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**Letter of support for The Little Fair Trade Shop Ltd
& the fair trade movement of the United Arab Emirates**

To whom it may concern,

I have been active in the Fairtrade movement here in the UK since the late 1990's and was one of the founders of Liverpool as a Fairtrade City. I am currently the Chair of the Liverpool Fairtrade Steering Committee and also founder of Fair Connections (Global) CIC. In addition to this in my job as a Reader in Development Studies at Liverpool John Moores University teaching in the School of Social Sciences I am passionate about Fairtrade and the Fairtrade movement.

I have been aware of the Little Fair Trade Shops activities in promoting ethical and fair trade in the UAE for more than a year now and have been very impressed with Sabeena's commitment to the cause. Given the rising inequalities in the world and the current focus on the Sustainable Development Goals promoting a deeper understanding and commitment to Fairtrade is as important now as it has ever been. I firmly believe that by making ethical products available and informing consumers we can all help to build a better more sustainable world. The work that the Little Fair Trade shop does is a credit to your country and the work that Sabeena does to raise awareness in the younger generations of the need to consider ethics and develop corporations with a social, as well as economic, mission is inspiring. I firmly believe that by supporting the work in this area the UAE can become a leader in the region in promoting ethical business and fostering a strong sense of citizenship and ethical trade practices.

Sabeena has worked with the resources that fair connections has produced to help develop the understanding of fair trade beyond the simple buying of products which carry the Fairtrade logo but also to get younger generations to think more broadly about the concept and meaning of fairness. This work will not only help people make ethical consumption choices but will influence everyday behavior and build upon the strong moral foundations of the younger generations and enable them to become the global citizens of the future.

I wish her all the best in her work and hope that she gains the support of other activists, Government and non-Governmental organisations, as well as corporations, as it is only by working together for the common good that the sustainable development goals can be achieved.

Best regards and Walaikum Assalaam

A handwritten signature in black ink, appearing to read "Sara Parker".

Dr Sara Parker, LJMU and Fair Connections

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