

Next Generation Conference Mobility

PROJECT & IMPACT REPORT 2022



in collaboration with



University of St.Gallen

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MOBILITY SOLUTIONS



Executive Summary

The Next Generation Conference Mobility (NGCM) is a concept of innovative conference mobility of the St. Gallen Symposium. It aims to limit the environmental impact of its transport services while retaining their high quality for conference participants. To achieve that, partnerships with stakeholders representing different actors of the ongoing mobility transition were launched. Thus, a consortium of original equipment manufacturers (OEMs), charging service providers, and providers of public and shared transport services was established.



The implementation of The Mobility Concept at the 51st St. Gallen Symposium held from 5 - 6 May 2022 at the University of St. Gallen has successfully fulfilled both of its main objectives. First, the CO₂ emissions caused by the vehicle fleet were further reduced by 55.1% compared to the previous year, dropping to 2.68 tons (t) only. In total, the concept has saved 10.8t of CO₂ emissions in contrast to the use of diesel vehicles only. The concept has accomplished number of additional milestones, such as an increase of electric vehicles in the fleet to 78.7% and a growth of the number of participants arriving to St. Gallen by train by 65%. Second, the concept has achieved to deliver high-quality transport services. Symposium's participants have seen positively the capacity to choose from a plurality of mobility options. They also highly valued the possibility to partake in a cross-generational dialogue in student-driven private shuttles. The Mobility Concept thus

also delivers a number of additional societal benefits. It raises attention to sustainability in a relatable and exciting way and offers a platform for new business opportunities and collaborations between concept partners and beyond.

The success of the project was achieved thanks to the combination of multi-modal, individual and shared, almost fully electrified mobility, that allows to apply the most relevant and the least polluting mode of transport for any need and according to participants' preferences. This innovative concept could not have been achieved, however, without critical partnerships since a plurality of tasks - and thus actors and services - is needed. The role of partnerships will further grow in the future as The Mobility Concept keeps evolving to increase its environmental and societal benefits. The report outlines potential ways how to achieve that, among others to fully electrify the symposium's vehicle fleet by 2025, to extend the collaboration with railway service providers to neighbouring countries to encourage arrival to Switzerland by train, to have members of the student team accompany participants on the train shuttle to foster cross-generational dialogue and to dedicate a slot in conference's programme for concept's presentation. These activities would further enhance the already high value The Mobility Concept brings to St. Gallen Symposium, its partners, and beyond.

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Introduction

All actors must make substantial contribution for the climate goals to be fulfilled. The symposium is aware of this responsibility and actively aims to tackle its sustainability challenges. This endeavour has led into the definition of the symposium sustainability strategy. Since transport habitually contributes to the largest share of carbon dioxide (CO₂) emissions of events, including the symposium¹, limiting the environmental impact of conference mobility is of the utmost priority. Therefore, the symposium has focused on this area and established the Mobility Concept. It was first introduced at the 50th St. Gallen Symposium in May 2021 and further implemented at the 51st St. Gallen Symposium held this year from 5 - 6 May 2022.

The objectives of the Mobility Concept are twofold, namely, to limit the environmental impact of St. Gallen Symposium's mobility while not compromising on the quality of the provided transport services to conference participants. To achieve that, a collaboration with key mobility partners was launched, representing leading original equipment manufacturers (OEMs) (Genesis and Hyundai), providers of shared and public transport (SBB and VBSG) and charging service providers (ABB). Additionally, innovative digital tools were applied to enable the operability of the whole project, including the booking of individual rides (individual and shared), and charging intervals. The resulting concept, further improved in 2022 by the learnings gathered during the 50th St. Gallen Symposium of 2021 and progress made throughout the year, makes Mobility Concept an example of innovative conference mobility and a valuable inspiration for others.

The goal of this report is to assess the Mobility Concept, especially its progress to date and capacity to fulfil its two core objectives. The report therefore first presents the Mobility Concept, including its partners and main aspects. It then outlines the communication activities conducted by the St. Gallen Symposium team to promote and increase the awareness of the concept. Third, the report analyses the achievements of the Mobility Concept in 2022, focusing on the fulfilment of its main goals.



After analysing its environmental impacts and improvements in contrast to the previous years, it assesses its capacity to deliver high-quality transport services. It also addresses its wider societal benefits, such as the familiarisation of conference participants with innovative mobility concepts and the topic of sustainability as such. The conclusion then summarises the main findings of the report and outlines potential further improvements to maximize the benefits of the Mobility Concept, environmental and societal, for the symposium, its partners, and beyond.

The Mobility Concept

CONCEPT PARTNERS AND THEIR PROFILE

To fulfil its objectives, the Mobility Concept has put together an ecosystem of partners; for their overview and individual contributions, see Table 1. Besides the University of St. Gallen, that provided the conference venue and garage spaces to set-up

the charging infrastructure for the electric vehicle fleet, it incorporated key mobility stakeholders, namely original equipment manufacturers (OEMs), providers of public transport services and charging infrastructure providers.

Table 1: List of mobility partners of The Mobility Concept and their contribution.

