



University of St.Gallen

Institute for Mobility



The Institute for Mobility

Vision, Organization, Projects, Cooperations

“We are
committed to
better mobility
in everything
we do.”

Prof. Dr. Andreas Herrmann
Director Institute for Mobility



The IMO at a glance

We aim to make a meaningful contribution to sustainable, social, and economic improvements in mobility. The Institute for Mobility at the University of St.Gallen (IMO-HSG) was established precisely for this purpose.

2021 the institute was founded, building upon 20+ years of academic excellence in customer insight

20+ senior researchers, visiting scholars, and external experts combine their expertise to explore the future of mobility

3 disciplines — science, economics, and politics — are brought together in a problem-oriented and practice-oriented research approach



University of St.Gallen

Institute for Mobility

The executive team



Prof. Dr.
Andreas Herrmann
Director



Dr.
Philipp Scharfenberger
Vice Director



Prof. em. Dr. Dr. h.c.
Torsten Tomczak
Advisor

Meet the team

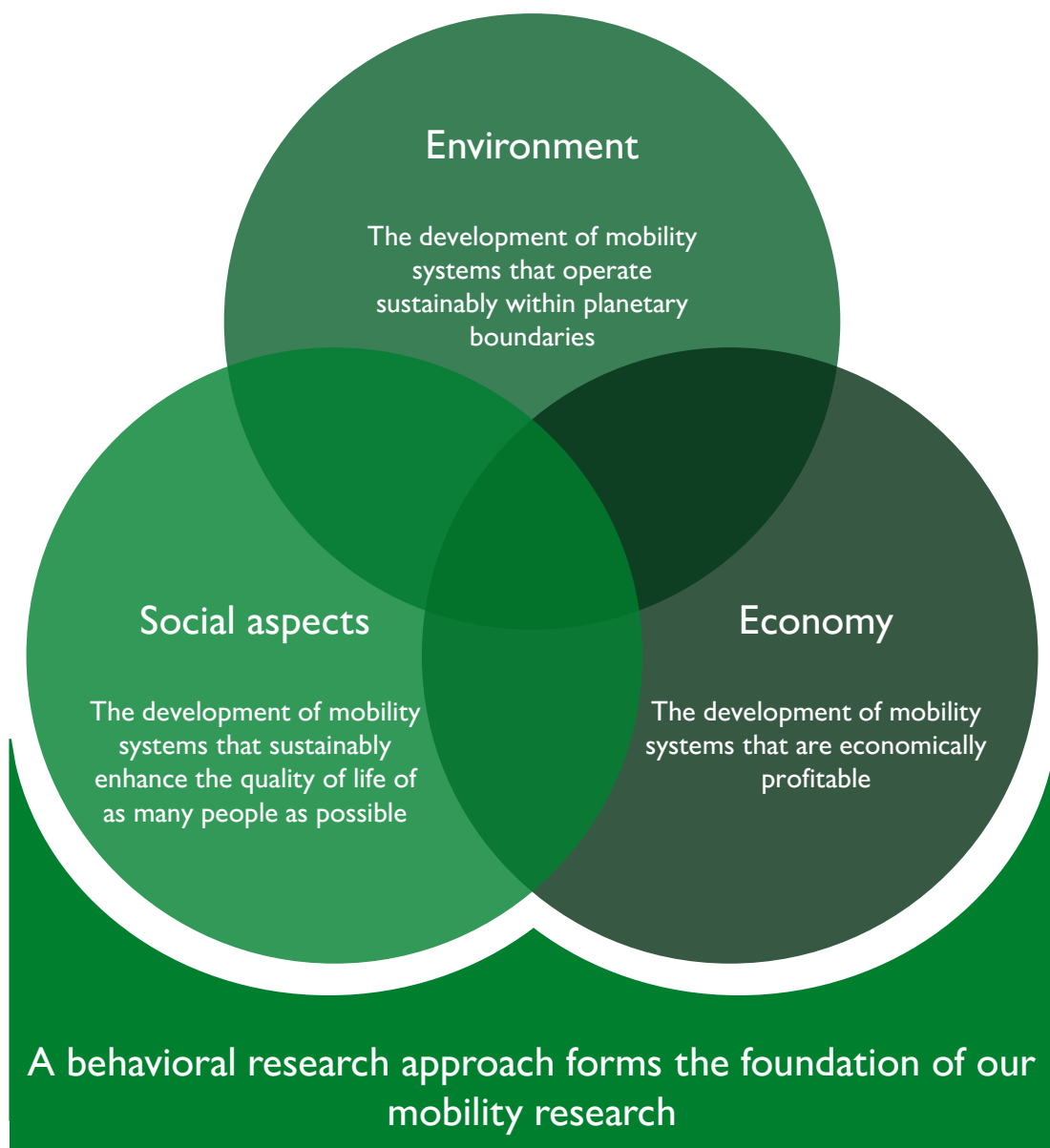
We are a team of passionate researchers who engage in diverse research topics: micromobility, mobility platforms, sustainable mobility, shared autonomous vehicles, urban mobility, corporate mobility, and many more.



