There are also limits to the potential growth in investment as a result of this loop (B1 diminishing returns), since each further investment in a dwelling becomes more costly with less energy cost savings. The resources to invest in energy efficiency and other influences on the proportion of households investing in interventions were considered to be more important than the potential cost savings currently.
R1 experience and salience of cost savings: Firstly, it was suggested that the more households who invest in energy efficiency improvements to dwellings, the more people who experience energy cost savings, and the greater the salience of these cost savings in further investments for the same people and their networks.
Propor tion of owners investing in energy efficiency interventions

Relevance and significance of cost savings

Cost of further intervention

Energy efficiency of the housing stock

Household energy use

Population environmental/climate change awareness

Relevance and significance of environmental sustainability

Local authority focus on environmental and social sustainability

Constituent influence on local political focus

Environmentally aware people attracted to sustainability focused regions

R2 local aggregation of environmental awareness: it was considered that environmentally aware households were attracted to areas where local government was actively engaged in sustainability. In turn this increases local government action through the voting and advocacy of constituents, again making the region more attractive to households interested in sustainability.