

Novel marine research and environmental cleanup.

A US nonprofit running novel, hands-on marine research: restoring reefs and mangroves, and removing pollutants like microplastics from the water, with measurable results.

Novel nearshore conservation research, *and cleanup.*

IMARCS runs its own novel research programs alongside field partners around the world, restoring reefs and mangroves, helping bleached coral recover, and pulling microplastics and other pollutants out of the water.

STRUCTURE	US 501(c)(3) nonprofit. Donations from US supporters are tax-deductible.
FOCUS	Reef restoration, microplastics and pollutant removal, mangroves, threatened giant clams, and blue carbon.
FOOTPRINT	Research and field work across Japan, Canada, Spain, Micronesia, Vietnam, and Belize.
STATUS	Active research across multiple projects. First peer-reviewed results anticipated in 2026.

Featured & affiliated

WHERE OUR SCIENCE SHOWS UP



Stanford University



Oregon State University



UNIVERSITAT DE BARCELONA

— THE HERO ORGANISM

The giant clam does *four jobs at once.*

01 | **It is a living filter**

A single giant clam can process up to roughly 1,000 liters of seawater a day, which is why we study clams and mangroves together to remove microplastics from the water.

02 | **It carries the algae corals need**

Clams host heat-tolerant zooxanthellae, the same symbiotic algae bleached corals lose. That link is the basis of our coral-recovery research.

03 | **It is threatened, and we can restore it**

Every giant clam species is threatened. We grow five (crocea, derasa, maxima, squamosa, noae) for restoration, food security, and re-seeding lost habitat.

04 | **People connect with it instantly**

Threatened, colorful, and alive on camera. A clam is something a donor, student, or audience can watch, adopt, and understand in seconds.



Four research fronts, from lab to reef.

— THE WORK

~1,000L

SEAWATER / CLAM / DAY

5

GIANT CLAM SPECIES GROWN

6

COUNTRIES IN NETWORK

2026

FIRST PEER-REVIEWED RESULTS

MICROPLASTICS

Removing pollutants from water

Studying giant clams and mangrove roots as paired biological filters, and quantifying how much microplastic they capture from water and sediment.

CORAL BLEACHING

Symbionts from clams to corals

Testing whether heat-tolerant zooxanthellae from giant clams can help bleached corals recover, with samples analyzed at our University of Barcelona lab.

RESTORATION

Reefs, mangroves, lost species

Field work to restore mangrove stands, re-seed lost giant-clam habitat, and monitor reef biodiversity with local researchers and partners.

BLUE CARBON

Coastal carbon storage

Mangroves are among Earth's best natural carbon stores. We are also testing whether controlled mariculture can shift clam shell growth toward measurable storage.

IN DEVELOPMENT · JAPAN

A marine-science center the public can *walk into*.

IMARCS is building a Japan-based education and research facility designed to make marine science visible, hands-on, and open to the next generation.

- **Hands-on exhibits for children** built to make reefs and oceans click
- **Clownfish and coral propagation** on live display
- **Closed-system giant clam grow-out** and active research
- **Student research participation** and internships
- **On-site microplastics-cleanup research** the public can watch



Five ways to tell the *IMARCS* story.

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- 01** **The clam that filters microplastics** PRESS & CREATORS
Two of nature's best filters, the giant clam and the mangrove, put to work on microplastics and measured.

 - 02** **A stateless refugee who built a science foundation** PRESS & CREATORS
Founder Gui Paphorn is a Karen refugee who fled persecution, gained Thai citizenship, and now helps lead a global marine-science nonprofit.

 - 03** **When a beauty brand funds ocean cleanup** PRESS & BRANDS
BusanBare donates a dollar from every product sold to IMARCS microplastics research. A concrete model for consumer brands funding real science.

 - 04** **A marine-science center kids can learn in** PRESS & CREATORS
IMARCS is building a Japan facility where families can watch coral propagation, giant-clam research, and microplastics cleanup in real time.

