

Kęstutis Kupšys

Being part of the Lithuanian Consumers Alliance (member of the BEUC network since 2013), I have defended consumer rights in the financial services field for more than ten years.

After a 2-decade long career in finance, political consulting and public relations, I joined the consumer rights movement in 2011, when I was chosen to supervise the establishment of “For Honesty in Banking”, a consumer advocacy group in Lithuania, representing vulnerable consumers hit by the financial crisis of 2008–2009. After a decade since then, I still serve as the Executive Director of this organisation. Together with the Lithuanian Consumers Alliance (co-founded by “For Honesty in Banking” and several other national consumer organisations), we are actively participating in national and European debates on several essential issues in the financial sector field, among them over-indebtedness, the affordability and accessibility of financial services, financial literacy, green finance, and socially responsible savings and investment. 2014–2015, as Lithuania was preparing to enter the Eurozone, I led a national consumer rights monitoring campaign during the litas-to-euro transition period.



In April 2018, I was assigned the role of an alternate member of the European Economic and Social Committee (EESC), in the “Diversity Europe” Group (Group III). I was appointed a full member in October 2020. Since 2020, when I became a member of the European Economic and Social Committee, I drafted or co-drafted 11 EESC opinions in total, including 5 on financial market dossiers, namely:

- ECO/540 – Tackling non-performing loans (NPLs) in the aftermath of the COVID-19 pandemic
- INT/920 – Retail Payments Strategy
- ECO/593 – Central Securities Depositories review
- ECO/602 – Listing rules for public markets (Listing act)
- INT/1034 – Retail investment package

I have a Diploma in Systemic Analysis of Economy studies from Vilnius University, and I also did my Philosophy studies there. I spent 1 year as a “Gaststudent” at Katholische Universität Eichstätt-Ingolstadt, in Germany, specializing in my studies on Financial Markets and Business Administration.