Type of partner	Partner	Contribution
Original equipment manufacturers (OEMs)	 GENESIS	Luxury vehicle fleet
	 HYUNDAI	Fleet of electric vehicles (EV, PHEV and FCEV)
Public transport providers	 SBB CFF FFS	Public transport railway service within Switzerland
	 vbsg	Public and shared bus shuttles in St. Gallen
Charging infrastructure providers	 ABB	Charging infrastructure for electric vehicle fleet - provision of mobile charging stations (AC)
Higher education institutions	 University of St.Gallen	Conference venue and garage spaces to set-up the charging infrastructure

The composition of partners thus remained the same as in 2021; i.e., the combination of OEMs providing individual mobility, representatives of public transport services for shared transport within Switzerland and in St. Gallen and providers of charging infrastructure to charge battery electric (EVs) and plug-in hybrid electric (PHEVs) vehicles. This combination has proven to be necessary and fitting to fulfil the concept’s objectives. Nevertheless, some individual partners have changed, such as the representatives of the OEMs and public transport services. First, St. Gallen Symposium has launched a very ambitious and promising collaboration with Genesis Motor LLC, a luxury vehicle division of

Hyundai Motor Group, and through that also the Hyundai Motor Group itself. Second, the providers of public transport services were enlarged by a crucial collaboration with Verkehrsbetriebe St. Gallen (VBSG), the public transport provider of the city of St. Gallen.

The new mobility partners ideally complemented the existing ones, SBB and ABB. The dual objectives of the Mobility Concept project - the reduction of environmental footprint of St. Gallen Symposium’s mobility while retaining high quality of transportation services for its participants - are internal and of a key importance for all of them. SBB is one of the most

reliable and safest railway service operators in the world; ABB belongs to the world's leading providers of electrical equipment and digital technologies for industry. Genesis Motor LLC is a high-end, luxury division of Hyundai Motor Group, one of the leading global automakers.

For all Mobility Concept partners, sustainability plays a key role. All of them have announced climate targets and have outlined sustainability strategies incorporating all ESG (environmental, social and

governance) criteria. To illustrate, Genesis Motor Company aims to become climate neutral by 2035; the Hyundai Motor Group as such by 2045. SBB and ABB are even more ambitious and aim to be climate neutral companies by 2030. Additionally, VBSG has announced plans to electrify its full bus fleet by 2031 and adheres to the Energy concept 2050 of the city of St. Gallen. For more details on the sustainability goals and strategies of individual Mobility Concept partners, see Table 2.

Table 2: Profiles of NGCM concept partners, including their sustainability goals and strategies.

Partner	Profile
	<p>The Genesis Motor Company is a luxury vehicle division of the Hyundai Motor Group. It became independent from the South Korean automotive manufacturer in 2015 to provide high-quality services for its clients. Since then, it has successfully established itself within the luxury vehicle segment. By the end of 2022, there will be three electrified models in the Genesis Motor Group portfolio. Similarly to the Hyundai Motor Group Company's Vision, sustainability has taken a centre stage for the future development of Genesis. Announcing "Futuring Genesis" in September 2021, Genesis is even more ambitious than its mother company; it aims for carbon neutrality of all its processes by 2035. To achieve that, Genesis adheres to the "dual electrification strategy", announcing to introduce only electric vehicles (battery or hydrogen) on the market from 2025 on and becoming a 100% zero emission brand with eight electrified models on the market by 2030. The sustainability strategy of Genesis goes beyond its environmental aspects and includes research of novel technologies and enhanced communication with clients through customer-centric services and digital interface.</p>
	<p>The Hyundai Motor Group is a South Korean automotive manufacturer encompassing three brands – Hyundai, Genesis and Kia. The Group is one of the leading global original equipment manufacturers (OEMs); in 2021 it was the third largest OEM in the world. Hyundai encompasses a broad portfolio of vehicles from passenger to utility and public transport services. Committed to progress and innovation, Hyundai Motor Group has understood its responsibility to humankind. It actively aims to increase environmental, social, and governmental aspects of sustainability in all its processes. As such, it has introduced many electric vehicles on the market (both battery and hydrogen) and aims to transform itself into a provider of mobility solutions. Following several interim targets, such as to be selling only electric vehicles in Europe from 2035, the whole Hyundai Motor Group aims to become carbon neutral by 2045.</p>
	<p>The Swiss Federal Railways (SBB) is a government-owned Swiss national railway service provider. Thanks to the high quality and safety of the provided services, it is one of the leading railway companies in Europe.² Railway transport is the most environmentally friendly mode of travel as such.³ Besides this major contribution and number of innovative projects promoting multi-modality (such as Mobility consulting for companies), SBB has pledged to become a carbon-neutral enterprise by 2030. To achieve that, SBB aims to increase energy efficiency of all its operations and use of</p>

renewable energy and gas alternatives. The greenhouse gas emissions (GHG) of SBB should thus be decreased by 90% by 2040; their remainder should be compensated.



The public transport services of the city of St. Gallen (Verkehrsbetriebe St. Gallen, VBSG) provide bus and trolleybus public transport services in the city of St. Gallen and its broader region. VBSG delivers commuting and shuttle services for more 70 000 passengers a day. The environmental profile of its high-quality and safe fleet of 87 trolleybuses and buses will be substantially improved upon its full electrification, agreed in a referendum by St. Gallen citizens in 2021 to be achieved by 2031. Additionally, the bus fleet should by then be charged by electricity supplied from 100% renewable energy only. VBSG thus helps to fulfil climate strategy of the City of St. Gallen, namely its Energy concept 2050 (Energiekonzept 2050), that aims for climate neutrality of the city by 2050.⁴



ABB, the Swedish-Swiss multinational corporation, has since its foundation in 1988 become one of the leading providers of power, robotics, automotive and electronics solutions for the industry in the world. These also include the complete charging infrastructure services (from hardware to accompanying digital interface) for private and business clients. Sustainability has been strongly embedded within company's overall business strategy, putting emphasis on all social, environmental and governance (ESG) criteria. They jointly contribute to ABB's Sustainability strategy 2030. Its aim is to become a carbon neutral enterprise by 2030 and promote low-carbon and circular economy also within partner (suppliers and clients) companies. To achieve these goals, ABB has outlined "Mission Zero", a blueprint for carbon neutral and self-sufficient industry, homes, and cities. Its flagship project, the first carbon neutral production site in the world, is currently under construction in Lüdenscheid, Germany.