 - 05** **Hope after the 2025 bleaching news** PRESS
After a hard year for warm-water reefs, IMARCS is testing whether heat-tolerant algae from giant clams could help corals adapt.
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Three lanes. Pick *yours*.

LANE 01

Press & media

Cover the work or run an angle. We make you fast.

- Ready-to-run angles and quotes
- High-res clam, reef & mangrove imagery
- Interviews with scientist & founder
- Fact-checked, citable language

LANE 02

Brands

Turn everyday purchases into ocean cleanup, and get content back.

- Co-branded blog post + backlink
- A one-line checkout donation
- Tax-deductible receipt & impact page
- A cause story customers watch grow

LANE 03

Creators & influencers

Share a mission your audience already cares about.

- Adopt-a-Clam & live-research hooks
- Short, visual, ready-to-post kits
- A trackable link so impact is visible
- Cross-promotion to our channels

— HOW BRANDS PARTNER

One brand already does this. *Here's the model.*

PARTNER SPOTLIGHT

 **BUSANBARE**

This Korean beauty brand donates \$1 from every product sold to IMARCS to fund novel microplastics-cleanup research. No new checkout friction, a clear cause story, and a tax-deductible gift.

"Beauty shouldn't come at the ocean's expense. IMARCS is doing the microplastics research our industry can't ignore, so we give a dollar from every product we sell."

CHRISTINA MADDOX, CO-FOUNDER, BUSANBARE



Ten ways a brand can partner.

— THE BRAND COLLABORATION MENU

You get content, links, differentiated cause marketing, and goodwill. IMARCS gets funding, reach, and credibility. We supply a done-for-you kit for every one.

1 Post-for-donation
One-time gift for a co-branded post + dofollow backlink.

2 Checkout round-up
“Add \$1 for ocean cleanup.” We provide copy, QR, page.

3 \$1 from every product
The BusanBare model: a fixed donation baked into each sale.

4 Adopt-a-Clam perk
Gift a clam adoption above an order threshold. Lifts AOV.

5 Cause-marketing drive
Time-boxed matching campaign tied to World Oceans Day.

6 Limited co-branded drop
A small run using IMARCS clam art, proceeds split.

7 In-kind sponsorship
Gear or services donated to a named system, on-camera.

8 Live-research sponsor
Sponsor a live propagation stream. Always-on logo.

9 Newsletter swap
We feature each other. Reach for reach, no cash.

10 Packing-insert QR
A small IMARCS QR on slips turns fulfillment into impact.

A founder, a field scientist, and two research leads.

THE PEOPLE



FOUNDER · TREASURER · INDIGENOUS OUTREACH

Gui Paphorn

A member of the stateless Karen people, Gui fled military persecution in Myanmar before Thailand granted her citizenship. She founded IMARCS to protect both the environment and the Indigenous communities that depend on it. Business degree, Ratchaburi University.



VP · LEAD ENVIRONMENTAL SCIENTIST

Jordan Flagel

BA, MS, MSc

Two master's degrees in sustainable resource management and integrated science, then a decade in reefs, mangroves, and forests for NGOs and think tanks across Belize, Guyana, and Canada, including UN Green Corps and the IISD. Fellow, Energy Futures Lab; founder of Treebridge Conservation.



RESEARCH ADVISOR

Dr. Juan Moles

A marine biologist specializing in molluscs, Dr. Moles has helped describe dozens of new species using phylogenomics and high-throughput sequencing. He teaches invertebrate zoology and evolutionary biology at Harvard, LMU Munich, and the University of Barcelona.



LEAD RESEARCHER

Dr. Vanessa Arranz

A marine molecular ecologist and Marie Skłodowska-Curie Fellow at the University of Barcelona, Dr. Arranz uses population genomics and eDNA metabarcoding to track how marine biodiversity adapts to rapid change. PhD, University of Auckland; 17 peer-reviewed papers.

LET'S BUILD SOMETHING VISIBLE

Ready when you are.

Tell us which lane fits and we'll send the assets the same week.

Jordan Flagel, BA, MS, MSc

VP & LEAD ENVIRONMENTAL SCIENTIST

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