

A roll of paper is shown against a background of cracked, dry earth. The roll of paper is positioned vertically, with a white sheet of paper unrolled to the right. The core of the roll is a brown, textured material that resembles a tree trunk, with visible growth rings. The background is a vast expanse of cracked, brown earth, symbolizing drought and environmental impact.

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