incentive /ɪnˈsentɪv / noun

something that encourages you to work harder, start a new activity etc

***Allegations weightlifter blackmailed team officials:***

**Two team officials say they offered him $1,000 as an incentive, but he later demanded $5,000.**

***Remove fuel from asylum boats Abbott:***

**FRANK JOTZO, ANU CENTRE FOR CLIMATE ECONOMICS & POLICY: If there's no constraints whatsoever, no floor price, no quantity constraints, then the price could crash from $25 down to five and our emitters would have hardly any incentive at all to actually take action domestically and invest in low carbon alternatives.**