

A roll of paper is shown against a background of cracked, dry earth. The roll of paper is positioned vertically, with its top edge showing a circular hole. The side of the roll is wrapped in a material that mimics the texture of a tree trunk, with visible growth rings and a rough, brown surface. 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 set against a dark, brown, cracked earth background, suggesting a connection between the paper and the natural world.

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