



UN MOMENTO CHIAVE PER IL RILANCIO DELL'ITALIA: Il ruolo del Retail Specializzato, dai piccoli negozi ai grandi Centri Commerciali

PRESENTAZIONE DI

YUKO HARAYAMA

Executive Director, RIKEN

Former Executive Member of the Council for Science, Technology and Innovation of the Cabinet Office, Government of Japan

Future of retail viewed through the lens of Society 5.0

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My personal impression

- Participating to the « Second meeting of the 1st edition of the Initiative Community Retail 5.0» (May 14, 2021)



- Discovering the concept of « **Community Retail 5.0** »
 - **Society 5.0** as a frame to design this concept
- *High degree of affinity in the way to reshape the existing structure and to better prepare for tomorrow!*

To recap the concept of Society 5.0...

5th Science &
Technology Basic
Plan (2016)



SOCIETY 5.0



“Society” at the heart

- From “Technology-driven”
to “Human-centered”
- Society backed by Science, Technology & Innovation (STI)
 - Including AI, Big data, IoT, Robotics,...
- Founded on the values of Openness, Sustainability & Inclusiveness
- Everybody on board

Relationship between human and technology



Goal being ...

- To advance **Science, Technology** and **Innovation**
- To achieve economic growth **&** well-being
 - **Digital transformation** as an **enabler**
- To address societal challenges
 - In the context of **Aging society**
 - **Induced** by **digital transformation**
- To contribute to the global prosperity
 - Sustainable Development Goals (**SDGs**)
 - **Governance framework** for **digital transformation**

Retail revisited with the lens of “Society 5.0”?

- **“Human-centered”**
 - Customer-centered!
- Society backed by Science, Technology & Innovation (**STI**)
 - **Digital transformation** in progress!
 - New channels to reach customers !
- Values of **Openness, Sustainability & Inclusiveness**
 - Customer capturing the values embedded in goods & services
- **Everybody** on board
 - Co-design, Shared experiences, Partnering, ...

Customers as a Partner!

Thinking about the future

- Revisiting “Supply Chain”
 - From Linear- to Multi-channel, including online, **hybrid**, ...
 - Allocation of added-value?
 - **Value of physical presence?**
 - Beyond the producer-customer dichotomy
 - **Anyone can be a player!**
- Digital tools
 - **Complement** or **Substitute** ?
 - **Enabler** or **Disrupter**?
 - Human **in the loop** or **at the heart**?
- Act of consuming
 - To own a tangible asset
 - To receive a service
 - To **experiment**
 - To **contribute**
 - To **participate**
- Role of intermediary
 - Value of **direct** exchange
 - Barter as a mean to get a **human touch**?