The University of St. Gallen is a leading institution of higher education in Switzerland and globally. Focusing on business administration, economics, law, and international affairs, it has been regularly ranked among the top global business schools with outstanding managerial programs.⁵ As a leading institution educating future leaders, the University of St. Gallen has understood its responsibility and weaves all ESG sustainability criteria into teaching, research, campus activities and public engagement. Spearheaded by the Delegate for Responsibility & Sustainability and guided by its Vision 2025, the University of St. Gallen is a signatory of number of sustainability strategies, including UN PRME and UN Climate Emergency Letter. As part of the commitments of the latter, the University aims to become carbon neutral by 2030. To fulfil these objectives, a wide range of activities has been proposed, including the foundation of a dedicated Managing Climate Solutions (MaCS) Master's certificate and the announcement of HSG Environmental Sustainability Strategy 2021-2025.

DESCRIPTION AND SET-UP OF THE CONCEPT

The dual objectives of the Mobility Concept - the reduction of the environmental footprint, namely CO₂ emissions, of Symposium's mobility while retaining high quality of transportation services for conference participants - was concluded to be the best fulfilled by a multi-modal concept combining individual and shared, ideally fully electrified, transport services. Since the start of the project, this has been achieved by a collaboration of a plurality of partners that each contribute to the project with their specific strengths and services. In contrast to its first implementation in

2021⁶, the Mobility Concept had to be substantially scaled up. In contrast to the limited number of participants in 2021, the number of participants of 51st St. Gallen Symposium 2022 reached its record high of 1'320. Thanks to the anticipation of this growth and the timely preparation of the partners and the Symposium team, the Mobility Concept successfully fulfilled its tasks to offer reliable and high-quality transport services for conference participants. For an overview of individual partner contributions, see Table 3.

Table 3: List of NGCM concept partners and their individual contributions in 2022.

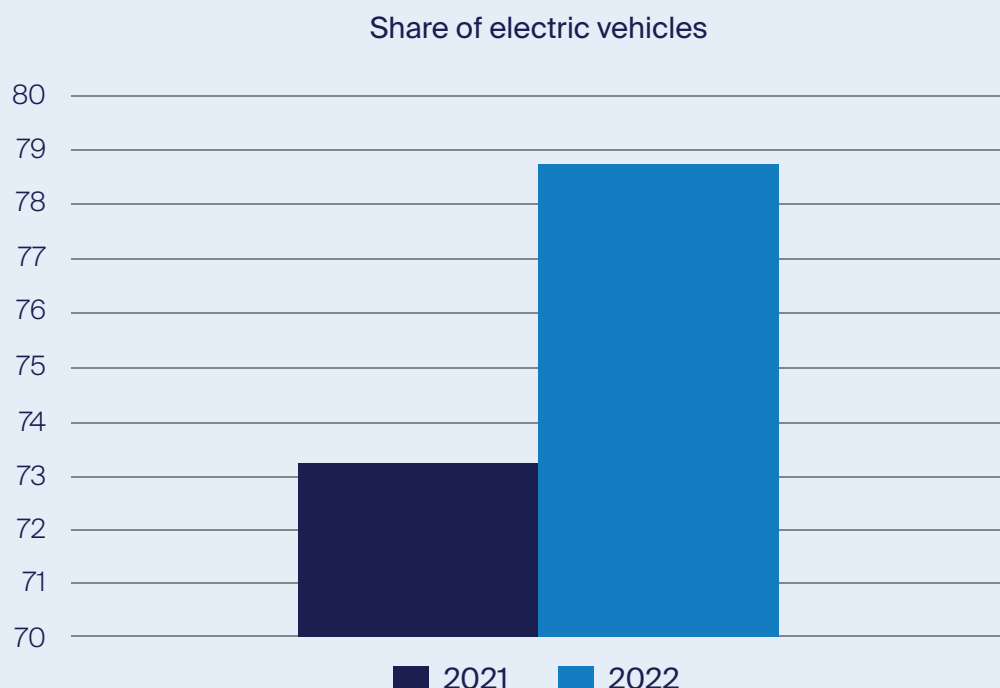
Partner	Individual contribution
	Shuttle in the city of St. Gallen and from/to Zurich Airport <ul style="list-style-type: none"> Fleet of 10 luxury limousines (internal combustion engines vehicles (ICE) for high-end participant shuttle)
	Shuttle in the city of St. Gallen and from/to Zurich Airport <ul style="list-style-type: none"> Fleet of 37 electric vehicles <ul style="list-style-type: none"> 4 battery electric vehicles (EV) 30 plug-in hybrid electric vehicles (PHEV) 3 hydrogen electric vehicles (FCEV)
	Transport within Switzerland <ul style="list-style-type: none"> 1st class train ticket for participants to travel from anywhere in Switzerland to the conference venue in St. Gallen and back
	Transport and shuttle within the city of St. Gallen <ul style="list-style-type: none"> Free ticket for public transport in the city of St. Gallen for all participants for the duration of the conference 4 dedicated shuttle buses from selected hotels to the Symposium site on the conference days
	Charging infrastructure for the fleet of electric vehicles <ul style="list-style-type: none"> 6 mobile charging stations (AC) installed at the garage of the University of St. Gallen
	Conference venue and garage spaces to set-up the charging stations