From left to right, back row: Prof. Dr. Andreas Herrmann, Matthias Brüning, Eileen Kristiansen, Luisa Stöhr, Fabian Rieg, Tamara Wisser; middle row: Deniz Püseli, Brigitte Koller, Dr. Philipp Scharfenberger; front row: Carolin Bauder, Stefan Schorb

Our mission

By following a behavioral research approach, we want to contribute to a future of mobility that is environmentally, socially, and economically sustainable.



From insight to impact

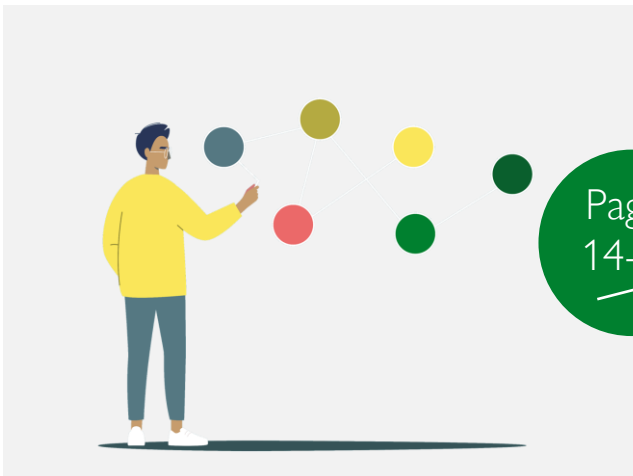
In research

Pages
7-13



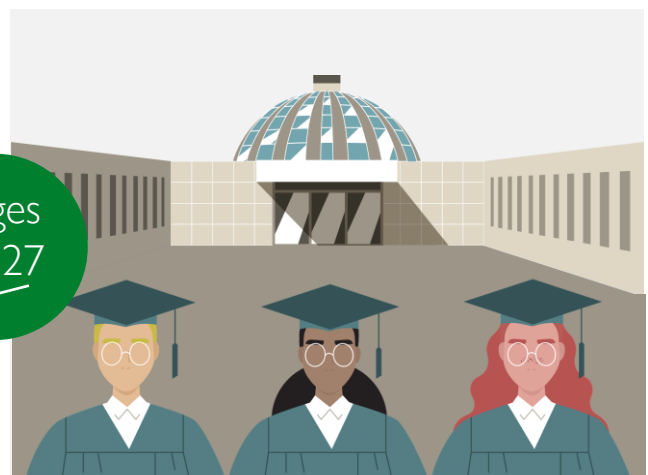
In our network

Pages
14-21



In teaching

Pages
22-27



Our research labs



Future Mobility Lab

The Future Mobility Lab is a consortium which intends to research and foster sustainable mobility behavior, as well as shape consumer- and future-oriented mobility solutions. The lab was founded in 2022 and brings together a multitude of renowned partners from Germany and Switzerland, including cities, associations and central mobility service providers. In joint efforts, the consortium conducts rigorous and practically-relevant field studies. Above that, the lab aims at making its resulting insights tangible for relevant stakeholders through effective communication. Find all partners, project reports and video documentations [here](#).

