

# **Studio Strategico Retail 5.0**

1ª edizione





## UN MOMENTO CHIAVE PER IL RILANCIO DELL'ITALIA:

Il ruolo de<mark>l Retail Speci</mark>alizzato, dai piccoli negozi ai grandi Centri Commerciali

#### PRESENTAZIONE DI

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Former Executive Member of the Council for Scienc<mark>e, Technology and In</mark>novation of the Cabinet Office, Government of Japan

























# Future of retail viewed through the lens of Society 5.0

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

### 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!

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## To recap the concept of Society 5.o...

5<sup>th</sup> Science & Technology Basic Plan (2016)

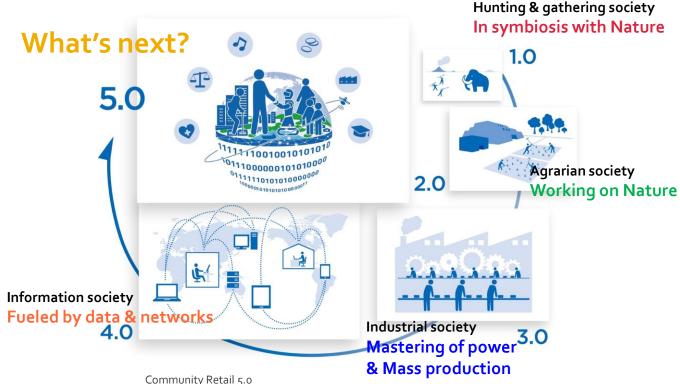
## SOCIETY 5.0



### "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



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### 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

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#### 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?

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