



## Alternative Energy

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## **Alternative Energy Sources : A Brief Glimpse**

It seems like the efforts to find the best alternative energy sources are seriously being looked into by lots of countries including most US cities. One proof is the signing of the Kyoto Treaty. The main aim of the concerned group and individuals is to lessen the greenhouse gases and pollutants.

The renewable energy sources have proven to be of great help in reducing the quantity of toxins, which are by-products of the use of energy. These sources also preserve most of the natural resources that people use as resources of energy. What are the most popular sources of renewable energy? Here's a list to give you some basic understanding about the matter.

### **1. Solar**

This works when the sun's rays are trapped into solar cells. The process turns the heat coming from the sun into electricity. When the sun's rays hit solar thermal panels, the power is then converted to heat air or water. The sun's rays can also hit parabolic mirrors. This process can produce steam by heating the water. But you don't need all these scientific processes to be able to benefit from solar power. All you have to do is open the windows and blinds on your room to let the sunshine in. You'll get an instant heater without having to go to any processes that will require conversion of this energy source.

To date, the main disadvantage of using this source is that it is limited. You cannot use it obviously on night-time and during days when it is raining or even on cloudy days. This has been acted upon through solar power stations. But these are too expensive that there aren't so many of such piece around the globe.

## **2. Wind**

The energy coming from the wind boosts the blades of the wind turbines. As this happens, electricity is produced through the use of electrical generator. In the old days, windmills are created so that mechanical machinery could perform physical labour. This includes the pumping of water and crushing of grains that are essential in planting and farming.

Now there are large scale wind farms that produce electrical currents. The end products are then distributed to national electrical grids and small turbines owned by individuals to distribute electricity to far flung areas and homes. There are many advantages of this kind of power. The main one, of course, is that this doesn't produce any by-products that can be harmful to the environment. And we will never run out of this source of renewable energy.

## **3. Geothermal**

This comes from the bottom of the earth. Holes are being drilled in certain regions. The hot rocks that can be found underneath produce steam. This is being purified to be used to be able to drive turbines. The latter then become power source for electric generators.

To secure that no harmful by-products are going to be produced in the process, geothermal plants must be created accordingly. Once this has been set up, this will be self-sufficient in creating energy sources.

## **4. Hydroelectric**

This power is being created through dams that contain water that can drive generator and water turbine. Tidal power can also be used if dam is not available. The idea here is to make use of the kinetic energy of water.

Just by reading through the available alternative energy sources, you will be amazed at how nature works wonders. It is your responsibility to care for everything around you as to be able to gain from the benefits that each source of energy can give you.

## **Alternative Energy Source - Pros and Cons**

Due to increasing global energy consumption and the probable depletion of the world's non-renewable energy source, ways of exploring and using alternative energy sources are being undertaken. Using alternative energy source can be both beneficial and difficult. Let us explore the different pros and cons of alternative energy source.

A major advantage of renewable energy is that it is renewable therefore it is sustainable and will never run out. More importantly renewable energy produces little or no waste products that may pollute or has harmful effects on the environment.

Some countries using renewable energy as another source of energy are also showing some economic benefits especially in many regional areas. Most of their projects are located away from the urban centres and capital cities. They were able to increase the use of local services as well as tourism.

General disadvantage of using renewable energy is that it is difficult to generate large quantities of electricity similar to that of conventional fossil fuels. Another common problem among alternative energy sources is the reliability of the energy supply. Since it is naturally generated, renewable energy supply relies on the weather condition.

Another drawback or disadvantage of alternative energy source is that it is relatively more expensive to set up the equipment necessary for generating the energy.

Here are the several advantages and disadvantages of alternative energy source.

## **1. Solar Energy**

The sun is a great source of energy since it is free and is efficient. It is possible to maximize the energy given by the sun to replace traditional electricity. But there are limitations, like areas at high latitude and places with frequent rains are places not capable of producing efficient solar energy.

## **2. Wind Energy**

Wind is also an efficient electricity source. It is possible that wind energy can replace up to 20 percent of the total electric consumption in the future. It is also a very environment friendly source of energy since there are no harmful gases produced in the process of converting the energy. Location is a very important factor in using wind energy, high latitudes and coast lines are good places to set up windmills. A relatively big land area is also needed to put up sufficient number of windmills.

