



# Commercial Determinants of Active Travel: Setting Global Research Priorities

September 22-23, 2026

**Location:** University of Bayreuth, Universitätsstraße 30

## FIRST DAY 22.09.2026 | UNDERSTANDING AND MAPPING COMMERCIAL INFLUENCE PATHWAYS

9:00–9:30 AM	Registration and welcoming
09:30–10:00 AM	Opening and introduction
10:00–11:30 AM	<p><b>Expert Keynotes I: Conceptual Foundations</b></p> <ol style="list-style-type: none"> <li>1. Commercial determinants of health: concepts, power, accountability (<i>Prof. Mark Petticrew, LSHTM, UK</i>)</li> <li>2. Commercial determinants of physical activity (<i>Prof. Adrian Bauman, Sydney University, Australia</i>)</li> <li>3. Commercial determinants of active travel (<i>Prof. Carmen Jochem, Prof. Jens Bucksch, Dr. Birgit Sperlich, Dr. Lisa Paulsen, and Anna Lehmann, Germany</i>)</li> <li>4. New urban models for planetary health mobility (<i>Prof. Mark J Nieuwenhuijsen, ISGlobal, Spain</i>)</li> </ol>
11:30–12:00 AM	Active Break
12:00–1:00 PM	<p><b>Expert Keynotes II: Policy perspectives</b></p> <ol style="list-style-type: none"> <li>1. Policy-making for active travel through the lens of commercial influence (<i>Dorothea Baltruks, CPHP, Germany</i>)</li> <li>2. Commercial determinants research conducted in Germany - an overview of current activities and gaps (<i>Dr. Kerstin Sell, LMU Munich, Germany</i>)</li> <li>3. Active travel: persuasive communication with policy makers (<i>Prof. Stefan Gössling, School of Business and Economics, Linnaeus University, Sweden</i>)</li> </ol>

1:00–2:00 PM	Lunch
2:00–4:00 PM	Mapping Commercial Determinants of Active Travel & Research Priority Generation
4:00–5:00 PM	<b>Expert Keynote III:</b> LMICs perspectives ( <i>Prof. Rodrigo Reis, University of Washington - online</i> )
5:00–5:30 PM	Day 1 Synthesis
6:00–7:00 PM	Active Travel in Practice: Walkability in Bayreuth
7:30 PM	Dinner (optional, on a self-pay basis)

## SECOND DAY 23.09.2026 | RESEARCH PRIORITIES AND AGENDA SETTING

8:00–8:15 AM	Arrival and Morning coffee
8:15–8:30 AM	Insights from day 1 and framing day 2
8:30–9:30 AM	<b>Expert Keynotes IV: Methods &amp; Case Studies</b> 1. Methodological approaches in studying commercial influences ( <i>Dr. Jennifer Lacy-Nichols, University of Melbourne - online</i> ) 2. Investigating commercial determinants of active travel in New Zealand: challenges & opportunities ( <i>Prof. Caroline Shaw, University of Otago - online</i> )
9:30–9:45 AM	Coffee Break / Active Break
9:45–12:00 PM	<b>Structuring and Refining Research Questions</b>
12:00–1:00 PM	Lunch
1:00–2:00 PM	Plenary Prioritisation & Consensus Building
2:00–2:30 PM	Preparing the Agenda-Setting Outputs
2:30–3:00 PM	Commitments & Closing

The workshop is funded by:



Organising institutions:



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