New Mobility Buddys

The aim of this study was to integrate lower-emission mobility solutions into the daily lives of households and to learn from their experiences. Therefore, we accompanied 20 households from the regions of Hamburg, Berlin, Zurich, and St.Gallen for four months. The project provides insights into the key observations derived from over 100 mobility interventions.

Berufliche Mobilität neu gestalten

The second study examines how a change in mobility behavior in a professional context towards future-oriented, more sustainable mobility can succeed. In this context, a survey was conducted with employers and employees in Germany and Switzerland, and companies were accompanied in several case studies on the reorganization of their mobility services.

Hedonism & Mobility Turnaround

The latest study explores how hedonistic motivations—such as joy, comfort, and aesthetic experience—shape mobility behavior and encourage a shift toward future-oriented transport. Based on insights from behavioral science, design, and mobility studies, the study aims to identify strategies for creating user-centered and emotionally engaging mobility systems.

Porsche Consulting Lab

What will the future of mobility look like? Our Porsche Consulting Lab is committed to addressing this question and, consequently, to bringing innovative visions for the mobility sector to life. Through close cooperation between research and practice, we want to facilitate the transformation of the mobility industry in alignment with business, social and ecological considerations.

Porsche Consulting



PwC Lab for Smart Mobility

Numerous expectations are being placed on new mobility solutions: They should be as connected and sustainable as possible, available to everyone, everywhere, always, and economically affordable – simply "smart"! For this purpose, the Smart Mobility Lab was founded together with PwC.

Shared Autonomous Vehicles (SAVs)

In the coming years, it will be crucial to identify the key success factors to ensure a seamless transition to SAV-enabled mobility in major cities. Key players will promote SAV implementation in cities by offering appropriate business models and working together. To the full whitepaper [here](#).

Corporate Mobility

Employers have the chance to influence work-related trips through innovative and sustainable concepts. The lab is currently investigating how companies can design corporate mobility concepts to reduce CO2 emissions, manage parking capacities and position themselves as attractive employers.

Public-Private Partnerships

The role of the regulating authorities has been disrupted by the ongoing urbanization and new technologies. The lab is therefore aiming to understand how the public and private market actors can collaborate effectively to improve mobility systems. Special focus lies on Mobility-as-a-Service business models.

AMAG x IMO Lab

An essential success factor for the future of mobility is the close cooperation among different stakeholders. This conviction is the central starting point for the AMAG x IMO Lab work. Together with one of Switzerland's largest providers of individual mobility solutions, we explore and develop promising innovations.



Model Regions for Mobility Innovations

Mobility innovations such as Mobility-as-a-Service are piloted in model regions across Europe. However, few innovations gain acceptance and scale, delaying the shift towards more sustainable and inclusive mobility. Thus, we explored the success factors in 27 model regions and derived guiding principles for initiative managers. Find the whitepaper [here](#).

Societal Impact of Autonomous Ridepooling

Autonomous ridepooling (ARP) promises to make mobility more efficient, sustainable, and inclusive. However, it is unclear whether the societal benefits of ARP outweigh its costs. In this study we derive a framework to assess the societal impact of ARP in the context of the ZUG ALLIANCE, a model region for innovative energy & mobility solutions.