## **3. Hydroelectric and Tidal Energy**

Both of this energy comes from water. With hydroelectric energy it is mainly sourced from dams. Tidal energy, on the other hand, uses the natural tides of the ocean. Production of energy from water is another clean way of producing energy. However there are several disadvantages. Putting up river dams as sources of hydroelectric energy is very expensive, while tidal energy source depends much on the ocean. Since oceans tend to unpredictable there are only 9 places worldwide that are suitable for this kind of energy source. And tidal energy power plants are also said to provide negative effects on the migratory birds and the fishes.



#### **4. Biomass**

Biomass consists of fermented animal waste, agricultural crops, grains and other natural products. It can be used to produce an alcohol and also replace gasoline needs. It maximizes waste materials as an alternative energy source. A drawback, it that it still produces greenhouse gas.

Alternative energy sources although it is renewable also pose some disadvantages. But its unfavourable effects are relatively smaller than the harmful effects of conventional fossil fuels. The hunt for a cost-efficient and environmental friendly alternative energy source does not stop on the latest discovery.

## **Out of the Ordinary : Alternative Energy Sources**

Alternative energy is often referred to as energy from a source other than the conventional fossil fuel source like oil, natural gas and coal. Alternative energy is not popularly used and is usually environmentally sound. It is also often times renewable energy. Several alternative energy sources are solar, wind, biomass, wave and tidal energy.

Population problem is not only a problem or concern about the number of people. People consume food, fresh water, wood, minerals, and energy every day. The increasing energy consumption is leading to the depletion of conventional energy sources as well as increasing pollution.

We are currently reliant on fossil fuel and other non-renewable energy. This causes great harm to our environment and will also tremendously affect future generations. Most of the current population relies on non-renewable energy source such as oil, natural gas, fossil fuel and coal.

Fossil fuels are non-renewable sources of energy; it means it could run out. Also, when fossil fuels are burnt they produce the gas carbon dioxide (CO<sub>2</sub>). Carbon dioxide is known as a greenhouse gas since it traps heat from the sun and preventing it from escaping out of the Earth's atmosphere into space. The amount of greenhouse gases in the atmosphere is increasing. It leads to rising Earth temperature called global warming.

Alternative and renewable source of energy is therefore a necessity. Renewable energy is derived from resources that are regenerative or regenerate after consumption. For this reason, renewable energy unlike fossil fuels do not produce as many greenhouse gases.

There are several countries that are providing incentives for private sector or personal efforts to use renewable energy by giving tax incentives and subsidies. Currently, just 14 percent of the world's energy consumption comes from renewable energy sources. But there is great potential for alternative energy. It could be large enough to cover many times the current energy consumption.

Several sources of renewable or also called alternative energy are sunlight, wind, rain, tides and geothermal heat. Wind energy comes from wind power that is generated from wind turbines. Wind energy is non-polluting energy source with low maintenance cost although the initial expense may be high.

Solar energy comes from the sun's rays that reach the Earth. Solar energy can be converted into heat and electricity. Solar energy can be converted to thermal or energy generated from heat. It can be used to heat water and heat spaces like inside greenhouses, homes and other buildings.

Biomass energy comes from plants and animal material that are usable source of energy like wood from trees, waste from other plants, manure or animal wastes. Biomass energy has numerous benefits. It uses waste materials that are usually dumped and uses up methane gas (a greenhouse gas). Fuels like ethanol can be made from biomass and used as an alternative to petrol.

Meanwhile, hydropower makes use of the energy the water gains when it drops in elevation. That is why hydropower plants are near waterfalls or dams. Hydropower has been used since the start of the electric age but unfortunately the value of this energy has not yet been developed and maximized.

Another alternative energy source would be geothermal energy or energy derived from the underwater heat the world is emitting. Geothermal power plants are unaffected of changing weather conditions. It is also price competitive and helps the people's reliance on fossil fuels lessen.

These only show that we can choose alternative ways on using energy to lessen its negative impact on our environment. Alternative energy sources provide us a choice for a bright and healthy future. It may something be out of the ordinary but it can also be useful.

## **Alternative Energy Sources : Helping Businesses Succeed and Gain Positive Reputation**

Is it only a trend that people are all of a sudden fond of looking for alternative energy sources? And what 's with the going green projects being endorsed by high profile personalities and celebrities around the globe? Do businesses gain anything positive in the process of being responsible and in utilizing other kinds of energy resource?

Whether this is just a trend or not, this is good news and one step towards energy conservation. This is exactly what the world needs now more than ever. To open your eyes to such advent, here are some realities that are happening due to such good cause.