The substantially higher number of participants of the 51st St. Gallen Symposium 2022 (increasing by 1'650% compared to 2021) was firstly reflected in the size of the vehicle fleet, that more than tripled compared to the previous year. In contrast to the 15 passenger vehicles used in 2021 (11 battery electric (EV) models and 4 internal combustion engine (ICE) limousines), the fleet in 2022 encompassed 47 vehicles. While Genesis provided 10 luxury ICE limousines for high-end shuttle, Hyundai delivered a fully electric fleet of 37 vehicles: 4 of them battery electric (EV), 3 hydrogen (FCEV) and 30 plug-in hybrid electric vehicles (PHEV). The share of electric vehicles in the fleet has thus increased by additional 7.4%, growing from 73.3% in 2021 to 78.7% in 2022.

Despite this increase in the fleet size and the share of electric vehicles, the charging infrastructure provided by ABB did not have to grow, also thanks to the longer vehicle driving range and better planning of charging intervals. Therefore, the number of provided mobile charging stations was, equally to 2021, 6. The amount of charging conducted in 2022 reached 250 kWh. The electricity was fully supplied with ÖKO Strom Plus, the 100% renewable energy electricity mix provided by the city of St. Gallen to the University of St. Gallen. This has further increased the environmental performance of the vehicle fleet, as will be in detailed assessed in the next section of the report.

Exhibit 1: Share of electric vehicles (EV, PHEV, FCEV) in the fleet, comparison of St. Gallen Symposium 2021 and 2022.



The aspect that experienced the largest increase were the provided shared and public transport services, delivered by SBB and VBSG, respectively. First, every participant was offered a free ticket by VBSG for public transport services in the city of St. Gallen for the conference duration. The number of distributed tickets has thus increased, together with the number of conference participants, by 1'650%, almost 17-fold. In addition to 2021, VBSG has offered 4 shuttle busses driving participants from selected hotels in the city to the conference venue at the University of St. Gallen. They on average carried 35 participants, thus further decreasing the number of individual shuttles otherwise to be conducted.

To arrive to St. Gallen, all conference participants were offered a 1st class round-trip train ticket by SBB. While this option was taken by 27.5% of the conference participants in 2021 (22 distributed tickets), the number has increased to 45.3% in 2022 (598 allotted SBB tickets). The higher share of arrivals to St. Gallen by train and the above-mentioned increased public and shuttle bus transit within the city of St. Gallen during the conference duration resulted in the substantially decreased number of booked individual shuttles in passenger vehicles. While 68 drives were booked in 2021, a number corresponding to 85% of the total number of participants, the private shuttles in 2022 accounted only 631 rides, a number corresponding to 47.8% of this year's participants.

Exhibit 2: Comparison of the share of participants of the symposium's 2021 and 2022 who opted for a train ticket to arrive to St. Gallen (left) and who booked private shuttle services during the conference duration (right).



To manage this expanded Mobility Concept, an enhanced digital booking system was needed. The Symposium team built on and further enhanced the booking and planning system for drives and charging developed in 2021. As such, the 4 EVs were assigned a fixed charging spot to assure their operation throughout the conference. The charging

of 30 PHEVs was then managed on a rotating basis, with drivers' understanding of the need to leave the charging station as soon as the cycle was finished. This system worked for the St. Gallen Symposium team perfectly, also thanks to the familiarization of the drivers with the requirements of the system and the still rather manageable scale of the Mobility Concept.

CONCEPT COMMUNICATION

In addition to 2021, the St. Gallen Symposium team very extensively promoted the Mobility Concept in their online communication. First, participants were informed about the concept already when registering for the conference, during which process they were encouraged to travel to St. Gallen by train (see Figure 3 for a screenshot of the online registration form). This was accompanied by information on the emissions saved by a train ride between Zurich Airport and the city of St. Gallen compared to the same trip in a

combustion engine vehicle. The aim of this message was to further nudge participants to opt for the railway service offer provided by SBB. Upon selecting a train travel option, participant would receive an email with their personalised ticket. It highlighted the positive contribution the participant makes with this choice and provided further details on the public and shuttle transport services during the conference (see Figure 4).

Exhibit 3: The Mobility Concept communication - Online registration form.

