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**nextalternative**  
a leader in renewable resources...

**NEWSLETTER**

## IT'S 2012! ARE YOU READY FOR CHANGE?

One of the most important global topics of the recent past and the foreseeable future is climate change. The continued increase in greenhouse gas emissions into the earth's atmosphere is the main culprit behind this ongoing issue. It has been estimated that we need to collectively limit the global temperature rise to within 2 degrees Celsius in order to avoid major climate change threats such as extreme weather conditions and sea level rise. However, with fossil fuels still being heavily used all over the world and no universal climate change agreement in sight, this seems an almost unattainable goal.

Currently, the three largest polluters in the world are China, the United States and India. All three remain reluctant to commit to any significant, widespread cuts in greenhouse emissions. Yet, none of them want to take responsibility for the failure of reaching such a deal. Perhaps they are forgetting that their actions contribute heavily to this pressing issue that affects the entire globe. Sadly, the people who will be most at risk for the subsequent consequences are developing countries. This is due to the fact that developing countries have fewer resources in place to aid them in adapting socially, technologically and financially.

Climate change will have far-reaching effects on the environment and socio-economic sectors including water resources, agriculture, health, ecosystems and coastal zones. With global warming will come more frequent and a greater number of extreme weather events such as hurricanes, typhoons, floods, droughts, etc. Changes in rainfall patterns will likely lead to water shortages and/or flooding. Melting of glaciers may cause flooding and soil erosion. Rising temperatures will cause shifts in crop seasons which will directly affect food security. Higher temps may even produce the extinction of many habitats. People will be at greater risk from diseases such as malaria and fevers. The implications are severe and most frightening.

Real concern surfaced back in the 1960's when scientists began to identify that CO2 emissions were indeed directly correlated to the subtle rise in temperature. In fact, it was even noted by a prestigious group of these scientists that, "By the year 2000, the increase in atmospheric CO2 may be sufficient to produce measurable and perhaps marked changes in the climate." Still, most scientists at that time were not even remotely concerned that CO2 would wind up being such a prominent agent of global warming. People just didn't grasp how sensitive the Earth's atmosphere was to biological forces - leading to not only major problems for the planet's ecosystem, but for its inhabitants as well.

Today, 50 years later, while concern has definitely risen, unified commitment to alleviate greenhouse gas emissions certainly hasn't become a global imperative. We're all still too caught up in what we think is needed to make our countries run soundly economically. What people seem to be missing, is that soon, none of that will matter if we fail to ensure our planet's peaceful ecological existence.

# State Your Claim

According to Climate Progress, right now, Federal enthusiasm regarding renewable energy is at an all time low. So how can individual states build momentum toward much needed renewable energy goals? A new report from the Brookings Institution says that the key is for states to focus on merely project-level deployment, but to shift some funds toward broader support of sustainable economic goals that concentrate on clean energy from the ground up.

Currently, 20 US states offer funds that represent about \$500M per year in revenues to support renewable energy. Rebates, direct loans and performance-based incentives encourage the development of commercial and residential projects that showcase renewable energy systems and amenities. Yet, overall clean energy is about more than just deploying these types of projects. It's about putting the structures in place to support technological innovation, boost local manufacturing and to create a supply chain that enhances new industry.

Certain states such as California, Massachusetts & New York have set aside large amounts of money from these funds to create cleantech research hubs, business incubators and worker training programs. These programs help build the industry from top to bottom and perhaps potentially retain greater economic value within the state.

With Congress remaining lax in passing basic tax incentives for renewable energy projects, the brunt of the issue is left to the states themselves. At least at the state level, policy makers seem to recognize the enormous benefits to fostering the innovation of clean energy. Let's hope that soon, representatives at the national level catch on.



**Get Plugged In!**  
News Around the Industry

## EVs in 2012

### Some predictions for what is to come...

According to Pike Research, Electric Vehicles will take major strides in 2012. First, there will be a much broader range of choices. More manufacturers producing these cars mean a bigger variety of different styles. Newcomers to the EV world include Coda and Fisker, along with staples BMW, Ford, Toyota and Volvo.