1. Businesses and industries that have started going along with the going green trend have also realized how much savings they can gather in the process. Instead of allotting a very big sum in the electricity bills, they can either resort to their own ways of conserving such or they can also utilize renewable sources for such needs.

In the process, they can gain higher amount that they can use for other purposes in their businesses. They can use the money for advertising and promotions. They can use it to expand on their businesses. They can also use it to add the number of their employees or increase their wages.

Who doesn 't need the additional savings that one can gain with such advent? At these times when times are hard and the value of money keeps on decreasing, this is one good way to make sure that you do not run out of financial resources.

2. If businesses will opt for such good causes, their consumers will regard them highly. This will create a positive feedback that can increase their sales and revenues. Being identified as a company that is environmentally friendly, people will look up not only with the management but this will encourage them to patronize your products and services as well.
3. There are renewable sources of energy that can be utilized by businesses that will require them to shell out a lot of money first and foremost. For example, if you want to utilize the sun's rays to its fullest capabilities, you must first buy or build the kind of panels that can store the energy and convert such into electricity.

Although not everybody can afford to invest on such venture, if you can do and have the financial capability, it is recommended that you think about this real hard. The amount of money that you will be spending in the process will all be worth it in the end. You may not be able to recuperate from the spending at first. But on the long run, you will be assured that you will get the amount that you have spent in this kind of investment.

4. The savings can also come in the form of tax rebates. This is being offered in various states. There are tax incentives and energy rebates being given to those who choose to use renewable resources when it comes to energy use. It is also allowed in some places that such companies sell the excess energy that they can get in the process to the utility companies.

So are you already aware of the above mentioned benefits of using alternative energy sources? What are you waiting for? Improve your business and gain recognition from your clients and prospective ones by utilizing its every potential.

## **Alternative Energy Sources : Helping Out in Times of Energy Crisis**

How important are the alternative energy sources? People most commonly get the energy to power many types of equipments and things through the kinds which can be acquired on natural resources. And what are these? What will first come to mind when subjected to such question will be the likes of petroleum, electricity and coal.

But with the increase of the industries that rely a lot in the consummation of energy resources, the negative effects in nature is also on the rise. There is also the truth that many factories emit harmful chemicals that can be bad to nature. There are also many facilities and gadgets that require a lot of energy resource to be consumed. Plus the fact remains that there is a continuing rise of people's population all over the globe. With these situations, there are pros and cons that happen in the process. And here are some of the harmful effects that such can be caused by the advent.

1. High technologies are on the rise. But these cause negative outcome to nature. Not everything that is new and advance can cause positive effects to the surroundings. And these add to the factors that utilize available energy causing the latter to diminish faster.
2. People find new ways to use old resources in new and innovative ways. But sometimes, people overlook the harmful effects that such activities can cause the environment. If this is the case, there will come a time that even the alternative sources of energy will not be able to provide what is expected from them.
3. There are environmental agencies that have done surveys with regards to energy consumption. It found out that with the current trend in the

consumption of petroleum products, four decades from now, all the reserves for such products will run out if the trend will not change.

4. People have become too dependent in using natural energy resources. If time will come that there will be little or no more left of these resources, a lot of people's activities and businesses will cease to exist. Transportation will stop. Trade will be affected. Communications will be stopped. Factories and other kinds of manufacturing businesses will stop from operating. Growth will be hindered as well as success.

To stop such negative outcome or slow down the timeline so that it won't come about in the near future, people must do their part to be able to conserve the available resources. They must use their geniuses to find new ways and techniques to turn alternative resources into the kind of energy that can substitute the diminishing ones.

1. People must be serious about energy conservation. They must do everything in their capacity to save their use of the available energy resources. For example, if they can do without cars or riding on public transportation, or if you can just walk, then you better do that. Even if this is only a small step, this can be a big leap towards better results in conserving energy.
2. People must be responsible on whatever they do when it concerns the environment. You must remember that nature gives you a lot that you owe it as well.

Overall, it is people's duty to look for alternative energy source to help us on our daily lives. We must also aim to alleviate the negative effects that these may cause to humanity and the environment.



## **Running Unconventionally: Alternative Energy Sources for Cars**

It can be about the money. People are looking for alternative energy sources or alternative fuel for their cars nowadays. A few months ago, increasing prices of petroleum products were experienced almost throughout the world. With the increasing money spent on the pump, we are trying to look for alternative fuels for vehicles that can eventually lead us to bigger savings.