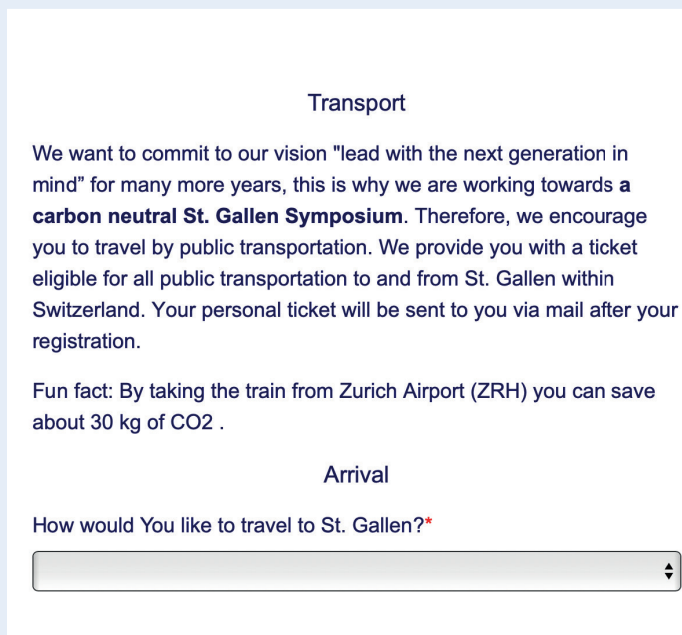
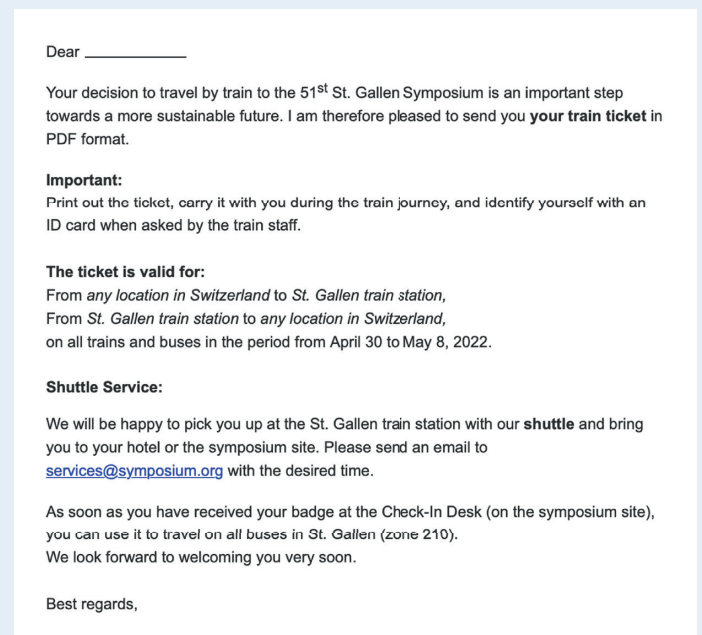


Exhibit 4: NGCM concept communication - SBB ticket provision per email and additional information on shuttle services.



Further emails reminded participants of the Mobility Concept, especially the shared mobility offerings during the duration of the conference (see Figure 5). Additional online communication on social media

aimed to attract further attention to the concept, in particular its new partners Genesis Motor Company and the Hyundai Motor Group (see Figure 6).

Exhibit 5: NGCM concept communication - Transport options during the conference (email).

Your Transport within St. Gallen

The St. Gallen Symposium provides different options for your transport within St. Gallen. With our **Next Generation Conference Mobility Concept**, we aim to make an impact on sustainable conference logistics. Through partnerships with the SBB (federal railway), ABB, and the VBSG (local public transport), we are able to offer you a sustainable journey to the St. Gallen Symposium site.

In St. Gallen, you can use **public transport** at no cost with your badge. In the morning, we have **selected shuttle busses** from the following **hotels**: Einstein, Walhalla/ Metropol, Radisson, and Eastside.

Additionally, our driver crew will gladly drive you to any desired destination.

Exhibit 6: NGCM concept communication - Promotion of new mobility partners on social media (LinkedIn).

St. Gallen Symposium
11,447 followers
19m · 🌐

We are pleased to announce [Genesis Motor Europe](#) as our new mobility partner. They share our idea for a next generation conference mobility concept. Hence, they are an excellent match for bringing the St. Gallen Symposium back to its intended physical format, providing our participants with a comfortable trip from A to B.

#51SGS #CollaborativeAdvantage #NextGen #Mobility #Sustainability #genesiseurope

**WE ARE PROUD TO ANNOUNCE
OUR NEXT GENERATION CONFERENCE
MOBILITY PARTNER**

ST.GALLEN SYMPOSIUM ↔ **GENESIS**

5 - 6 MAY 2022

#COLLABORATIVEADVANTAGE

St. Gallen Symposium
11,447 followers
1h · 🌐

Bringing the St. Gallen Symposium back to its intended physical format makes us more than happy. But it also came with the challenge of finding an environmentally friendly solution to bring our participants from A to B. Thus, we are pleased to announce [Hyundai Suisse](#) as our new mobility partner. As they share our vision of a more sustainable mobility concept and offer an astonishing range of eco-friendly vehicles, they are the perfect match for our next generation conference mobility concept.

#51SGS #CollaborativeAdvantage #NextGen #Mobility #Sustainability #hyunda
isuisse

