



INNOVATION JOURNEY

Andrea Tasnádi grew up in the city of Zalău, spending time as a child in Petrinzel village where her grandparents lived. She developed a deep connection to the land, a theme that would deeply influence her personal and professional life. After completing her studies in psychology, she moved to Austria for 13 years. After seven years in Austria, Andrea reflected on her life goals and realized her desire to live closer to nature. Inspired by ecological practices and the importance of community, decided to return to her roots in Petrinzel, where her parents had retired.



Burnout prompted her to reassess her priorities, leading to the creation of the Humus Association in 2022. The association focuses on biodiversity, sustainable living, and community support. Andrea initiated a crowdfunding campaign in Austria to start a seed bank, emphasizing the importance of preserving autochthon seed varieties and educating the community about their benefits. Collaborating with local craftsmen and elderly women, she

successfully established the seed bank and began organizing workshops and educational events.

THE INNOVATION IMPACT

The impact of Andrea's innovations is multifaceted, encompassing social, educational, and environmental dimensions. The Humus Association's work in preserving biodiversity and promoting sustainable practices aims to revitalize the small community of Petrinzel. With a population of about 60, mostly elderly residents, the association seeks to foster a sense of purpose and connection among locals.

By focusing on autochthon seed varieties, Andrea has highlighted the nutritional and ecological benefits of traditional crops, encouraging peasant agroecology as a way to support local ecosystems and reinvigorate rural communities.

Educational efforts have been crucial in raising awareness about the importance of biodiversity and sustainable living. Workshops on grafting and seed preservation, collaborations with botanical gardens, along with informational campaigns at local markets, have empowered community members with practical knowledge. These activities not only enhance individual skills but also strengthen community bonds as people work together towards common goals.

USEFUL LINKS

[About Andrea](#)

[Humus Association](#)

[Humus on Facebook](#)