

## GREEN HANDKERCHIEF CAMPAIGN-. Liu Fangfei

Do you want to make a big environmental impact fast?

Changing our behavior on tissue paper use is a simple and immediate way. About two-thirds of tissue paper use is at home and one-third is away from home, so the majority of tissue purchasing and use is within your control.

The Green Handkerchief Campaign initiated by the UNCCD Dryland Ambassador Ms. Liu Fangfei in China aims to reduce the pressure of tree cuttings demand for paper products and deforestation. With its huge population, China could set an example and have a significant impact on the protection and conservation of the world's precious natural resources such as land and water.

Every single effort of use and reuse handkerchief or napkin would able to:

- protect wildlife habitat by reducing demand for trees cutting
- reduce water and air pollution from paper production
- reduce global warming (paper industry is the third largest industrial emitter of global warming gasses).

Therefore join the campaign by picking up handkerchief and use it!

More about the campaign visit: <http://www.fangfeicharity.org/>