

A roll of paper is shown against a background of cracked, dry earth. The roll is positioned vertically, with the top edge being a plain white paper. The main body of the roll is covered in a detailed, brown, wood-grain texture, resembling a tree trunk. A single sheet of white paper is unrolled from the right side of the roll. The background is a vast expanse of cracked, brown soil, symbolizing drought and environmental damage.

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