**WE ARE PROUD TO ANNOUNCE
OUR NEXT GENERATION CONFERENCE
MOBILITY PARTNER**

ST.GALLEN SYMPOSIUM ↔ **HYUNDAI**

5 - 6 MAY 2022

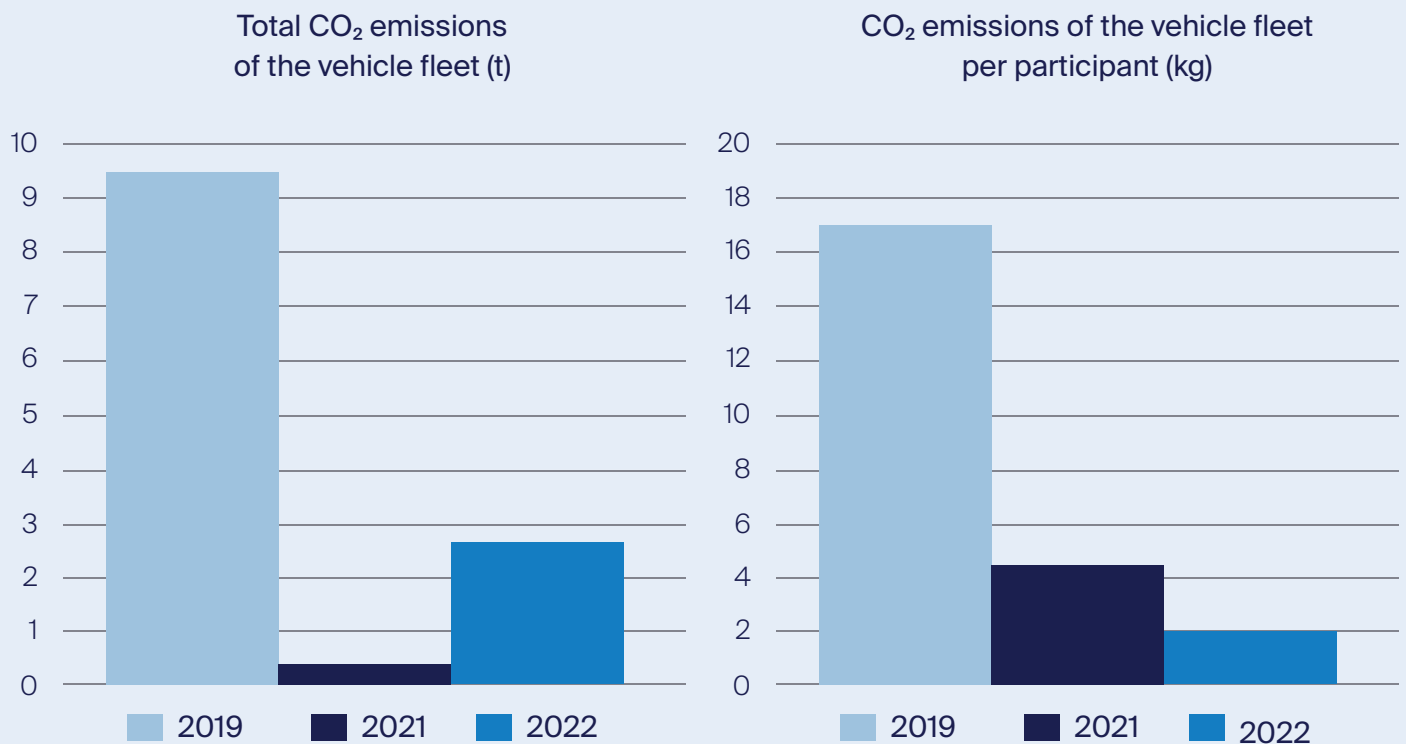
#COLLABORATIVEADVANTAGE

ENVIRONMENTAL IMPACTS

The Mobility Concept has successfully decreased the environmental impact of St. Gallen Symposium's mobility. Over the course of the conference's duration, the vehicle fleet and the participant shuttle services caused only 2.68t of CO₂ emissions. Compared to 49th St. Gallen Symposium 2019, the last Symposium held fully physically with more than 1000 participants and the last one before the Mobility

Concept was introduced, the total CO₂ emissions caused by the vehicle fleet have decreased by 71.8%.⁷ This corresponds to 2.02 kg of CO₂ per participant, thus further limiting the fleets' emissions per participant by 55.1% compared to 2021 and by more than 88.3% compared to 2019. See Figure 7 for graphical illustration of these achievements.

Exhibit 7: CO₂ emissions of the vehicle fleet, total (left) and per participant (right), comparison between the symposium's 2019, 2021 and 2022.



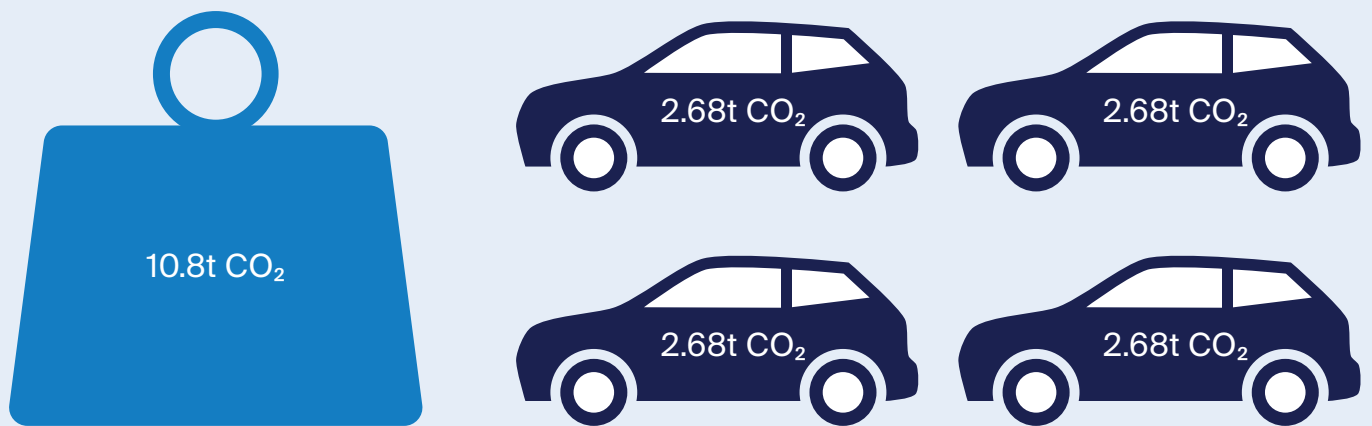
This substantial decrease of the CO₂ emissions of St. Gallen Symposium fleet was mainly achieved thanks to the higher share of electric vehicles. Their charging necessitated 250 kWh of electricity, which corresponds to approximately 75.6l of diesel that would otherwise be burnt. The environmental benefit of the electric fleet was further increased by the fact that the electricity mix of the University of St. Gallen that was used to charge them is supplied by 100% renewable energy sources. Therefore, the

