

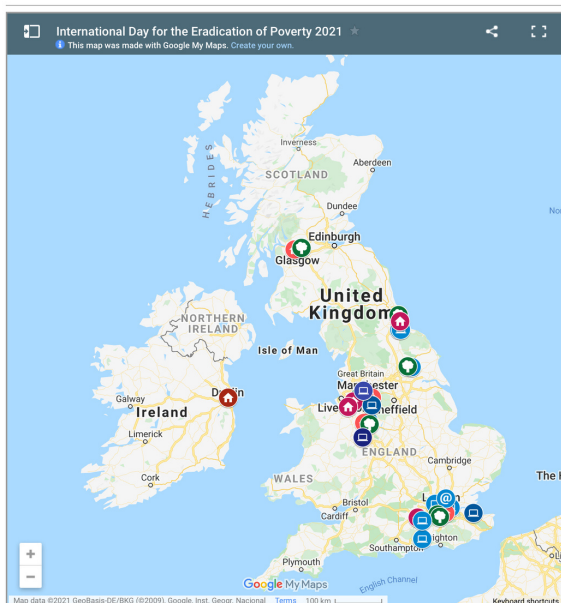
# APPLE COLLECTIVE

## Addressing Poverty with Lived Experience

### INTERNATIONAL DAY FOR THE ERADICATION OF POVERTY 2021 IMPACT

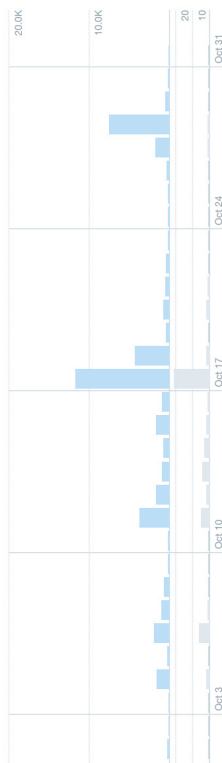
Light up the UK Map is an annual campaign run by the APLE Collective. APLE Collective address poverty with lived experience. **The Light up the UK Map Campaign** is run each year by APLE Collective to highlight anti-poverty action by groups with lived experience of poverty. The campaign runs on the United Nations day for the Eradication of Poverty, 17th October. APLE Collective members each year share face to face and online events and twitter support to light up the UK Map with anti-poverty action on the UN day for the eradication of poverty. This year, in addition to our usual activity amplifying voice and in memory of founding member Kath Carter, we planted apple trees across in APLE Collective locations across the United Kingdom. The trees were a symbol of our APLE Collective voice taking root, growing and bearing fruit over the forthcoming years.

In preparation for the 17th October Light up the UK Map Campaign, APLE Collective members were asked for groups with lived experience of poverty to share their anti-poverty campaign action with APLE. A web form on the APLE Collective website gathered information about the events. This activism was mapped onto an interactive UK Map which enabled users of APLE's [aplecollective.com](http://aplecollective.com) website to scroll over icons on the map and see what anti-poverty activism by lived experience was happening across the UK. There were a variety of icons used, the first icon (a red house) denoted a face to face event or activism activity and shared details of the groups involved, often linking to group websites. The second icon (a blue computer) denoted an online event such as an online meeting, coffee morning or poetry jam. The third icon (a blue @ symbol) was used to denote online social media by groups or individuals with lived experience. This was often a re-tweet or an activity 'like' on social media. The fourth icon (a green tree) was the location of where a tree was, or was planned to be planted in memory of Kath Carter. The campaign was a real success. Sixty Five Activist Icons were listed on the APLE Collective Map. The Light up the UK Map had a high social media presence with over forty thousand impressions being logged on the APLE Twitter account by Twitter analytics during the month of October. APLE Collective followers on twitter increased by nearly two hundred to a total of 1781 followers by 1st November 2021.



