

TOMA DE DECISIONES DE INVERSIÓN EN MEDIDAS DE EFICIENCIA ENERGÉTICA EN EL TRANSPORTE MARÍTIMO

**INVESTMENT DECISION-MAKING IN ENERGY
EFFICIENCY MEASURES IN MARITIME
TRANSPORT**

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RESUMEN

La reducción de las emisiones nocivas y los costes energéticos derivados del funcionamiento de los barcos de mercancías son objetivos clave para el transporte marítimo, debido a su elevado número de operaciones y su impacto sobre el entorno. Una mayor inversión en medidas costo-eficientes e innovadoras podría ayudar a alcanzar estas metas y a consolidar al transporte marítimo como sector estratégico para la economía europea. Es por ello que el estudio de los factores que influyen en la toma de decisiones de inversión en medidas de eficiencia energética, en general y en este ámbito en particular, constituye un tema de gran interés. Mejorar el conocimiento sobre esta cuestión se vuelve importante para comprender y potenciar aquellos factores que pueden suponer un impulso para la adopción de innovaciones y medidas costo-eficientes. En este trabajo se lleva a cabo una revisión de la literatura sobre inversión en eficiencia energética en el transporte marítimo, centrándose en las decisiones de inversión y en los factores que incentivan la implementación de medidas de eficiencia energética en buques de mercancías.

ABSTRACT

The reduction of harmful emissions and energy costs derived from the operation of merchant ships are key objectives for maritime transport, due to their high number of operations and their impact on the environment. Greater investment in cost-efficient and innovative measures could help achieve these goals and consolidate shipping as a strategic sector for European economy. Consequently, the study of the factors that influence investment decision-making in energy efficiency measures, both in general and especially in this field, entails a subject of great interest. A better knowledge of this issue is important for understanding and enhancing those factors that can mean a driver for adopting innovations and cost-efficient measures. This paper performs a literature review on energy efficiency investments in maritime transport, with a special focus on investment decisions and drivers that incentivise implementation of energy efficiency measures in merchant ships.

PALABRAS CLAVE

Eficiencia Energética; Inversión; Impulsores; Toma de Decisiones; Transporte Marítimo.

KEY WORDS

Energy efficiency; Investment; Drivers; Decision-making; Maritime Transport.

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