissions and Climate Change</b>	<b>36</b>
	<b>vii</b>

<b>Clean Energy Technology Improvements</b>	<b>39</b>
<b>Demand for Distributed Power Solutions Due to</b>	
<b>Grid Unreliability</b>	<b>40</b>
<b>Rising Electricity Prices</b>	<b>41</b>
<b>Could the Clean Energy Movement Fizzle if Oil Prices Plunge?</b>	<b>43</b>
<b>Clean Energy Catalysts: Investment Conclusion</b>	<b>46</b>
<b>CHAPTER 3 The Government Push: Strong Enough to</b>	
<b>Get Clean Energy to Fossil Fuel Parity?</b>	<b>47</b>
<b>Types of Government Clean Energy Incentives and</b>	
<b>Mandates</b>	<b>48</b>
<b>Renewable Energy Targets Worldwide</b>	<b>50</b>
<b>Government Clean Energy Support Initiatives in the</b>	
<b>United States</b>	<b>53</b>
<b>A Post-Kyoto Carbon Emissions Framework</b>	<b>57</b>
<b>CHAPTER 4 Clean Energy Potential: Double-Digit</b>	
<b>Growth for Decades</b>	<b>61</b>
<b>Overview of Global and U.S. Energy Flows</b>	<b>62</b>
<b>Overview of U.S. Electricity Generation Sources</b>	<b>65</b>
<b>Fossil Fuel Market Size: Even a Nose Under the Tent Is</b>	
<b>Worth Billions</b>	<b>69</b>
<b>Renewable Energy Forecasts</b>	<b>70</b>
<b>CHAPTER 5 Solar Power: The Sky Is the Limit</b>	<b>75</b>
<b>Solar Thermal Power</b>	<b>75</b>
<b>Solar Photovoltaic Power</b>	<b>81</b>
<b>Solar Power Industry Growth Rates</b>	<b>89</b>
<b>Demand Generated by Government Incentives and Regulation</b>	<b>91</b>
<b>Solar Power Pricing and Competitiveness</b>	<b>99</b>
<b>Upstream Solar Players: Polysilicon and Wafer Producers</b>	<b>103</b>
<b>Thin Film Threats to Crystalline Silicon Solar Cells</b>	<b>112</b>
<b>Upgraded Metallurgical Silicon (uMGS): A Threat to</b>	
<b>Traditional Polysilicon Producers?</b>	<b>116</b>
<b>Solar PV Cell and Module Producers</b>	<b>118</b>
<b>The Investment Outlook for Solar Cell/Module Manufacturers</b>	<b>122</b>

<i>Contents</i>	<b>ix</b>
<b>CHAPTER 6 Wind Power: The Dutch Windmill Gets a Technology Makeover</b>	<b>125</b>
<b>Advantages and Disadvantages of Wind Power</b>	<b>126</b>
<b>How Do Wind Turbines Work?</b>	<b>128</b>
<b>Technological Developments</b>	<b>129</b>
<b>Offshore Wind</b>	<b>130</b>
<b>Industry Growth Rates and Prospects for Future Growth</b>	<b>131</b>
<b>The Economics of Wind Power</b>	<b>133</b>
<b>Government-Sponsored Incentives</b>	<b>135</b>
<b>Wind Industry Issue: Component Shortages</b>	<b>137</b>
<b>Wind Industry Players</b>	<b>137</b>
<b>CHAPTER 7 Fuel Cells: Present and Accounted for in Some Applications Already</b>	<b>147</b>
<b>Advantages and Disadvantages of Fuel Cells</b>	<b>148</b>
<b>What is a Fuel Cell? Overview of the Technology</b>	<b>149</b>
<b>Fuel Cell Industry Analysis: Industry Players</b>	<b>154</b>
<b>Fuel Cell Industry Target Markets</b>	<b>158</b>
<b>Commercialization Challenges</b>	<b>158</b>
<b>CHAPTER 8 Geothermal Power: Dante's Contribution to Clean Energy</b>	<b>163</b>
<b>Advantages and Disadvantages of Geothermal Power</b>	<b>163</b>
<b>Geothermal Resources</b>	<b>165</b>
<b>The Extraction of Geothermal Energy</b>	<b>167</b>
<b>Geothermal Power Plant Systems Under Development</b>	<b>169</b>
<b>Geothermal Heat Pumps</b>	<b>170</b>
<b>Economics of Geothermal Power</b>	<b>171</b>
<b>The Future of Geothermal Energy</b>	<b>172</b>
<b>CHAPTER 9 Cleaner Utilities: Teaching an Old Dog New Tricks</b>	<b>177</b>
<b>Green Power Marketing Programs</b>	<b>178</b>
<b>Renewable Energy Certificates</b>	<b>180</b>
<b>Sources of Renewable Energy</b>	<b>181</b>
<b>Methane Gas Extraction</b>	<b>183</b>