A selection of our research projects

Micromobility in Cities with BCG

Together with the Boston Consulting Group, we conducted a global study to investigate the use of micromobility. For this purpose, we asked more than 11,000 people in ten countries about their usage and reasons for using conventional bicycles, e-bikes, e-scooters, and e-mopeds in their daily routines. The results are specific recommendations for action that promote the integration of micromobility into urban mobility. These recommendations, as well as further insights from the project, have been published and presented at the World Economic Forum and the IAA Mobility.



Social Mobility with the WEF and BCG

Driven by sustainability efforts, our mobility systems are being scrutinized and reimagined. As part of social sustainability, the need for more accessible and inclusive mobility arises. Together with the World Economic Forum and the Boston Consulting Group, we investigated what needs to be considered in an inclusive mobility transition. The resulting white paper presents more than 15 scenarios to simulate different measures in cities, as well as more than 40 policy levers to promote inclusive mobility.



The Ecological Impact of Owned and Shared Mobility

In a joint project with Sixt SE, we holistically examined the ecological impact of shared mobility solutions, compared to privately owned mobility. In addition to ecological advantages and disadvantages, the project also investigates shared mobility users' drivers and barriers with regards to battery electric vehicles. Further attention is given how users can be motivated to book greener mobility solutions. The results can help mobility providers to highlight not only infrastructural and technical aspects in their communication, but also consider social psychological, and emotional aspects in their interaction with their customers.





Connecting Great Minds to Transform Mobility

The New Mobility Lab, an initiative of Switzerland Innovation, drives radical innovation and fosters collaboration among Switzerland's key mobility stakeholders. It explores how systemic, cross-sector approaches can shape the future of mobility, accelerate transformation, and deliver sustainable transport solutions. By uniting actors from academia, industry, and politics, the lab aims to lay the groundwork for bold, forward-looking strategies—making a meaningful contribution to the mobility dialogue of tomorrow.

Future of Urban Mobility in Switzerland

The Institute for Mobility and the Touring Club Switzerland (TCS) are collaborating to analyze the future of urban mobility in Switzerland over the next 15 to 20 years. The project will examine the evolution of individual transport modes, their interplay within the broader mobility system, and their impact on modal split and infrastructure. By developing detailed future scenarios, the study will provide actionable recommendations for policymakers and businesses, aiming to contribute an objective, evidence-based perspective to the dialogue on Switzerland's urban mobility.



Universität St. Gallen
Institut für Mobilität

The Significance of Switzerland's Automotive Industry

Together with auto-schweiz, the Institute for Mobility is establishing a professorship in the field of mobility management, with the appointment planned for early 2026. The chair aims to strengthen research on the transformation of the automotive industry and the future of mobility.

In parallel, we are collaborating with auto-schweiz to assess the economic importance of Switzerland's automotive sector. The project examines the sector's direct and indirect value creation, its contribution to GDP and employment, and the role of related fields such as suppliers, dealerships, and insurers. By quantifying these interdependencies and building on existing data, the study aims to position the automotive industry within Switzerland's economic landscape and provide an objective basis for political and public debate.

auto schweiz
suisse

Shared Micromobility at IMO

Shared micromobility, encompassing both (e-)bike and e-scooter sharing, promises a sustainable alternative for urban transportation. The Institute for Mobility is actively researching ways to enhance the integration of shared micromobility into existing urban mobility frameworks through two distinct projects:



“Multimodal Vernetzt”

To promote shared micromobility as a viable solution for first- and last-mile travel, we conducted pilot projects offering discounted bundle packages that combine public transport with e-bike and e-scooter use in Eastern Switzerland. The pilot demonstrated significantly greater interest compared to previous trials, with high customer satisfaction and a clear indication of willingness to maintain permanent subscriptions. To the full whitepaper [here](#).

Data-Based Regulation of Shared Micromobility

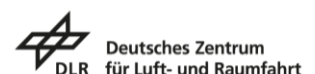
Shared micromobility continues to generate public debate due to competition for limited urban space. Intelligent, data-driven regulation is essential to balance the needs of users, providers, and non-users effectively. Leveraging extensive datasets from Germany and Switzerland, we derived actionable recommendations to implement fleet size regulations in cities showing a reduction potential without jeopardizing the service level.



