



Vertical Roots and Grassroot-ology



INNOVATION JOURNEY

Spending her vacations with her grandparents in the countryside, Alina Zlati 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 ventured into the academic world, blending teaching with research. Her life took a turn back to her roots when she decided to move to the countryside with her husband and daughters, seeking a quieter life away from the urban hustle. In the village of Sălicea, Alina embarked on the path of rural development, which soon became an essential component of her life's work.



One of Alina's significant contributions is her business, Vertical Roots. This sustainable venture hosts green events, offers workshops and experiences designed to reconnect people with nature, guided nature trails and seasonally adapted kits for outdoor activities. Her emphasis on sustainability also led her to partner with the slow food movement, promoting local products and sustainable living practices.

Furthermore, Alina established another NGO, Grassroot-ology, dedicated to sustainable rural development and environmental stewardship. This organization has been proactive in the community, advocating for additional bus services, organizing waste clean-up initiatives, and updating local urban plans in collaboration with local authorities.

THE INNOVATION IMPACT

Through these actions, Alina has not only improved the infrastructure of her community and increased the attractiveness of the area but has also played a crucial role in changing perceptions about women's roles in rural settings. Her work has shown that women can be powerful agents of change, increasingly visible and active in community life.

Alina's efforts have transformed her into a spokesperson for her community, often consulted by local authorities on various issues. Her diplomatic and patient approach has made her a respected partner in dialogue and an agent of change, fostering a growing acceptance and appreciation of women's contributions in Sălicea. Through her endeavors, Alina continues to inspire and lead, showing that with determination and a clear vision, significant changes can be achieved in rural Romania, emphasizing sustainability, gender equality, and a cohesive community spirit.

USEFUL LINKS

[Alina Zlati on LinkedIn](#)

[Vertical Roots](#)

[Alina Zlati on Research Gate](#)