

## FRENCH PRESIDENT MACRON MAKES SUCCESS LAUNCHING ONE PLANET SUMMIT

### SIXTY HEAD OF STATES & 12 PLEDGES

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**USPA NEWS** - It all began on June 1, 2017, when US President Donald Trump made an announcement that sparked the effect of a global atomic bomb, withdrawing from the historical Paris agreement signed on 12/12/15 in Paris (Ratified for 190 countries), at the end of COP21. President Trump's pretext was to "preserve the jobs of the Americans first and foremost in the fight against climate change which he doubts". Immediately, this announcement made, and relayed by the world's media, President Macron, reacted with a counter-attack announcement in the form of a video, short clear and firm, as to the character "non-negotiable" Paris Accord "he then launched a new slogan" Make Our Planet Great Again "in English. (See [www.maekeourplanetgreatagain](http://www.maekeourplanetgreatagain)) The success of this slogan is due to the fact that it was a great idea because it echoes President Trump's campaign slogan "Make America Great Again" by answering it with a strong marketing counter attack that it emanates from young President Macron, newly elected and much younger than his American counterpart ...

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See article; PRESIDENT MACRON WANTS TO MAKE OUR PLANET GREAT AGAIN & MARKS AT STRONG STEP A DIPLOMATIC PUNCHLINE SIGNED BY MACRON- <http://www.uspa24.com/bericht-11371/president-macron-wants-to-make-our-planet-great-again-und-marks-a-strong-step.html>-----

Moreover, the French President Macron's practice of English, increasingly expressed in Shakespeare's language at international summits or conferences, also marked a turning point in the communication of the French head of state, as his predecessors until then, were still speaking only in French with translation ... The French tradition of imposing the French to non-French speakers was swept very quickly by the forty-year-old President Emmanuel Macron, whose open approach to the rest of the world is appreciated by other heads of state and others. "French arrogance" is also blurred by this gesture of adaptation and strong diplomatic flexibility.-----

This video was buzzing around the world, and it was the beginning of an offensive communication campaign launched by President Macron, who decided to prepare for this high-level summit, which would be the starting point of a methodology. work plan, involving all the signatories of the agreement, setting a road map and a follow-up, to compare actions to words and promises, and validate the urgent recommendations of the Paris agreement. This summit is therefore only the beginning of future successive operations of high-level meetings to both counter the US misunderstanding of the climate agreement and especially to protect the planet which already suffers too much from natural disasters, related to climate change.

The "Seine Musicale", is at the same time a place of concert, exhibition, promenade, restaurants and shops related to art and culture. It is a very recent monument, futuristic and modern, eco friendly, built on Ile Seguin and inaugurated in April 2017 as a unique complex in France and Europe.

--The choice of President Macron to hold this unique summit on climate, "One Planet Summit", to mark the anniversary of the two years of the signing of the historic agreement of Paris on the climate 12/12/15 in closing of COP21 is not trivial. Moreover, it is not only a question of commemorating this anniversary but also of making the active and dynamic road map of the "International coalition coalition" in the words of President Macron so that each of us, from all over the world feel "a player in this global approach" and all participate in this global pact to protect the planet and preserve the Earth and future generations

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Indeed, this place is faithful to its founding ambition, because it is the new popular and sophisticated destination of the live show of the west of Paris. It is "a permanent music festival for all ages" as said Jean-Luc Choplin, president of the programming committee of STS Event.-----

The venue is fully committed to this high-level summit, with a configuration of the auditorium, like the plenary room of the United Nations in New York, close to the modernity and special effects of light and digital screens, plasma and other avant-garde accessories, have added a modern touch and turned rather towards the future, and wanting to move forward. It is true that the locals, who are more than 50 years old, from the United Nations headquarters in New York, seem well enough "outgrown" by the old and obsolete character of the place. The freshness of the site of the Seine Musical, (which is also opposite the old and historic factories of Renault) has been well received with the message of President Macron "Looking to the future to better build the future of future generations ". The subliminal message is clear, to emerge the 12 concrete announcements to apply now in line with the recommendations of the Parisian and the Paris Agreement of COP21, going further than this agreement "if conventional UN" and bring a dynamism at the "Macron" by acts quickly executed and followed. The message was heard and widely relayed by the high-level participants, who are heads of state, more than sixty countries and sovereigns, (King of Morocco, Mohammed VI, Prince ruler, Albert of Monaco, King of Arabia Saudi Arabia, Mohammed Ben Salman Al Saud) and other dignitaries as well as prestigious business leaders such as Michael Bloomberg, Richard Branson, Bill Gates, Arnold Schwarzenegger, John Kerry, Richard Attias, activists like Marion Cotillard, Sean Penn ... and others representatives of international institutions. They all agreed on the clear message and speaking with one voice "The planet is the priority of all and the Paris Agreement is non-negotiable despite the withdrawal of the US, following the announcement made by Donald Trump". Closing the summit, President Macron then announced the 12 Climat Acts, decided at this high-level meeting, the "One Planet Summit", as well as the roadmap and the announcement of the forthcoming launch of a global platform inviting anyone to "register to act, interact, propose innovative ideas to fight against climate change." Michael Bloomberg meanwhile, as well as Arnold Schwarzenegger explained that the governors, mayors of the cities and businessmen of the USA, do not need "the blessing of Trump" to align themselves by the common sense, and the interest also to seize new profitable new business opportunities, to apply the Paris Agreement. They do not despair anyway, including President Macron as Donald Trump, perceive finally this message so strong, common sense, intentional and benevolent towards the citizens of the world and the planet so that it changes its opinion in the coming months and keep the US, alongside China and India, also among the biggest polluters, already committed to the Paris agreement ... /

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