The market for wind technology

Various technologies (Flettner rotors, kites and sails) through which wind energy can be harnessed for propulsion purposes are being sold commercially for retrofits and newbuilds.

The ShIFT (Shipping Innovation Fast tracker) project, a collaboration between UCL Energy Institute and Carbon War Room, aims to accelerate the deployment of wind technologies that yield double digit savings. These are less mature technologies without documented service experience which may be entrapped in the ‘Valley of death’.

Economic analysis of barriers to uptake of wind technologies

As a first step, the ShIFT project aims to bridge the gap in implementation through better understanding what barriers there may be to the uptake of wind technologies and analysing some of the solutions that can address these barriers. To that end, a survey of existing wind technology firms was used to assess the barriers to implementation.

The valley of death refers to the situation in which a technology fails to reach the market due to the inability to advance from demonstration to commercialisation.