For more information about these and other research projects at the Institute for Mobility, scan here



A selection of our research and collaboration partners



“A key objective of our research is to **make a valuable contribution** to the development of future-oriented mobility solutions together with our versatile network of partners.”



Dr. Philipp Scharfenberger
Vice Director Institute for Mobility

Neue Zürcher Zeitung

INTERVIEW

«Der Mensch muss im Mittelpunkt stehen, nicht das Auto»

Die Zukunft der Mobilität soll den Menschen ins Zentrum rücken, ökologisch sein und niemanden ausschliessen. Das wäre teuer, würde aber einen Quantensprung für unsere Lebensqualität bedeuten, meinen zwei Experten der Universität St. Gallen.

ZEIT ONLINE

Autonomes Fahren

Genug gezögert

Das autonome Fahren bietet Chancen für Klimaschutz und Wirtschaft. Aber ein neues Gesetz der Bundesregierung drückt sich um wichtige Fragen.

Ein Gastbeitrag von Cem Özdemir und Andreas Herrmann

20. Mai 2021, 16:46 Uhr / 173 Kommentare /

Automobilwoche

„Praktischer Mehrwert“

Wissenschaftler Andreas Herrmann und Zheng Han zu den Chancen digitaler Geschäftsmodelle

Auto & Verkehr

VERKEHRSPOLITIK

Antriebswende oder Mobilitätswende?

VON ANDREAS HERRMANN UND MATTHIAS BALLWEG - AKTUALISIERT AM 21.02.2023 - 21:36

tagesschau

Statt Dienstrad und Jobticket

Warum es weiter mit dem Auto zur Arbeit geht

Stand: 26.03.2025 11:19 Uhr

TAGESSPIEGEL
BACKGROUND

STANDPUNKTE

Ein offenes System für alle Hersteller

von Anjes Tjarks, Behörde für Verkehr und Mobilitätswende & Andreas Herrmann, Institut für Customer Insight an der Universität St. Gallen

veröffentlicht
am 24.07.2025

The IMO in public and media

It is important to us that fresh insights from research are brought into and discussed within a broader audience – from insight to impact. For this reason, the IMO puts a strong emphasis on translating its research insights into various relevant formats and media.

Former Federal Minister of Germany, Cem Özdemir & Andreas Herrmann at the IAA (09/21)



