



Course and Examination Fact Sheet: Spring Semester 2022

8,354: Consultancy Project: Climate Friendly European Travel

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Presentation (in groups - all given the same grades) (60%)

Examination time: term time

Decentral - Presentation (in groups - all given the same grades) (25%)

Examination time: term time

Decentral - Active participation (15%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[8,354.1.00 Consultancy Project: Climate Friendly European Travel](#) -- Englisch -- [Hampl Nina](#) , [Wüstenhagen Rolf](#)

Course information

Course prerequisites

Open to all students with an interest in climate change and low-carbon travel choices. Prior expertise and/or an active interest in behavior change, net zero strategies, consulting, or international (night) train travel are welcome.

Learning objectives

During a Consultancy Project course, students

- * demonstrate the ability to evaluate and classify a problem and source a solution from its onset to its conclusion;
- * acquire and foster skills in the application of theoretical concepts to real-life situations;
- * gain experience with actual issues in the practitioner's world that arise in the course of the consultancy project;
- * foster their creativity and various skills, including teamwork, project, communication, research, writing, presentation.

Students who participate in this course will, afterwards, be able to:

- * Understand the importance of low-carbon travel choices for successful climate change mitigation.
- * Have applied a segmentation strategy to identify promising target groups for night trains.
- * Collaborated with the leading European supplier of low-carbon overnight travel.
- * Appreciate the particularities of navigating a regulated infrastructure industry.

Course content

Transport accounts for almost a third of European carbon emissions. Air travel represents 12-19% of Switzerland's emissions, and can be up to half of a typical HSG student's carbon footprint. In comparison, travelling by train is much less carbon intensive, and it is a lot easier to further decarbonize the electricity needed for trains than to replace fossil fuels in the aviation sector. Taking the train from St. Gallen to Paris, for example, reduces carbon emissions by more than 90% compared to taking a flight.

For longer distances, night trains are a time-efficient way of low-carbon travel. After a period of decline in the 2010s, increased



attention to climate change, the emergence of new players and more ambitious climate policies at the European level have led to a renaissance of night trains. ÖBB, the Austrian national carrier, has emerged as the leading operator of night trains in German-speaking Europe and beyond, and is currently investing €700 million in extending its night train network, including a new fleet of stylish and comfortable night trains.

In this MIA consultancy project, we will collaborate with ÖBB to support their growth strategy in the European low-carbon transport market. A particular focus will be on the market potential among academic travelers (such as HSG students and faculty).

Course structure and indications of the learning and teaching design

The course begins with a half-day kick-off meeting in which the students get an introduction to the topic and teams are formed. Students will then work in these teams on specific subtopics identified in collaboration with the client. They will receive ongoing coaching by the lecturers in online or hybrid sessions. The mid-term presentation takes place at the premises of the client in Vienna, which will give students the opportunity to gain first-hand experience with the product (night trains). At the end of the course students will present an in-depth analysis of their findings to the client.

Course literature

- Dällenbach, N. (2020). Low-carbon travel mode choices: The role of time perceptions and familiarity. *Transportation Research Part D: Transport and Environment*, 86, 102378.
- Steer Davies Gleave supported by TRASPOL - Politecnico di Milano, 2017, Research for TRAN Committee - Passenger night trains in Europe: the end of the line?, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels. [http://www.europarl.europa.eu/RegData/etudes/STUD/2016/585891/IPOL_STU\(2016\)5858_91_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/STUD/2016/585891/IPOL_STU(2016)5858_91_EN.pdf)
- <https://eu.boell.org/en/night-trains>

Additional course information

About the instructors:

Rolf Wüstenhagen is Professor of Management of Renewable Energies at the University of St. Gallen. He left one of the leading European energy venture capital funds in 2003 to embark on his academic career. Visiting faculty positions at UBC Vancouver, CBS Copenhagen, NUS Singapore and Tel Aviv University. 2008-2011 lead author of IPCC special report on renewable energy and climate change. 2011-2015 member of Federal government's advisory board for Swiss Energy Strategy 2050. He is the Academic Director of the University of St. Gallen's certificate programme Managing Climate Solutions ([MaCS-HSC](#)) and the Executive Education Programme (CAS) in Renewable Energy Management ([REM-HSG](#)).

Nina Hampl is professor of Sustainable Energy Management at the University of Klagenfurt and Research Fellow at the Energy & Strategy Think Tank at Vienna University of Economics and Business (WU). She holds a PhD in management from the University of St. Gallen. Her research has been funded by International Energy Agency, Swiss National Science Foundation, Swiss Federal Office of Energy, the Austrian Climate and Energy Fund, etc. Prior to her academic career she worked for several years in the energy and resources practice of a large international consulting firm.

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2022, the course information listed above will be changed as follows:

- The course is conducted online via the platform Zoom;
- The recordings of the course will not be saved;
- The lecturer informs via StudyNet/email on the changed implementation modalities of the course.

The examination information listed below would be changed as follows:

- The presentations are conducted online.

Examination information

Examination sub part/s



1. Examination sub part (1/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (60%)

Examination time: term time

Remark

Final presentation to client

Examination-aid rule

Presentations

In presentations, aids for visual presentation can be used. These aids can be specified or restricted by the lecturers.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (25%)

Examination time: term time

Remark

Mid-term presentation of preliminary findings

Examination-aid rule

Presentations

In presentations, aids for visual presentation can be used. These aids can be specified or restricted by the lecturers.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

3. Examination sub part (3/3)

Examination time and form

Decentral - Active participation (15%)

Examination time: term time

Remark

includes peer feedback on mid-term presentations

Examination-aid rule

Active classroom participation

In the "Active classroom participation" examination form, regular participation in class is assessed.

The assessment criteria can be as follows:

- Requests to speak enrich the discussion (productive) / requests to speak disturb the discussion (counterproductive);
- Requests to speak are correct/requests to speak are incorrect;



- Requests to speak are frequent/average/rare;
- No requests to speak, but students follow the lesson/no requests to speak and students do not noticeably follow the lessons.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

The student teams will hold two presentations, one featuring preliminary findings of their project (mid-term, 25%), and one including the final results of their analysis (towards the end of the semester, 60%).

Examination relevant literature

Will be announced in class.

See also the following websites:

www.nightjet.com

www.seat61.com

www.interrail.eu

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 27 January 2022);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 15 (Monday, 11 April 2022).