



## Mansa Carbon brings speed and integrity to field data with Smartsheet and Gia Think

Instead of collecting data from thousands of households manually, Mansa Carbon streamlined processes on Smartsheet with support from Gia Think. Data entry is now 70% faster, bringing greater transparency and integrity to impact claims.

**Customer:**

Mansa Carbon

**Industry:**

Environmental Services

**Organization Size:**Emerging and SMB  
(1-199 employees)**Website:**[mansacarbon.com](https://mansacarbon.com)**Region:**

West Africa

**“Smartsheet helps us tell our story. We’re running a unique project in a very challenging environment, with an immediate and profound impact on women’s livelihoods. The way we prove that impact—the way we bring integrity to our claims—is through the quality of the data we collect. Smartsheet and Gia Think are central to that.”**

**David Brophy,**  
Founder and Director  
at Mansa Carbon.

In rural Mali, a mud-brick stove is sparking a quiet revolution. Behind it is Mansa Carbon, a project developer and financier that tackles deforestation and empowers communities. “The idea is simple: if we can slightly change the way families cook each day—from the traditional three-stone fire to a very simple mud-brick cookstove—we can significantly reduce emissions,” explains David Brophy, Founder and Director at Mansa Carbon. The project has already introduced more than 17,000 stoves across 150 villages—saving over a million kilograms of firewood and freeing up 300,000 hours of women’s time every week—while slowing deforestation across 5,000 square kilometres of forest.

## Paper-based, manual processes

As Mansa Carbon grew, so did the challenge of tracking its impact. Initially, coordinators collected cookstove data with paper forms and standalone GPS devices. At each household, they wrote down names, stove details, and GPS coordinates, sometimes backing it up with photos of the stove and device. The process was time-consuming and prone to errors. It was manageable when Mansa Carbon only had about 1,000 stoves, but they expect to have 25,000 stoves in the near future. They quickly realized that they could not manage that volume of data manually.

According to Mansa Carbon’s research, Smartsheet could capture GPS data and photos directly within the survey form. They tested the platform, built a few sheets, and quickly realised it was exactly what they needed.

## Joining hands with the right partner

Next, Mansa Carbon team came across Gia Think Technology Company, a Smartsheet Silver partner serving the Asian region. Mansa Carbon team noticed their thoughtful, concise posts in the Smartsheet Community and reached out. That’s how Mansa Carbon found a professional, responsive, and reliable partner. The team quickly recognised that Gia Think could make Smartsheet both more powerful and more cost-effective.

“When customers adopt Smartsheet, they often need licenses and premium add-ons,” explains Think Huynh, Chief Executive Officer at Gia Think Co. “But many customers in the region work with limited budgets, so we build automation services that deliver the same capabilities at a more affordable price.”

With Gia Think’s support, Mansa Carbon adopted Smartsheet as its single source of truth. Now Mansa Carbon has a rule: if it’s not in Smartsheet, it didn’t happen. Field coordinators record data such as stove usage and inspection details directly into Smartsheet from their mobile devices—even when offline. Once reconnected, the platform automatically syncs.

## An automated, field-ready solution

To cut down on human error and improve data accuracy, Gia Think implemented its SmartDropdown solution, which allows Smartsheet to dynamically update dropdown lists with real-time information. When a coordinator logs in—even offline—they only see the villages assigned to them, and within those villages, only the relevant stoves.



### Use case

→ Business Operations



### Capabilities

→ Dashboards and Reporting

→ Forms and Intake

Gia Think also developed a custom Inspection Summary Dashboard that provides real-time visibility into operations. With this Mansa Carbon started to track their weekly and quarterly targets, see how many stove inspections have been completed, and even view statistics for individual coordinators to observe their progress.

Even in remote villages with limited resources, coordinators quickly embraced the new system. Field workers were tired of writing the information they collected down. Frustrated with inaccuracies, they knew there was no way they could manage 25,000 stoves on paper. Smartsheet gave them confidence that scaling up was actually possible. Gia Think took the time to understand Mansa Carbon's business and challenges, explained everything in the simplest terms, and answered questions almost immediately.

## **Faster, more reliable data**

With Smartsheet, field coordinators now enter data 70% faster and with greater accuracy. Every registered household requires a series of census questions. Previously, coordinators had to note those answers manually while attempting to maintain the flow of conversation. With Smartsheet and the simple dropdown solution, they can keep the interaction moving. We're not just saving time—we're having richer, more natural conversations with households. That improves both the quality of our relationships and the data. The first 1,000 stoves were recorded on paper. Since adopting Smartsheet, Mansa Carbon has registered 16,000.

Now that Mansa Carbon has a live, 360-degree view of its operations, the team can streamline workflows and make more informed decisions. For example, Smartsheet automatically generates a list of stoves that haven't been inspected recently, helping coordinators prioritise their work and keep the project moving forward. Mansa Carbon team can also oversee the project in real time, reviewing photos and spotting issues that need attention—such as firewood cut into pieces that are too large—so field workers can correct them instantly.

## **Earning trust through numbers**

By having reliable records of its operations and interactions with the community, Mansa has a level of visibility that builds buyer trust and makes it stand out in the Voluntary Carbon Market, leading to it achieve a certification under the Gold Standard—a leading carbon offset certification administered by the Gold Standard Foundation, headquartered in Geneva, Switzerland. "Smartsheet helps us tell our story," says Brophy. "We're running a unique project in a very challenging environment with an immediate and profound impact on women's livelihoods. The way we prove that impact—the way we bring integrity to our claims—is through the quality of the data we collect. Smartsheet and Gia Think are central to that."

Smartsheet and Gia Think's bespoke solutions have also spared Mansa Carbon from relying on external systems or developers, saving the company thousands of dollars each year. "Customers want systems that can scale, integrate with other platforms, and adapt to changing business processes," says Think. "Smartsheet offers that flexibility. With the custom

add-ons we've built, we can deliver even more powerful solutions—capabilities many competitors simply can't provide.”

## Continuous improvement

Moving forward, Mansa Carbon plans to broaden its use of Smartsheet automation, from archive workflows and cross-sheet data updates to advanced reporting tailored to offtake partners. Future collaboration with Gia Thinh may also include automated stove deactivation logic and aggregated dashboards to track long-term community impact. The team intends to scale this Smartsheet-based model to other regions in Africa, applying the same dynamic approach to data collection, field monitoring, and performance tracking. Mansa Carbon's partnership with Smartsheet and Gia Thinh will continue to be central to how they run the project.