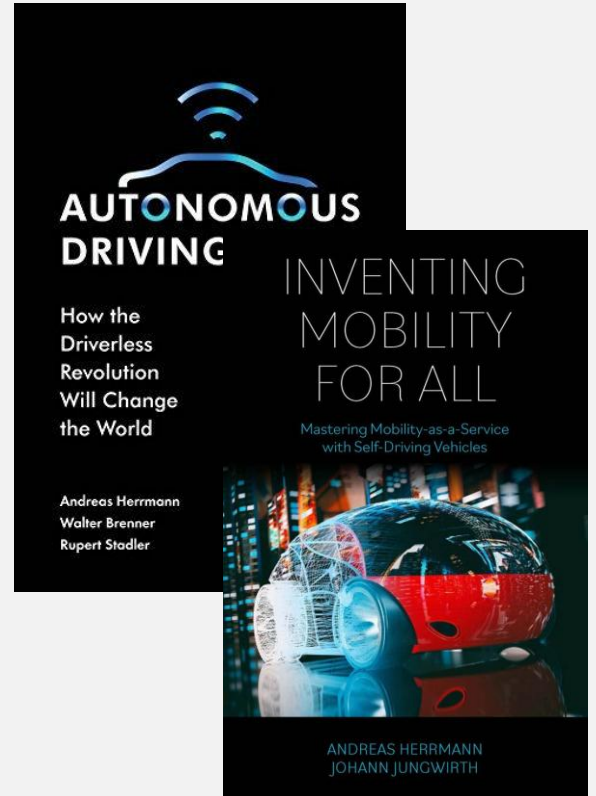
The IMO in German and Swiss media

Selected Publications of the IMO



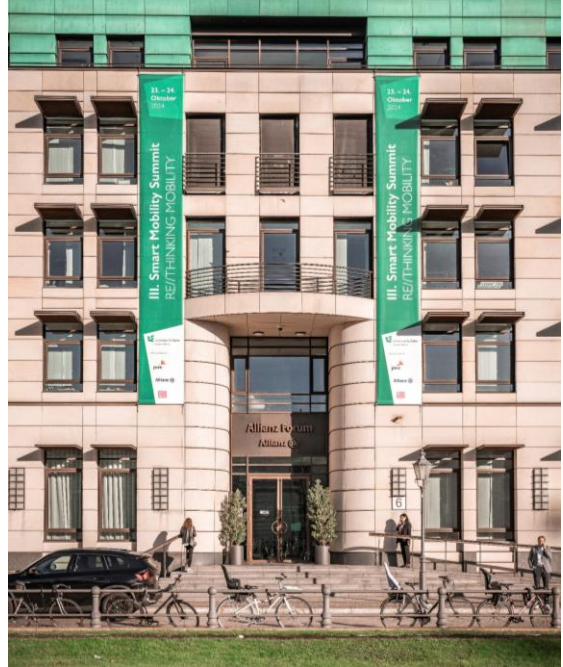
Film documentation of our research project "Berufliche Mobilität neu gestalten"

Link to our publications



Our Smart Mobility Summit

Our annual "Smart Mobility Summit" brings together outstanding personalities from the international mobility industry, politics, and research. The event offers a space to discuss and explore the transformation of the mobility industry and the latest developments.



The III. Smart Mobility Summit was held at the Allianz Forum, right next to the Brandenburger Tor



Jürgen Stackmann, former Member of the Management Board of Volkswagen and Director of the Future Mobility Lab



From left to right: Felix Kuhnert (PwC Germany), Prof. Dr. Uwe Schneidewind (City of Wuppertal), Dr. Bertrand Piccard (Solar Impulse Foundation), Kjeld Jespersen (former NEOM), Dr. Robert Martin (Beta Mobility)

We offer a
platform for
business, politics,
and science



From left to right: Sylvia Lier (TAF mobile), Verena Bentele (Sozialverband VdK), Katrin Habenschaden (Deutsche Bahn)



From left to right: Daniela Kluckert (FDP) and Jana Kugoth (Der Tagesspiegel) discussing "Smart Mobility – made in Germany"



From left to right: Prof. Dr. Nikolaus Lang (BCG), Joachim Bühler (TÜV) and Martin Huelder (Rivian) during a panel discussion on Software Defined Vehicles



From left to right: Dr. Astrid Fontaine (Schaeffler) and Dr. Christian Dahlheim (VWFS) during a panel on "Building a (Mobility-) ecosystem around the consumer"

We engage in dialogue with transport policy makers and experts



State Minister of Transport Winfried Hermann, MdL with Prof. Dr. Andreas Herrmann in St. Gallen (05/2023)



Impressions from events hosted by our institute with distinguished guests: former Vice-Chancellor and Federal Minister of Germany Joschka Fischer (left), Senator for Transport and Mobility Transition of Hamburg Dr. Anjes Tjarks (middle), and former Vice-Chancellor and Federal Minister of Germany Dr. Philipp Rösler (right)

“We need to better integrate the various means of transportation – using them where they are as efficient as possible.”



