

Case study: Building future partnerships while improving your research

Sharing your work — even before the final results are analyzed — can lead to many unanticipated benefits, as the *Bringing Wetlands to Market* project team observed.

BRINGING WETLANDS TO MARKET

Based at Massachusetts' Waquoit Bay Reserve, this project advanced science to understand coastal wetlands' capacity to capture and store greenhouse gases, and developed a protocol to bring wetlands into international carbon markets.

Project team's approach

Excited to share their work, the team applied for and received a series of transfer grants from the National Estuarine Research Reserve System's Science Collaborative to reach out to new potential end users in Massachusetts, create usable templates for wetlands decision makers to assess the viability of seeking carbon credits for restoration and conservation projects, explore the potential for blue carbon initiatives in the Pacific Northwest, and create a blue carbon curriculum for high school educators.

Lessons learned and analysis

Several team members reported that these activities gave them another set of perspectives they might not have had. For example, by reaching out to new audiences in Massachusetts and Oregon, the team determined that the carbon protocol they were designing would be more cost-effective for larger-scale wetland projects, such as those found in the Pacific Northwest. They would need to adapt the protocol to allow for smaller-scale restoration sites to be presented as "grouped projects."

Key advice

Thinking beyond the scope of your project can be a heavy lift, but it also can yield unanticipated benefits. The Bringing Wetlands to Market team's investments in outreach positioned the team to write new proposals, build new partnerships and garner more resources to advance their work.

To learn more about this project that was initiated in 2011, visit their [Project Page](#).

To access other case studies and resources for conducting collaborative science projects, visit: [A Guide to Collaborative Science](#).

This case study was developed in 2015 by the NERRS Science Collaborative team when the program was hosted by the University of New Hampshire. This case study was originally featured as part of the Collaborative Project Toolkit.