Cars or vehicles running on alternative fuel are generally running on fuel other than gasoline or diesel. Over the years, we have become witnesses on car running on electricity, a hybrid of gasoline and electric car, or even solar powered. There are even cars using water to supplement their gas through the water-to-gas technology.

There are several factors contributing to the rise and initiative of governments and manufacturers to produce alternative fuel vehicles. Heavy taxes on fuel, particularly in Europe and tightening environmental laws are several of the contributing factors. There is a possibility of further restrictions on greenhouse gas emissions.

Since cars are mostly running on fossil fuels which produce carbon dioxide which is a greenhouse gas, the number of greenhouse gases in the atmosphere is increasing. It leads to temperature rise which results to global warming and climate change.

There are cars that are capable in running on LPG, solar power, ethanol, fuel cells, hydrogen, and compressed cars. There are also what we call hybrid cars. Cars running on liquefied petroleum gas or LPG runs on a mix of propane and butane. Its hydrocarbon gases turn to liquid when compressed. Cars running on

LPG can cut the fuel expense into half compared to petrol and diesel. It is also said to reduce the carbon monoxide emission.

Cars using solar power convert sunlight into electricity. It can be used to power electric motors or produce fuels such as hydrogen. Solar panels are put on the surface, more often on the roof, of the vehicle. These solar panels then convert the sun's energy into electrical energy.

Ethanol is an alcohol produced by the fermentation of plant juice with high levels of sugar or from crops with high levels of carbohydrates such as wheat. Brazil began converting sugar cane into ethanol in 1975. Since then, Brazil has saved \$1.8 billion by replacing their 200,000 barrels of oil daily consumption.

Brazil has already created 5.4 million ethanol- powered cars that are being exported to Sweden and Japan. Because of this industry they were able to provide 900,000 jobs to their people. Using ethanol as fuel were also able to reduce the toxic emissions by 30 % compared with other fuel charged vehicles.

Fuel cell cars convert hydrogen and oxygen into electricity and heat. The electricity can be used to power an electric motor and the only emissions are heat and water. Cars running on hydrogen are considered to be the ultimate clean cars. Since hydrogen vehicles only produce heat and water vapour as its by-product, its emissions are considered environmental friendly.

Hybrid cars use two different energy source or motors. An example of a hybrid car is the Toyota Prius. It uses advanced technology to combine a small gas engine with an electric motor. At slow speed, the car runs on electric motor while on the freeway, both the gasoline and electric motor is being used. The battery is also being recharged during the process.

Exploring alternative energy sources for cars is a way of adapting to the increasing fuel costs and taking active steps in resolving environmental concerns.

## **Warming Up: Alternative Energy Source and Global Warming**

Global warming is one of the hottest issues nowadays. The current climate change is the worst yet to happen. Global warming is an overall increase in world temperature which is attributed to the increasing number of greenhouse gases trapped in the atmosphere. Searching an alternative energy source is considered a way of reducing the toxic emissions.

Greenhouse gases can be produced both by natural and industrial processes. The most abundant greenhouse gases on earth's atmosphere are water vapour, carbon dioxide, methane, nitrous oxide, ozone and CFCs.

There are several sources of greenhouse gases. Burning of fossil fuels and deforestation lead to higher concentration of carbon dioxide in our atmosphere. Without the trees and plants to take in the carbon dioxide emitted by burning fossil fuels, natural gas and petroleum products, all of the CO<sub>2</sub> emitted stays in the atmosphere.

Also the use of CFCs or chlorofluorocarbons in refrigeration systems and in fire suppression systems and other manufacturing processes also increase the greenhouse content of our atmosphere. While the use of non-organic fertilizers in agriculture also lead to higher nitrous oxide concentrations, another greenhouse gas.

In the United States, greenhouse gas emissions mainly come from the use of fossil fuels as energy source. Approximately 82 percent of the greenhouse gas emission in the United States in 2006 came from the combustion of coal, natural gas and petroleum (United States Energy Information Administration). Meanwhile in Asia, China is expected to increase its emission of greenhouse gas

because of the construction of old-fashioned power plants in its internal provinces. Currently, the carbon dioxide concentrations in the atmosphere are the highest in 150,000 years. The 1990s was most likely the warmest decade in history, while 1998 was the warmest year (Greenpeace).

