

A roll of paper is shown against a background of cracked, dry earth. The roll is positioned vertically, with its top edge showing a circular hole. The side of the roll is covered in a detailed, dark, textured pattern that mimics the grain and rings of a tree trunk. A single sheet of white paper is unrolled from the right side of the roll, extending towards the right edge of the frame. The overall scene is in black and white, emphasizing the textures and the environmental message.

您使用的每一张纸
都印记着树木成长的年轮

中央文明办 宣