use of electric vehicles has saved, in contrast to the potential use of diesel vehicles, approximately 0.2t of CO₂ emissions. Second, the possibility to arrive to the conference venue in St. Gallen from any place in Switzerland by train has enabled further, substantial, decrease of CO₂ emissions. The exact destinations and rides conducted cannot be known to the Symposium team since it was at participants' discretion from where and if they use the requested train ticket to arrive to St. Gallen. Nevertheless,

considering 500 conducted round trips (from 598 allocated tickets) and an average distance of 100 km per ride (the distance between Zurich and St. Gallen is 80 km; participants reside closer as well as further to St. Gallen than this average distance), approximately 10.6t of CO₂ emissions were thus saved compared to the same travel conducted by an average diesel car. The fact that participants have applied for the train ticket indeed does not mean that they would have otherwise arrived by a passenger car. However, the promotion of the concept during the registration process and the possibility to receive the ticket for

free might have incentivized many of them to arrive by this cleanest way of travel in contrast to considering different, more expensive and polluting, alternatives. Consequently, putting the savings achieved by the electric vehicle fleet and the arrival to St. Gallen by train together, the Mobility Concept has saved more than 10.8t of CO₂ emissions compared to the arrival by diesel vehicles. This is substantial considering that this amounts to more than four times the total CO₂ emissions caused by the St. Gallen Symposium's vehicle fleet this year (see Figure 8).

Exhibit 8: CO₂ emission savings by The Mobility Concept in 2022 (left) as corresponding to slightly more than four times the emissions caused by the vehicle fleet of 51st St. Gallen Symposium 2022.



Assessment of The Mobility Concept's Implementation in 2022

QUALITY OF THE MOBILITY SERVICES AND WIDER SOCIETAL BENEFITS

The Mobility Concept has also successfully fulfilled its second objective - to offer high-quality transport services for conference participants. This was achieved mainly thanks to the multi-modality of the concept, combining high-end individual private shuttle with public and shared transport services. Participants could have thus chosen between the

mode of transport that the best corresponded their individual needs and preferences. This flexibility was highly valued by the participants, as well as the possibility to partake in a cross-generational dialogue with students driving the private vehicles, be it about the Mobility Concept, its environmental benefits, or other topics.

The success of this year's Mobility Concept and its awareness among Symposium's participants can be assigned to its active promotion by Symposium's team via emails and on social media. Discussions with conference participants confirm the effectiveness of this substantially increased online communication. One of them stated that they were not necessarily thinking about the environmental impact of their travel to St. Gallen until having been encountered with Symposium's communication about the Mobility Concept. Also thanks to these efforts, almost half of all Symposium's participants (45.3%) have opted for the arrival to St. Gallen by train. The allocation of SBB train tickets as part of the Mobility Concept has thus experienced a substantial increase of 64% compared to the 50th St. Gallen Symposium held the year prior.

The capacity to raise attention to its climate objectives in a clear, relatable, and exciting way, while familiarizing participants with the topic of innovative and clean mobility in general belongs to one of the many wider societal benefits the Mobility

Conclusion

The implementation of the Next Generation Conference Mobility (Mobility Concept) concept at the 51st St. Gallen Symposium held from 5 - 6 May 2022 has been a success. The dual objectives of the concept - to reduce the environmental impact of Symposium's mobility while retaining its high quality for conference participants - have been achieved. First, the concept has caused only 2.68t of CO₂ emissions, achieving a substantial reduction of 71.8% compared to the emissions caused by the vehicle fleet of 49th St. Gallen Symposium 2019. The average emissions per participant have thus also continued to sharply decrease, experiencing a drop of 55.1% compared to 2021 and 88.3% compared to 2019. The reductions of CO₂ emissions achieved by Mobility Concept thanks to the deployment of electric vehicles and the train shuttle services in Switzerland have amounted to 10.8t (in contrast to the use of diesel vehicles instead). Additionally, the Mobility Concept has attained some other important milestones in 2022. The share of electric vehicles has reached 78.7% of the total fleet, thus further

Concept has delivered to St. Gallen Symposium and beyond. The student drivers of the electric vehicle fleet have confirmed that the participants they have driven were overall positive and excited about the cars, oftentimes starting a discussion about the electric vehicle they were being driven in. Personal experience and emotional attachments have proven, in research and in practice, to be more effective to motivate long-term behavioural change rather than information provision only.

Finally, the Mobility Concept represents a platform for new partnerships and business models, within the mobility sector and beyond. The collaboration and regular exchange of actors from oftentimes separated sectors offers a unique opportunity to launch new projects and partnerships. The active communication about the concept and the public reporting of its main achievements on the platform of this report can also inspire other conferences and events to implement similarly ambitious, innovative mobility concepts.

increasing by 7.4% compared to 2021. The share of participants opting to arrive to St. Gallen by railway services has increased even more rapidly compared to the previous year, by 64.7%. Thus, almost half of all participants, 45.3%, has decided to arrive to St. Gallen by this cleanest mode of transport. This also contributed to an important decrease of private shuttles booked by participants, decreasing by 43.8% compared to 2021.

