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As Simple Improvements Affect the Eco-Efficiency of Road Freight Transport

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Resumo

Currently the demand for the reduction of the generated environmental impact is one of the objectives of the organizations due to the external and internal pressures, that make the companies look for environmentally correct solutions for their operations. However, the difficulty is to make these green practices economically viable. Eco-efficiency aims to measure the impact caused and compare it with the value of the product and / or service. This indicator allows generating information for decision making to introduce an environmental management considered financially viable. This article was based on a model of evaluation of the ecoefficiency of the sector of transport of loads, which, was tested in a company and presented the ecoefficiency of the vehicles, as well as suggestions of improvements. In this article we tried to simulate those results in an ideal scenario to understand how to maximize ecoefficiency in this sector. It was perceived that the proposed improvements have a greater impact on the emission of carbon generated in the transport and increase the indicator of ecoeficiencia of the organization. This shows that, when simple measures are applied, companies achieve good results in an environmental and financial way. The article still presents a comparison with the current scenario and the discussions on the subject.

Keywords: Transport. Performance evaluation. Eco-efficiency.