

Trading Online Voucher Scheme — E-Commerce Grants for Small Businesses

Digital Inclusion · Good practice · Ireland

Quality score: 88/100

Evidence strength: Observational / pre–post

Summary

Ireland's Trading Online Voucher Scheme gives small businesses up to €2,500 in matched funding plus mandatory training to build e-commerce sites and digital marketing. A government evaluation found a 21% average sales rise and 60% of recipients exporting for the first time.

Key dimensions

Dimension	Score
Innovation level	2/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-22

[Local Enterprise Office Network, Ireland](#) — accessed 2026-07-22

[Local Enterprise Office — Trading Online Voucher Scheme](#) — accessed 2026-07-22

[Fingal County Council — results citing DCCAE \(2016\) evaluation](#) — accessed 2026-07-22

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