-  In person Events/Activities
-  Apple Tree in memory of Kath Carter
-  Online Events/Activities
-  Online Solidarity/Support

Your Tweets earned 44.4K impressions over this 31 day period



### WHO ARE THE APLE COLLECTIVE?

We are the APLE Collective - a national collective of individuals and organisations who have experienced or are experiencing poverty.

Our aim is to create a sustainable, grassroots network across the UK to raise awareness of poverty, reduce stigma and work together with others to eradicate it.

We work collaboratively with allies to use our voice to affect change and we invite groups that have experience or are led by people who are experiencing poverty to join us and become part of the APLE Collective.

Our Values: As part of the APLE Collective we;

- Create a supportive space for the coming together of individuals with direct experiences of poverty to build relationships of trust and mutual understanding.
- Build the capacity of individuals with direct experiences of poverty to share their insights through peer support, training and knowledge sharing.
- Work together at a national, regional or local level to promote the voices and influence of those with lived experience of poverty on the decisions that impact them and to raise awareness of and reduce the stigma associated with poverty.
- Respect the dignity of people from all backgrounds and actively seek to promote equality and diversity in our work.

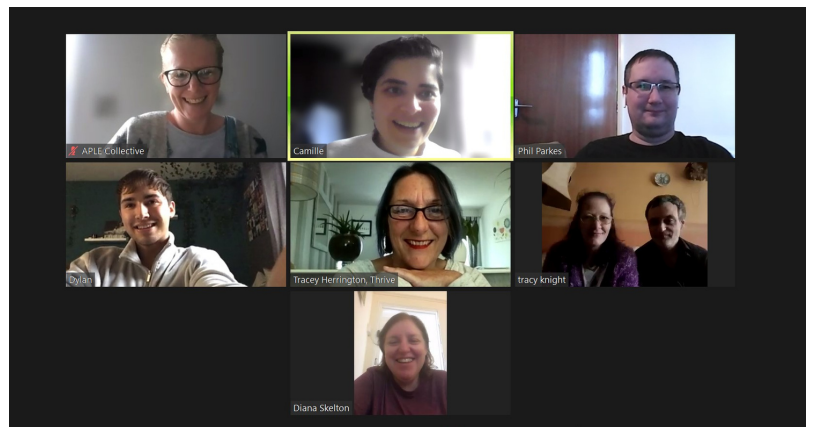
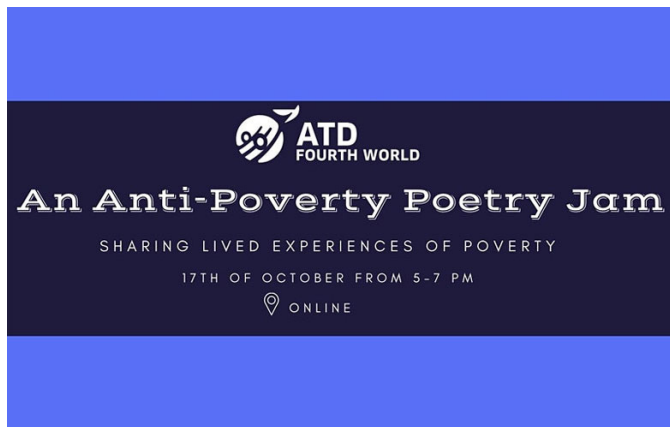
Our Campaign Partnerships:

- Operation WiFi
- Good Things Foundation. Leave Nobody in the Dark Campaign.