<b>Companies Operating in Biomass and Biogas</b>	<b>184</b>
<b>Wave and Tide Power</b>	<b>185</b>
<b>CHAPTER 10 Power Efficiency: ‘The Cheapest and Most Available Source of Energy Is the Energy We Waste’</b>	<b>187</b>
<b>Efficient Appliances</b>	<b>189</b>
<b>Efficient Lighting</b>	<b>190</b>
<b>Efficient Buildings—Green Buildings</b>	<b>197</b>
<b>Companies Involved in Building Efficiency</b>	<b>198</b>
<b>CHAPTER 11 Smart Meters: Getting Smart on Grid Efficiency and Reliability</b>	<b>201</b>
<b>Smart Grid</b>	<b>201</b>
<b>Demand Response as a Power Efficiency Solution</b>	<b>203</b>
<b>The Role of Smart Meters</b>	<b>206</b>
<b>Demand Response and Advanced Metering</b>	<b>210</b>
<b>Benefits of Smart Meters</b>	<b>210</b>
<b>Current Smart Meter Usage</b>	<b>211</b>
<b>Advanced Metering Costs and Benefits</b>	<b>212</b>
<b>Southern California Edison’s Business Case Experience for Advanced Metering</b>	<b>214</b>
<b>Interoperability and Industry Standards</b>	<b>214</b>
<b>Global Demand Response</b>	<b>215</b>
<b>U.S. Regulators—Generally Positive Toward Advanced Metering</b>	<b>216</b>
<b>What is Ahead for the Smart Meter Industry?</b>	<b>216</b>
<b>Industry Meter Penetration Rates and Upgrade Opportunities</b>	<b>217</b>
<b>Smart Meter Industry Growth Rates</b>	<b>218</b>
<b>Electricity Meter Market Shares</b>	<b>219</b>
<b>CHAPTER 12 Power Storage and Backup Systems: When the Grid Just Won’t Do</b>	<b>225</b>
<b>Types of Direct Electricity Storage Systems</b>	<b>227</b>
<b>Types of Power Storage Systems</b>	<b>231</b>
<b>Target Market Sizes</b>	<b>233</b>

<i>Contents</i>	<b>xi</b>
<b>CHAPTER 13 Clean Transportation: Electric Hybrids Are Charged Up and Ready to Go</b>	<b>237</b>
<b>The Internal Combustion Engine: Can It Be Saved?</b>	<b>238</b>
<b>Alternative Fuels for the Internal Combustion Engine</b>	<b>239</b>
<b>Eliminating the Internal Combustion Engine</b>	<b>241</b>
<b>Hybrid Gasoline-Electric Vehicles</b>	<b>242</b>
<b>Plug-in Electric Hybrid Vehicles (PHEVs)</b>	<b>244</b>
<b>Hybrid and Electric Vehicle Players</b>	<b>246</b>
<b>All-Electric Vehicles</b>	<b>247</b>
<b>Clean Transportation Investment Conclusions</b>	<b>249</b>
<b>CHAPTER 14 Ethanol and Biofuels: Long-Term Transportation Solution or Flash in the Pan until More Environmentally Friendly Vehicle Technologies Take Over?</b>	<b>253</b>
<b>Biofuels: What Are They?</b>	<b>253</b>
<b>Advantages and Disadvantages</b>	<b>254</b>
<b>U.S. Government Support for Ethanol</b>	<b>257</b>
<b>Obstacles for the U.S. Ethanol Industry</b>	<b>258</b>
<b>Brazilian Competition</b>	<b>260</b>
<b>How Far Can Ethanol Go to Replace Gasoline in the U.S. Transportation Fuel Supply?</b>	<b>263</b>
<b>The Future of Ethanol: Cellulosic-Based Ethanol</b>	<b>265</b>
<b>Ethanol Company Investment Analysis</b>	<b>266</b>
<b>U.S. Ethanol Industry Market Shares</b>	<b>269</b>
<b>Ethanol Investment Conclusions</b>	<b>271</b>
<b>Companies Supporting the U.S. Ethanol Industry</b>	<b>272</b>
<b>CHAPTER 15 Trading Biofuel Markets: Feedstock Frenzy</b>	<b>275</b>
<b>Ethanol</b>	<b>275</b>
<b>Corn</b>	<b>278</b>
<b>Sugar</b>	<b>280</b>
<b>Soybean Oil</b>	<b>281</b>
<b>Palm Oil</b>	<b>283</b>

<b>CHAPTER 16 Big Coal—Meet Your New Partners: Cleaner Coal Technology and Carbon Capture</b>	<b>285</b>
Global Coal Usage	286
U.S. Coal Companies	287
Cleaner Coal Technologies	289
Cleaner Burning Coal	289
Coal-Fired Power Plant Pollution Controls	290
Coal Gasification and CO <sub>2</sub> Sequestration	291
Algae-Based CO <sub>2</sub> Absorption	293
Coal-to-Liquid Transportation Fuel	294
Clean Coal Investment Conclusions	295
<b>CHAPTER 17 Carbon Trading: Poised to Become the World's Largest Commodity Market?</b>	<b>297</b>
Trading European CO <sub>2</sub> Allowances	297
Causes of Price Movements	300
European Cap-and-Trade CO <sub>2</sub> Emissions	
Background Explanation	302
Chicago Climate Exchange	303
<b>CHAPTER 18 Investment Conclusions</b>	<b>307</b>
<b>Appendix</b>	<b>311</b>
<b>Notes</b>	<b>319</b>
<b>Index</b>	<b>351</b>