Prof. Dr. Andreas Herrmann at the Parliamentary Advisory Council for Sustainable Development of the German Bundestag in Berlin (04/2023)



Stay in touch with us

Just like the mobility landscape, our institute is always on the move. Follow us online to experience this movement firsthand and stay up to date.



imo.unisg.ch



smart-mobility-management.com



future-automotive-retail.com



mobilitypioneers.buzzsprout.com



linkedin.com/company/imo-hsg



linkedin.com/company/cas-smart-mobility-management/

We bring important debates about mobility to a broader society

What will the mobility of tomorrow look like, and which ideas will help us to navigate the mobility transition? Andreas Herrmann, Jürgen Stackmann, Matthias Ballweg, and Björn Bender explore these and other questions in the IMO podcast "Mobility Pioneers." From various perspectives and with guests from business, science, and politics, they discuss how the future of mobility can be shaped proactively, purposefully, and democratically.



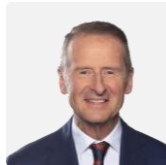
Selected interview partners from past episodes:



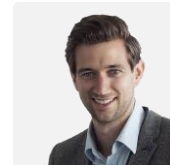
Véronique
Stephan
SBB CFF FFS



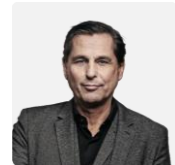
Wayne
Griffiths
*former
Seat & Cupra*



Dr. Herbert
Diess
*Infineon
Technologies AG*



Jochen
Engert
Flix



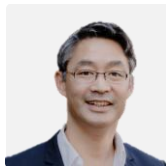
Klaus
Zellmer
Škoda Auto



Luca
de Meo
*former
Renault Group*



Prof. Dr. Uwe
Schneidewind
City of Wuppertal



Dr. Philipp
Rösler
Consensor AG



Dr. Christian
Dahlheim
*Volkswagen
Financial Services*



Christine
Wang
*former Lufthansa
Innovation Hub*

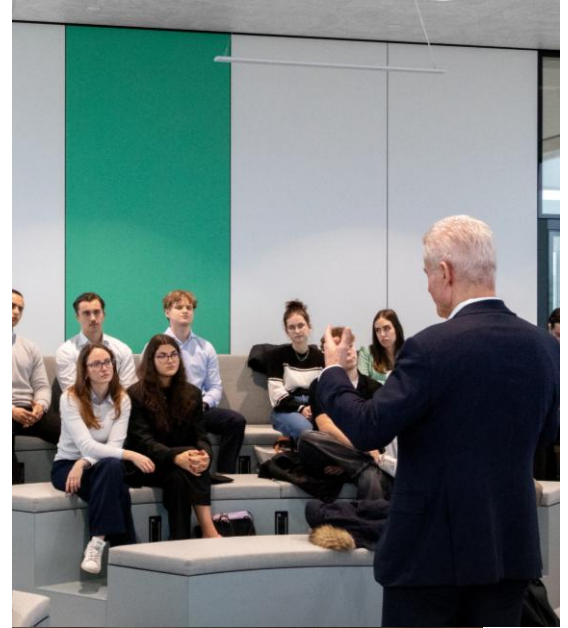
“Mobility has always been a basic human need. However, the satisfaction of this need is currently undergoing a fundamental change. This raises questions that we as researchers are dealing with.”

Prof. em. Dr. Dr. h.c. Torsten Tomczak
Advisor Institute for Mobility



We educate future mobility experts

In our course "Smart Mobility Marketing", students are taught about the changes in the mobility world and the central concepts of strategic marketing. As part of hands-on case studies, students analyze the existing landscape of mobility offers and gaps to then develop target group-specific mobility solutions.



Guest lecturer Eberhard Weiblen, Chairman of the Executive Board at Porsche Consulting (2024)



Andreas Herrmann and Torsten Tomczak with the students at the final presentation of their case study (2023)

We elevate individuals with our bespoke executive education programs...