For more information on the APLE Collective, visit our website at: [www.aplecollective.com](http://www.aplecollective.com)

APPLE Collective members took part in several successful events which were logged onto the Light Up the UK Map Campaign. ATD Fourth World held two anti-poverty [Poetry Jams](#), one in person and one on Sunday 17th October online which welcomed poets together in solidarity from all over the globe. Thrive in Teeside held several anti-poverty workshops with [Tees Valley Poets](#), hosted an event on the [Socio-Economic Duty](#) and launched the memorial book, [‘Thriving Kath’](#) in memory of Thrive member Kath Carter. Expert Citizens, in Stoke on Trent and LIFE in York both supported the APPLE Campaign by hosting a coffee morning – a ‘solidari-tea’ - in solidarity with people across the globe who live in Poverty. Expert Citizens were also a guest on a [local radio show](#) to discuss the International Day for the Eradication of Poverty. [Poverty Truth Community](#) in Scotland held an event at the commemorative Stone in Glasgow, with a choir and readings in solidarity with those living in poverty across the globe.

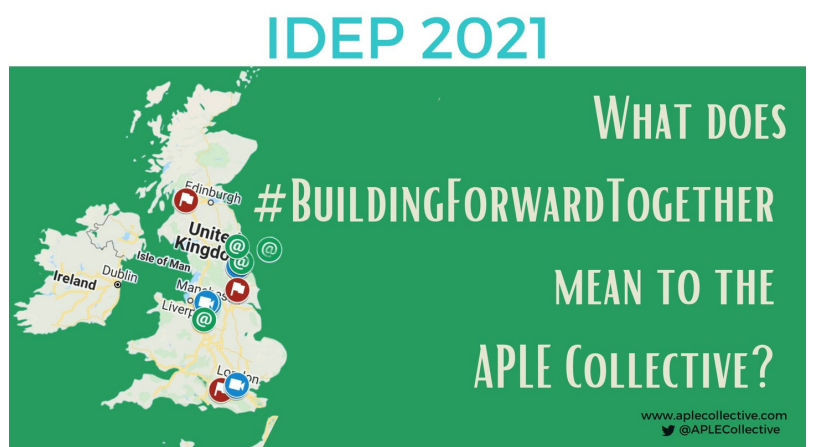
These campaign events were added to a range of events that foregrounded anti-poverty campaigning by lived experience. Some of these events were hosted by larger organisations such as End Child Poverty, Just Fair or Joseph Rowntree Foundation but all events that featured on the Light up the UK Map foregrounded anti-poverty campaigning by lived experience which is APPLE Collective’s primary aim. Seven apple trees were planted, or arranged to be planted, across the UK in memory of Kath Carter, APPLE Collective founding member. These trees were in Kath’s memory and a symbol of the APPLE Collective activism taking root, growing and bearing fruit over years to come across the UK.



APPLE Collective hosted a social media campaign throughout Challenge Poverty Week (4-11th October) and leading up to 17th October, using quotes from APPLE members that sought to address the theme for the 2021 United Nations Day for the Eradication of Poverty, Building forward together. The Light Up the UK Map campaign was supported by an APPLE Twitter take-over of the Joseph Rowntree Twitter Account, this was a fantastic opportunity to amplify the voice of APPLE Collective members.

Connected and shortly after the 17th October International Day for the Eradication of Poverty, APPLE Collective were given the opportunity to speak to the APPG on Poverty. APPLE Collective hosted a ninety minute session sharing best practice in addressing poverty with lived experience, showcasing the work of the APPLE Collective and its members. This session was a great success, attended by fifty five people and we hope, the start of a more formal working relationship with the APPG.

The aim of the light up the UK Map campaign and other events hosted by APPLE Collective for 17th October, was to raise awareness of the voices of anti-poverty campaigning by lived experience, in sharing the variety and depth of activity on the IDEP 17th October the campaign achieved this. The range of events, activism and social media support for the Light Up the UK Map is a strong sign that the voices of those with lived experience of poverty are growing, campaigning at local level can have a national voice and the APPLE Collective has a strong background of supporters on whom to call for national anti-poverty campaigning by lived experience.



[WWW.APLECOLLECTIVE.COM](http://WWW.APLECOLLECTIVE.COM)



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[CONTACT@APPLECOLLECTIVE.COM](mailto:CONTACT@APPLECOLLECTIVE.COM)