



Reindeer in Finland freely **roam** the land but often find themselves on busy roads. Every year motorists kill around 4,000 reindeer. This is a loss for the herders, drivers, and of course, the reindeer themselves.

In the past, herders painted the antlers of reindeer with fluorescent colours and hung reflectors around their necks to keep them safe, but now, like most things in life, there is an app for this.

Lapland's Centre for Economic Development, Transport and the Environment developed the app to try and save the 300,000 reindeer that freely wander the wilds of Lapland.

The interactive reindeer warning smartphone app allows drivers to tap their smartphone screens to register any reindeer **spotted** near roads using GPS technology. This then creates a 1.5-kilometre warning zone that lasts for 1 hour, and other app users receive a warning if they enter the area.

The pilot project began in June with 1,000 app-loaded smartphones delivered to professional drivers including heavy vehicles, taxis and buses. The project has seen a **reduction** of around 100 accidents in comparison to the same period in 2013.

Difficult words: roam (walk), spot (see), reduction (lessening).

**Discussion Questions****Topic Talk**

1. Define the following words: *roam, spot and reduction*
2. Why do thousands of reindeer get killed in Finland each year?
3. What did herders use to do with reindeer to keep them safe?
4. Today, what have they used to save the lives of thousands of reindeer that freely wander the wilds and the busy roads of Finland?
5. How does the app work?
6. Has there been a reduction of accidents since the pilot of the project?

Express Your Thoughts

1. Are there many wild animals in your country?
2. Are there any wild animals in your country that freely roam the land?
3. How does your government protect the lives of the wild animals in your country?