

# THE ROLE OF RETAIL IN SOCIETY

**Flic Howard-Allen, Managing Director Retail & Leisure, Hill & Knowlton**

**Manita Khuller, Global Strategy Director, Geometry Global**

**Sarah King, Managing Director EMEA, The Futures Company**





69% agree,  
“I am constantly  
aware of the  
need to identify  
and manage the  
risks that surround  
me in the world  
today ”

71% choose,  
“If the opportunity  
arises, most  
businesses will  
take advantage of  
the public, if they  
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**28% of Global  
consumers are  
angry**



What does this  
mean for  
business?

Permission to  
operate

Not about  
doing good at  
the margins



Retailers are at the sharp end of  
consumer sentiment



“The future is  
already here, it is  
just unevenly  
distributed”

William Gibson

Social  
Technological  
Economic  
Environmental  
Political



## **The Simple Stuff**

“Making life easier”

“Feel good”

## **The Meaningful Stuff**

“Improving lives”

“Protecting customers”

## **Fundamentals**

“System innovation”

“Filling the gap”





A Senior friendly  
store Strategy  
understanding  
needs and not  
just low prices



# Creating new spaces in a city of 13 million people...



# Pop – up stores redefined...





# Brands and Retailer Creating the Feel Good Factor...







# The Meaningful Stuff

“Improving lives”

“Protecting customers”

# mothercare



## mumspace

IS A PLACE WHERE  
FAMILIES CAN SHARE  
LEARN AND HAVE FUN

People & Planet  
Positive  
IKEA Group  
Sustainability  
Strategy for 2020







# Fundamentals

“System innovation”

“Filling the gap”



**DON'T  
DITCH IT  
SHWOP IT**





# The final count is in.

Thanks for all your votes.

Check out the leaderboards below to see if your favorite nonprofit organization won a walmart grant.

1 in 6 Americans struggle with hunger.



Every day people are struggling to put food on their tables. According to the USDA, 1 in 6 Americans don't know where their next meal will come from, and one-third of those people are children. By collaborating with nonprofit partners, communities, associates, suppliers and our customers, Walmart is fighting to end hunger.



...Feeding 5 million through a long running feeding program





# Filling the Gap through community partnerships



ALBERT EINSTEIN  
SOCIEDADE BENEFICENTE ISRAELITA BRASILEIRA