Graduation ceremony of the 3rd cohort of SMART Mobility Managers

15 days in 4 modules

... to become a certified SMART Mobility Manager (HSG)

Designed for forward-thinking professionals, our executive education program equips participants with the tools to lead in a rapidly evolving mobility landscape. Focusing on leadership, entrepreneurship, digitalization, and operations, the program combines strategic insight with practical application. Participants join our SMART Mobility movement and gain access to a dynamic network of over 250 alumni, exclusive events, job fairs, and curated excursions.

Link to the program



...and connect strong-minded professionals in our community network



Homecoming event at Seealpsee in the Alpstein

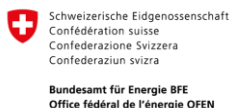
270+ alumni, lecturers, and partners are part of a cross-sector community shaping the future of mobility

60+ events have been hosted to date, offering spaces for dialogue, learning, and connection

90+ job listings have been published on our exclusive board, supporting diverse career paths.

Selected references

amag



voi.

mobility



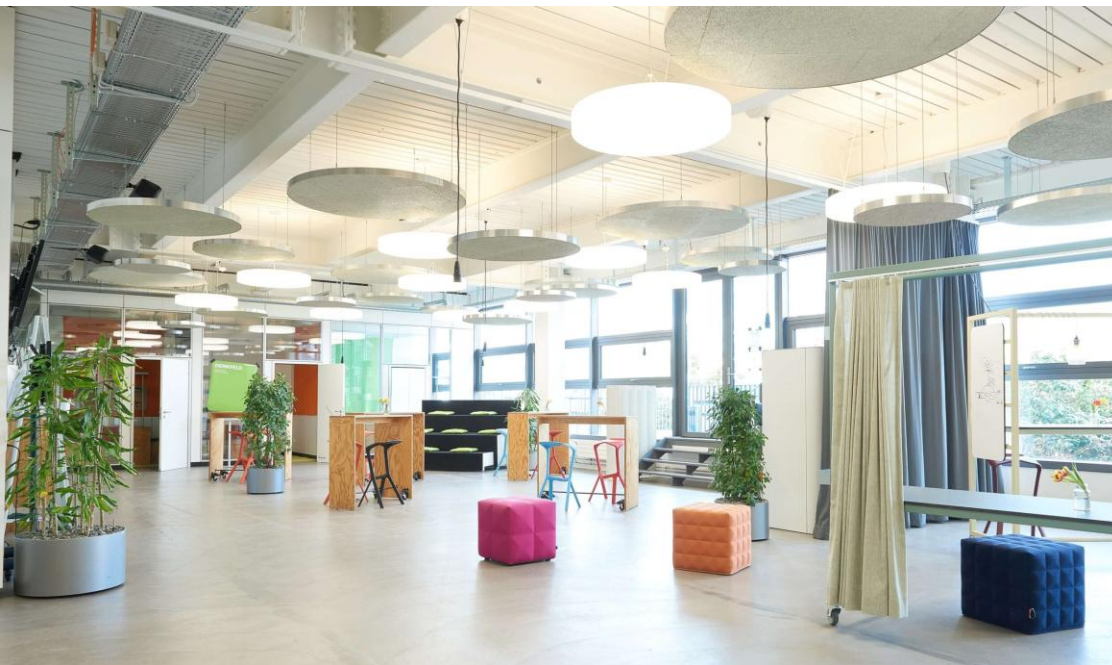
pwc



Google

SCHAEFFLER

Whether extensive or compact — we empower decision-makers



Participants benefit from a modern and collaborative setting, including sessions at Switzerland Innovation Park Ost

9 days in 3 modules

... on the Future of Automotive Retail

The automotive industry is undergoing fundamental change — driven by digitalization, new players, and evolving customer needs. In this executive education program academic insight meets hands-on experience from industry partners and provides participants with practical tools for real-world application.

Link to the program



Partner



“We empower leaders
to navigate the future
of our mobility through
diverse SMART
Mobility Management
Executive Programs.”

Dr. Hans-Peter Kleebinder
*Managing Director
Executive Education*



From insight to impact.

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