

Immediate release

## Telling the Story of Trams: "BuILDING Our Future" Grand Challenge Finale Twenty Teams of Elites Break Boundaries to Redefine the Tram Tourism Experience with STEAM

(Hong Kong · 18 December 2024) "BuILDING Our Future" Grand Challenge (Competition), organized by Hong Kong Tramways' sister company trampius, successfully concluded its Grand Finals on December 14, 2024, at the Shaw Auditorium of Hong Kong University of Science and Technology. The champions of the Chinese and English Divisions were awarded to the 'Tram Experience Museum' (電車體驗館) proposed by students from Queen's College Old Boys' Association Secondary School and the 'Tram'endous Tramways proposed by students from St. Mary's Canossian College, respectively. Each champion team will be awarded HK\$10,000 in cash, while their schools will enjoy a one-month tram body advertisement to further promote their remarkable achievements.



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The champion of the Chinese Division, the 'Tram Experience Museum,' plans to set up a tram exhibition featuring trams from various generations at the harbourfront. The exhibition will include a simulated driving experience and interactive games, allowing participants to enjoy themselves while attracting citizens and tourists to learn about trams. Students from the Queen's College Old Boys' Association Secondary School expressed that the immersive interactive experience enables participants to feel the rich cultural roots of trams in Hong Kong.

The champion of the English Division, "Tram'endous Tramways," actively promotes transforming trams into a unique travel and cultural experience. This includes decorating trams with local themes, incorporating augmented reality (AR), and using LED lights for interactive displays when trams encounter each other on the road, allowing passengers to enjoy an unprecedented and personified tram experience. Additionally, a photo competition will be introduced to boost social media sharing and help the trams go viral.

This year's competition, themed "Reimagining the HK Tramways Experience: Blending Traditions with Innovations to Captivate Tourists," received an enthusiastic response, with nearly 50 project proposals. On the day of the finals, 20 shortlisted teams from both the Chinese and English divisions showcased their strategies, aiming for the top three. The finalists presented their innovative STEAM ideas for enhancing the tram tourism experience to industry partners from the education, innovation, and technology sectors. The top three teams with the highest votes were then given the opportunity to shine on stage by pitching to all the guests, using their prototypes or software demonstrations for support. The judges ultimately selected the champions based on criteria including innovation and creativity, impact on tourist experience, feasibility and practicality, presentation and clarity, collaboration, and community engagement.







Mr, Nixon Cheung, General Manager of trampius, the main organizer, mentioned, "It comes to the second Grand Challenge, with a theme focused on tourism. I have been asked by many people what the connection is between trams and education, and how they relate to tourism. We discovered that the most effective way to pass on this legacy to the next generation is to let them think about why trams are worth preserving. How can the 120-year-old tramways become a must-try option for tourists? In fact, every Hong Kong citizen represents Hong Kong and is, in essence, a part of the tourism industry. The experiences that tourists feel come from each one of you. We sincerely thank everyone who participated in this event for supporting Hong Kong Tramways and our tourism industry!"



Professor Ben Y B Chan, Associate Director of the HKUST Academy for Bright Future Young Engineers, the co-organizer, added, "I am impressed by the passions students showed today, which set apart BUILDING our Future Grand Challenge from other STEM competitions I have come across. Because the recipe of successful innovation always comes from what you genuinely enjoy doing. By believing in your ideas and sharing them with others, one will naturally think more in-depth, and you'll find your solutions ultimately. Creativity is about infinitely expanding your ideas and transforming them into tangible results."



"BuildING Our Future" Grand Challenge, organized by tramplus and co-organized by the Hong Kong University of Science and Technology's Young Engineers and Hong Kong Tramways, actively encourages students to leverage innovative technologies such as Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI), and mobile applications to integrate into public transport and tourism development, in pursuit of enhancing tramways' attractiveness among visitors. tramplus' goal is to inspire local secondary school students to engage in STEAM learning, nurture young innovators, and reshape the riding experience to promote diverse tourism offerings.

Each finalist team will have the invaluable opportunity to experience unique sightseeing and party trams, and participate in a complimentary "Master Class" led by tramplus mentors and industry leaders, providing tailored guidance to strengthen their design thinking and STEAM knowledge, preparing them for the Finale.





## Prizes and Awardees

Prize	English Division	Chinese Division
School Name (Proposal Name)		
Champion	St. Mary's Canossian College ("Tram"endous Tramways)	Queen's College Old Boys' Association Secondary School (電車體驗館)
1 <sup>st</sup> Runner-up	King George V School (Ding Ding Discoveries: The Time Travelling Tram)	Man Kwan QualiEd College (叮叮 講新意 · 觀遊重塑齊)
2 <sup>nd</sup> Runner-up	St. Mark's School (Hong Kong Tramwait)	Wa Ying College (出門一叮 · 慢 漫遊)
Best Innovation Award	King George V School (Ding Ding Discoveries: The Time Travelling Tram)	St. Francis' Canossian College (乘電車跨過大海：電影觀光電車)
Best Design Award	Good Hope School (TravelM)	PLK Mrs. Ma Kam Ming- Cheung Fook Sien College (揭 示叮叮獨特魅力 · 打造非凡出行體驗)
Best Presenter Award	Ying Wa Girls' School (Shooting In Trams!)	St. Paul's Secondary School (電 車車廂上的香港縮影)
Best Social Impact Award	Hong Kong Baptist University Affiliated School Wong Kam Fai Secondary and Primary School (TramFoodies AR Tour)	Wa Ying College (出門一叮 · 慢 漫遊)

Best Sustainability Award	The True Light School of Hong Kong (TramVision)	Queen's College Old Boys' Association Secondary School (電車體驗館)
Best Use of Technology Award	La Salle College (TraM Rail, Mixed Reality)	Man Kwan QualiEd College (叮叮講新意 · 觀遊重塑齊)
1 <sup>st</sup> Place of Audience's Choice Award	Good Hope School (TravelM)	St. Paul's Secondary School (電車車廂上的香港縮影)
2 <sup>nd</sup> Place of Audience's Choice Award	HKFYG Lee Shau Kee College (Tramways to the World) King George V School (Ding Ding Discoveries: The Time Travelling Tram)	Wa Ying College (出門一叮 · 慢慢遊) Ning Po No.2 College (香港首創美食電車之遊)

**About tramplus**

Established in 2021, tramplus is a sister company of HK Tramways and part of the RATP Dev family.

Building on the 120-year legacy of HK Tramways, tramplus focuses on experiential learning and interdisciplinary problem-solving in collaboration with global institutions and educators to make STEAM education accessible to primary and secondary students.

Our approach emphasizes real-world applications, encouraging students to explore connections between science, technology, engineering, arts, and society using advanced tools.

We aim to foster critical thinking, creativity, and problem-solving skills through meaningful, hands-on learning experiences.

tramplus offers programs in areas such as 3D/AR/VR design, generative AI, coding, app development, smart city place-making, and design thinking.

By linking education to everyday experiences, we inspire curiosity and equip students with the skills to contribute to a smarter and more sustainable future for Hong Kong.

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