

# Button

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This round metal diaper pin badge is red. The bottom features a crowd illustration in orange, black and dark red. The square red ASSÉ bird logo is affixed. At the top of the badge are three lines of white text.

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Materials metal, paper, plastic

Measurements 6 cm

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## Historical context

The Association pour une solidarité syndicale étudiante (ASSÉ) was created in 2001 as part of the mobilization against the Summit of the Americas. At the time, it opposed neoliberal globalization. This student association sees students as intellectual workers, and in this sense, its foundations lie in student unionism. It has supported students in a number of ways over the years, such as in 2005, when it opposed the reform of student financial aid. But the strike of 2012 is definitely the one that marks her history the most. Jean Charest's Liberal government wanted to significantly increase tuition fees, raising the ire of hundreds of thousands of students. ASSÉ launches its campaign website [unmouvement.org](http://unmouvement.org) to fight the government's austerity measures. The website displayed on this button is in use until 2016 and offers arguments, mobilization materials and a mobilization calendar. On February 19, 2012, 30,000 students from various student associations went on strike. Two weeks later, this figure rises to 123,000 and doubles again to 310,000 striking students on March 22. On this date, a monster demonstration takes place in Montreal, with 200,000 participants. In the months that followed, the demonstrations multiplied. The red squares and the sound of pots and pans in the streets became symbols of this social struggle, greatly supported by ASSÉ. The movement ran out of steam during the summer. On September 4, 2012, the Parti québécois wins the election (minority government), bringing Pauline Marois to power. She cancels the planned tuition fee hike and indexes fees annually.

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Photo by Victor Diaz Lamich