



**Jon Bloomfield  
Head of European Policy at Advantage West Midlands**

Head of European Policy, at Advantage West Midlands (AWM), the Regional Development Agency in Birmingham (UK), Jon Bloomfield is an Honorary Research Fellow at the College of Social Sciences in Birmingham University. Jon Bloomfield studied history at Cambridge University, where he gained a degree in 1971 and a Doctorate of Philosophy in 1975.

Since autumn 2008, he has led the development of the work of six European regions and brought them together with five leading academic institutions in the successful application to the European Institute of Innovation and Technology for a Climate Knowledge Innovation Community. Following the success of the application, Jon Bloomfield has been responsible for the co-ordination and engagement of the six regions within Climate-KIC. He has been also member of a European Commission study team working with Chinese colleagues as part of the EU-China Policy Dialogue organised by DG Regional Policy.

Jon Bloomfield was chief author of the West Midlands Regional Competitiveness and Employment Programme, ERDF Operational Programme 2007-2010. As expert adviser on governance to the EU Committee of the Regions (CoR) Commission on Institutional Affairs, he has subsequently written major reports on the local and regional application of the Charter of Fundamental Rights and on the future of the CoR. Jon Bloomfield wrote the policy paper for the Swedish government/ European Commission conference Urban Futures 2.0, May 2006, Stockholm. Jon Bloomfield organised a summit of the Cities alongside the G8 World Summit in Birmingham in June 1998. He was also responsible for maximising the amount and effective use of EU resources within Birmingham.