Not controlling the greenhouse gas being emitted by human activity can increase climate change the next hundred years that will be much faster than anything known and recorded in history. There are necessary steps to be undertaken to control the toxic emission that will soon be killing us.

To minimize the consumption of oil, petroleum and other fossil fuel, we should use energy efficiently. Energy that we use should be generated from renewable energy source, which would mean harnessing the natural energy from the sun, winds, crops, tides and waves.

Green energy is another term used to describe sources of energy that are considered to be environmentally friendly, which is also similar to the renewable sources of energy.

There are numerous ways of generating electricity and energy from renewable and natural sources that generate clean and safe energy. Wind, sun, and heat can generate electricity for less price and less carbon emission than those of coal and even gas.

Shifting the world's attention to alternative fuel source other than relying on fossil fuel is among the solutions in resolving the drastic climate change. Greenpeace cited that with renewable energy and using it smartly, can deliver half of the world's energy needs by 2050. Greenpeace also cited that it is feasible to reduce carbon dioxide emission to almost 50 percent within the next 43 years.

Governments are taking steps to use and tap alternative energy sources as main source of energy. The European Union leaders made an agreement in March

2007 to ensure that 20 percent of their nation's energy should come from renewable fuels by 2020. This is part of their effort to cut carbon dioxide emissions and other greenhouse gas. There are even governments offering incentives to their residents who are using green energy.

Alternative energy source may not be the only way to reduce the greenhouse emission that human activity produce. There are simple ways in which we can do to contribute in reducing toxic gas emission and mitigate global warming.

## **Alternative Energy Sources - The Best Aid in Times of Crisis**

You have been hearing all about it. It seems to be a big problem now all around the globe. Energy crisis is something that people can be blamed for. But it is too late now to point fingers to whoever committed the biggest mistake. What you can do to do your share in helping to solve the root of the problem is by finding and using available alternative energy sources.

Look around you. Amidst all the technological advancements, you will still be amazed at how nature provides for all the needs of mankind. But through the years, this has been overlooked and taken advantage of. This resulted to the energy crisis that we have now. But you cannot turn back the time to undo the damage. The best thing that you can do is to help resolve the problem or reduce it even with your own little means.

But first, do you know the available renewable sources of energy that surrounds you. It is everywhere. Look up and there is the sun that produces solar power. The sun's rays are converted into electricity through solar cells, solar thermal panels, parabolic mirrors and other medium.

Look underneath. Did you know that the heat coming from the ground can also be turned into energy resources? There are holes that are being drilled in certain regions to find steam that are being produced by the heat underneath. The steam is purified to be used as power to electric generators.

Feel the air. The wind can also create energy as this drives the blades of the wind turbines. This rotation produces electrical current that can be utilized through electrical generator. In 2005, it was reported that the capacity of the wind-powered generators reaches up to 58,982 megawatts.

Hydroelectric energy comes from water. The later can be used for its kinetic energy or the tidal power to produce the energy. It can also be contained in a dam that harness the gravitational fall of a river to become the energy source.

Crisis Alert Now more than ever is the time to act to make use of the available renewable energy resource like the above mentioned. Aside from the fact that they are free, they will be available as long as you know how to care for your environment.

There are methods and studies being conducted by experts worldwide to find ways on how to improve on the utilization of these available sources of energy. People must learn to slowly detach themselves on being too dependent on the use of energy sources that are non-renewable. In a matter of years, the latter will decrease until they slowly diminish. Are you going to wait for that time to come when all along, if you will only look around, you will discover how nature provided for everything that you need. All you have to do is to find ways on how to use them wisely.

You can do your share of caring for these available alternative energy sources by being a good citizen who cares for your environment. You can start in your own simple ways like not adding up to the pollution, planting plants and trees and supporting products that do not contain chemicals that are harmful to the environment.

## **A Bright Future for Solar Energy: An Alternative Energy Source**

I was first introduced to solar energy in the movie, Race the Sun with James Belushi and Halley Berry in the lead. It was a story about low- income and under achieving Hawaiian students encouraged by their teacher to join the Solar Car race. In the movie, a car shaped like a cockroach and covered with solar panels used the sun's rays as an alternative energy source to run the car.

Solar energy is the light and the heat from the sun. Solar energy is free and its supplies are unlimited. There are no air and water pollution caused about by using solar energy. But there are still some impacts on the environment although indirect.

Photovoltaic cells used to convert sunlight into electricity uses silicon and also produce some waste materials. There are also large solar thermal farms and these farms can also be harmful to the environment and desert ecosystems if not properly managed.

