



The leading authority on wood

TRADA Vision

Core Values

We are passionate about timber and its role in helping to create a sustainable future. We value integrity in everything we do and impartiality in the way we operate.

Our Purpose

Our purpose is to continually support the development of timber to realise its potential.

Our Goal

Our goal is for timber to be the natural first choice material for construction and for TRADA to be at the centre of this development.

Our Future

A Centre of Knowledge

- We will maintain, develop and provide easy access to leading-edge knowledge on all aspects of timber in construction.
- We will encourage, support and promote research and development initiatives that extend knowledge and encourage greater understanding and wider application for timber.
- We will collaborate with others in the industry and apply our combined knowledge and influence for the good of timber and for the good of sustainable construction as a whole.

Engaging with our Members

- We will support and assist our members to understand new regulations and new technologies to allow them to innovate and develop new services and products.
- We will facilitate connections between suppliers and specifiers, producers and users, to encourage better business and better use of timber throughout the supply chain.
- We will listen to our members and to others in the field to improve our relevance and ability to benefit our members and society as a whole.

Leadership in the industry

- We will provide a focal point for the timber industry and a respected, authoritative voice for timber in the public arena.
- We will influence policy, legislation, regulation and standards to enhance the appropriate and safe use of timber.
- We will help develop timber's position as the pre-eminent material for sustainable construction.

External reach and relevance

- We will grow our knowledge and value across international boundaries to increase our global influence.
- We will become known worldwide as the best source of knowledge on timber and its application in construction.

The TRADA name

- We will support the TRADA brand to ensure it stands for integrity, impartiality and excellence in the field of timber expertise.