Car sharing seems to be one of the hottest trends in transportation. Rental fleets and per-hour on demand cars like EVs as the higher upfront costs can be covered in higher rates for short-term rentals. Plus, EVs avoid the fees and restrictions imposed by many cities on emissions.

Battery production may get ahead of vehicle production. Many lithium ion battery manufacturers spent 2011 testing and readying new factories for the expected surge in EV sales. Many received funding to scale up production and have their facilities online and ready to produce. However, due to some delays in launches, we may see a temporary glut which may actually reduce the cost of these batteries. That could mean a redirection toward smaller grid energy storage and ancillary services markets, which is also expected to see considerable growth.

Third party EV charging companies will dominate public charging sales. Commercial entities that want to offer EV charging at their locations will choose between purchasing the equipment and maintaining revenue flow themselves or partners with a service company which will handle the details. Establishments can either charge or offer the service for free in hopes of attracting more customers.

More employers will also begin offering free or low-cost charging at the workplace. Workers will gain peace of mind, knowing that they can reliably charge at the office.

EVs will begin to function more like appliances by balancing their energy requirements with the rest of the home. Some charging will be passed over the powerline so as to be shared with other home devices. An EV could actually coordinate with a clothes dryer to make sure that consumption does not surpass a certain threshold. Long-term applications could include downloading music or movies into the vehicle.

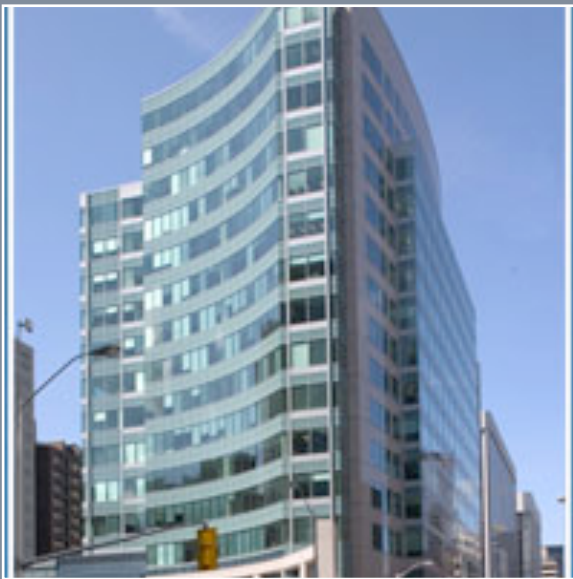
## ABOUT NEXT ALTERNATIVE

Next Alternative Inc. is a break-through company paving the way in the global effort to discover alternative means of energy.

Understanding the need to reduce the demand for fossil fuels, Next Alternative is pioneering new methods that provide eco-friendly solutions. Poised on the cutting-edge of new green technologies, Next Alternative strives to develop and offer products that meet the challenges of our new economy.

With the belief that this new market will propel achievements within world transportation, Next Alternative stands as an innovator - bringing existing technologies together and melding them to meet future demand.

Next Alternative is a new publicly traded company on the Frankfurt stock exchange.



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## Nano-technology to the Rescue!

Next Alternative is a huge proponent of nano-technology. We've been researching and using this technology in our products in order to create cleaner and more efficient energy solutions.

It's fuels like gasoline, based on hydrocarbon, that create pollution. Hydrogen has been identified to be a great alternative to replacing fossil fuels. Hydrogen has not yet realized it's true potential as it is not easily stored. However, according to the Alternative Energy website, a team of scientists at Lawrence Berkeley National Laboratory Department of Energy have discovered a new material called air-stable magnesium nano-composites. This material can assist in storing hydrogen without all the excess, complex methodology. The composite consists of nano-particles of magnesium metal sprinkled through a matrix of polymethyl methacrylate - a substance related to Plexiglas.

The new material is pliable and is capable of absorbing and releasing hydrogen at regular temperatures without oxidizing the metal. This capacity is being touted as a major step toward the better design of hydrogen storage, hydrogen batteries and hydrogen fuel cells.

These findings are sure to fuel the fight for furthering more studies and the broader use of our beloved nano-technology.

Stock Quote - Jan 01, 2012  
Frankfurt Exchange: .04 Euro  
XETRA Exchange: .04 Euro  
CNSX: Coming Soon