Solar energy can be used on different aspects. Solar energy can be used in agriculture. Greenhouses (which are entirely different from greenhouse gas) convert solar light to heat to be maximized in enhancing the growth of plants and crops. Greenhouses have been around since the Roman times and modern greenhouses were built in Europe in 16th century. Greenhouses are still an important part of horticulture nowadays,

Daylight systems are also being used to maximize the energy released by the sun. It is used to provide interior illumination replacing the artificial lighting. Daylight systems include saw tooth roofs, light shelf, skylights, and light tube. Daylight systems when they are properly implemented can reduce lighting-related energy consumption by 25 percent.



Solar energy can also be developed into solar thermal technologies which can be used for water heating, space heating, space cooling and process heat generation. Solar energy can also be used to distil water and make saline or brackish water potable or drinkable.

The solar water disinfection or SODIS involves exposing water-filled plastic polyethylene terephthalate or PET bottles. This process takes a long time, since the exposure time varies on the weather conditions. It requires a minimum of six hours to two days during days with overcast conditions. Currently, there are two million people in developing countries use SODIS for their daily drinking water needs.

Also sunlight can be converted into electricity using photovoltaic or PV. PV has been mainly used to power small and medium-sized things like a calculator powered by a single solar cell. There are homes powered by photovoltaic. Using solar energy for water and space heating is the most widely use application of solar energy. Ventilation and solar air heating is also growing in popularity.

There are three main ways in using solar energy. The main way of using and converting solar energy is by using the solar cells. Solar cells convert light directly into electricity. Solar cells are also called photovoltaic or photoelectric cells.

Meanwhile, solar furnaces use a huge array of mirrors to concentrate on the Sun's energy into a small space and produced very high temperatures. Solar furnaces are also called solar cookers. A solar cooker can be used in hot countries to cook food.

With all the benefits if using solar energy, there is still a downside for this alternative energy source. It does not work during night time. The cost of setting up solar stations is expensive, but the benefit of using solar energy when accumulated is so much more.

## **How to Spread the Word Out about Alternative Energy Sources without Spending Too Much**

Are you looking for ways to promote the use of alternative energy sources? If you belong to a group or organization that longs to encourage people on how to utilize such, there is hope with your plan. You don't really have to spend lots of money in order to achieve this. There are lots of affordable means and mediums that you can use to help you with what you want to achieve.

In these times of worldwide financial crisis, it is understandable for you to doubt that there is anything within the range of affordable these days. But you have to try the print medium in order to prove the point. You have lots of options in this regard. But you have to rely on the right printing company to achieve everything that you want to happen in order to promote the good cause that you want many people to know about.

Before you think about what kinds of tools are you going to use in this regard, make sure that you have done all the research that you need to do. You have to be backed up with everything about energy sources and conservation techniques so that it will be easier for you to spread the word about it.

Your intention is good. So spread it out. Here are your best bets when it comes to the tools that you can use to be able to reach out to people and let them know everything about it in the manner that they will understand.

### **1. Postcards**

These can be used as direct mail pieces that you can send out to people wherever they are in order to tell them the good word. You can ask for sponsorships from known companies to be able to finance the postage expenses on this project. But

because the space of the medium is limited, you must maximize it to contain the right words that will hit right on the spot of peoples hearts.

## **2. Flyers**

These can be handed out to people so you won 't have to worry about the postage expenses. You can fill the tools with tips and tricks about what you want to share with people in the subject of energy, consumption, conservation and different sources that you can utilize. You have to bear in mind that your tools must capture the eyes of your audience so that they will not easily trash out your materials and may even keep them for future reference.

## **3. Posters**

These large format materials can be good not only for advertisement and marketing purposes but these can also help in spreading the good word about the ventures that you are supporting. You have to place the materials on vital locations and places wherein many people go to. Make sure that everything is readable so that the eyes that you are targeting will take time to read the material until they have understood the points that you want to share with them.

## **4. Catalogues**

These can help you explain your points in detail. The material has various pages that can contain the most important points from your research. You have to be careful with the layout and the kind of graphics that you will use alongside the texts. You have so many things to say. You want people to be interested and hooked from the materials cover till they have finished everything.

So if you are serious about telling people of such good cause of utilizing and conserving alternative energy sources, do not let the financial trouble stop you. There are ways to continue with your plan without spending too much.