Second, the Mobility Concept has also successfully fulfilled its second objective, to deliver high-quality transport service to conference participants. This was mainly achieved thanks to its multi-modal nature, combining high-end individual, almost fully electrified mobility, with shared and public transport services. Participants have highly valued this flexibility and have perceived the concept with excitement, as the discussions with them revealed.

The Mobility Concept also brought number of additional societal benefits. It raised attention to the

climate ambition of St. Gallen Symposium and the topic of sustainability as such, this in an exciting and relatable way. It also represented a platform for new business opportunities and collaborations potentially to be launched between concept partners and other interested conference participants.

The success of the concept can be assigned to number of factors, most of all its two cornerstones - multi-modal, individual and shared, almost fully electrified, transport services. The capacity to combine the most relevant, cleanest forms of mobility, for any transport demand and according

to participants' preference, was of the utmost importance to achieve the desired CO₂ reductions and deliver high-quality transport service. This could however not have been achieved without critical partnership of stakeholders representing different actors of the ongoing mobility transition. The "Collaborative Advantage", the theme of the 51st St. Gallen Symposium 2022, has thus been proven relevant even within the Mobility Concept. This initial partnership can lead to further collaborations between individual actors and inspire other events

Future development

to implement similarly innovative and ambitious mobility concepts.

Although very successful, the Mobility Concept can further evolve to bring even more benefits to St. Gallen Symposium, its partners, society, and the climate. First, the passenger vehicle fleet should be fully electrified. Being the goal already for 2022, the supply chain crisis resulting from the disruptions caused by the COVID-19 pandemic led to the incapacity to deliver all the necessary electric vehicles on time. Aiming to achieve full electrification of the Symposium's fleet as soon as possible, ideally already of the 52nd St. Gallen Symposium to be held in 2023, the Symposium commits for its vehicle fleet to be fully electrified the latest by 2025.

Second, the fact that the possibility for the participants to arrive from anywhere in Switzerland to St. Gallen by train represented 96% of the CO₂ emission savings achieved by the Mobility Concept this year highlights the importance of long-distance travel. The report therefore suggests extending this option to arrivals from abroad as well. To achieve that, critical partnerships with national railway service providers would have to be established. While ideally covering as many countries as possible, the first

step could concern reaching out to stakeholders in the neighbouring countries (Germany, Austria, Italy, and France), from where the arrival by train is easily manageable thanks to the established infrastructure and short arrival time.

Third, the discussions with conference participants showed that they very much appreciate the opportunity for cross-generational dialogue to exchange with the St. Gallen Symposium student team. While this is possible in the private shuttle since vehicles are driven by students, the train travel is not conducive to such an exchange. One participant revealed that this was one of the contributing factors why they have chosen a private shuttle from the Zurich Airport to St. Gallen; for the return trip, they have already chosen the train ride due to its environmental benefits. Consequently, the report suggests members of the student team of St. Gallen Symposium to accompany participants on the train travel to and from St. Gallen, especially for the most common journey between Zurich main train station (HB) / Zurich Airport and St. Gallen. This is the most sensible to be organised during the days and times when the most participants are arriving to St. Gallen; i.e., the day before and the morning of the conference.

Finally, to further promote the Mobility Concept and to increase its awareness among conference participants, a slot within the conference programme could be dedicated to its presentation. The format can range from a short flash presentation to a roundtable with concept partners, exchanging on the importance of the concept for future forms of innovative conference mobility and the clean mobility transition as such. This would not only further highlight the importance of the Mobility Concept, but also offer a platform for further exchange and potential novel collaboration opportunities between the concept partners and the interested conference participants.

The implementation of the Mobility Concept at the 51st St. Gallen Symposium 2022 was a success, further enhancing and building on its achievements from its introduction the year prior. It fulfilled both of its main objectives - reducing the environmental impact of Symposium's mobility while retaining high quality of its transport services for conference participants. The St. Gallen Symposium team is dedicated to further evolve the Mobility Concept to continue increasing its environmental and societal contribution for St. Gallen Symposium, its partners, and beyond. The findings and suggestions of this report are very encouraging, offering inspiration also to others how to implement innovative, ambitious, and impactful, mobility concepts.



References & Sources

- ¹ In 2019, St. Gallen Symposium's mobility represented 94% of the total share of conference's CO₂ emissions.
- ² Duranton, S., Audier, A., Hazan, J., Panghorn, M. P., & Gauche, V. (2017). The 2017 European Railway Performance Index. BCG. <https://www.bcg.com/publications/2017/transportation-travel-tourism-2017-european-railway-performance-index> (last access: June 22, 2022).
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- ⁵ SIM-HSG ranked #1 for an unprecedented tenth year consecutively. University of St. Gallen. <https://www.unisg.ch/en/wissen/newsroom/aktuell/rssnews/campus/2020/september/sim-ranked-1-28september2020> (last access: June 28, 2022).
- ⁶ 50th St. Gallen Symposium 2021 had to be held in a hybrid format due to travel restrictions imposed because of the COVID-19 pandemic. Thus, the number of participants decreased to approximately 100 only.
- ⁷ Total CO₂ emissions of the vehicle fleet of 50th St. Gallen Symposium 2021 amounted to only 0.4t. However, this exceptionally low number was mainly caused by the substantial decrease of participants to approximately 100 only. Therefore, further comparisons of the total emissions with 50th St. Gallen Symposium 2021 do not have informative value.

