



EUROPEAN TRADING ONLINE VOUCHER SCHEME (eTOV)

Republic of Ireland information for the eTOV Scheme

Introduction

As digital engagement grows, many small to medium-sized businesses still lack a strong online presence. The European Trading Online Voucher Scheme (eTOV) aims to help businesses establish or enhance their online presence, making it easier to reach new audiences and strengthen their position in both local and international markets.

The eTOV provides matched funding of up to €7,500 or 50% of eligible project costs (excluding VAT) to help businesses build an effective online presence.

What is the European Trading Online Voucher (eTOV)?

The eTOV is a scheme designed to support small to medium-sized businesses in building their digital footprint. Eligible businesses may receive up to €7,500 in matched funding for projects that help them establish a professional and engaging online presence. Approved applicants can begin their projects with a qualified supplier and, upon completion, claim their funding according to the scheme's guidelines.

Eligibility Criteria

The eTOV scheme is available to businesses that meet the following criteria:

- Up to 50 employees
- Turnover of less than €5 million
- A trading history of at least 3 months

Ineligible Projects and Business Categories

Certain businesses, identified through NACE codes, fall outside the scheme's focus. Exclusions apply to companies that are unlikely to benefit from a voucher due to their industry focus or that exceed the scheme's scale requirements.

Eligible Uses of the Voucher

The eTOV supports a variety of projects focused on building and enhancing online presence, including:

- Website development, including brochure websites to establish an online footprint
- Web app and mobile app development to increase online engagement
- Accessibility improvements to ensure websites are inclusive and user-friendly
- Development and implementation of a digital marketing strategy to attract and engage customers online
- Note: Non-internet-related services are excluded from the scheme



Republic of Ireland information for the eTOV Scheme

Application Steps

- Review the terms and conditions to confirm eligibility
- Complete and submit the eTOV application form

Evaluation and Approval

- Applications are assessed based on eligibility and the potential for added value
- Successful applicants will receive a letter of offer, with three months to complete the project from the letter of offer date

Drawdown Requirements

- Businesses are responsible for paying their supplier directly for 50% of the project cost once the work is completed.
- Suppliers then claim the remaining 50% from the scheme.
- Required documentation includes a signed project completion declaration, CRO registration, original supplier invoice, and verification of supplier payment.

Additional Terms

Applications for funding on expenses incurred before approval are not eligible. The European Trading Online Voucher Scheme (eTOV) reserves the right to refuse any application and terminate this scheme at any time without prior notice. Approval and payments are subject to the availability of resources from the relevant funding authorities. Applicants are encouraged to verify resource availability before applying. Once approved, applicants must complete their project within three months from the date of offer. In exceptional cases, an extension of up to one additional month (for a total of four months) may be granted, subject to agreement with the scheme administrators. Failure to complete the project within this timeframe may result in an automatic forfeiture of the voucher without notice. The scheme administrators may consult with other agencies and local development programmes regarding the application, ensuring project confidentiality. Any false or misleading information, or withholding of essential details, may lead to the cancellation of any approved project. The eTOV is an initiative to support small to medium-sized businesses in establishing and growing their online presence in today's digital economy.

Disclaimer

Please Note: The European Trading Online Voucher Scheme (eTOV) is not responsible for any disputes between the applicant and third-party suppliers. Applicants are strongly advised to follow best business practices, and perform thorough due diligence before choosing a supplier. It is the responsibility of the applicant to select and contract with third-party suppliers. The scheme administrators and related authorities, including any European or national agencies, do not accept any liability for issues arising from services or products obtained under this scheme. By submitting an application, applicants confirm their understanding and acceptance of this disclaimer.