

For Immediate Release

**“Modernizing Hong Kong Icons: Embracing Smart Mobility and Sustainability”
The First Citywide Transportation Themed Design Thinking STEAM competition
Exploring the sustainable development of Hong Kong Tramways**

(Hong Kong, May 23 2023) Tram Plus Limited (tramplus) has a mission to consistently deliver engaging content to promote smart mobility and sustainability for the next generation. To further advance these goals, tramplus, in collaboration with the Hong Kong University of Science and Technology and its innovation partner MIT Hong Kong Innovation Node, will host its very first STEAM competition - "**BuildiNG Our Future**" **Grand Challenge**. The competition aims to inspire local students to engage in innovation, to think like future leaders and innovators, and contribute ideas to the local transportation development and transform Hong Kong as a more livable and sustainable city.

Through this Grand Challenge, students will be asked to propose a solution rooted in STEAM through maximizing the potential of new technologies, such as AR, VR, AI, and apps. Being one of the most iconic public transportations in Hong Kong, trams have constantly embraced innovations and evolved throughout the years. With that in mind, secondary school students who are passionate about smart mobility and cultural conservation are sincerely invited to participate in this competition, to unleash their creativity and construct a better future together with tramplus.

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"**BuildiNG Our Future**" **Grand Challenge** is now open for application. Current F.2 to F.4 (Year 9-11 or equivalent) students are welcome to form teams and participate in the competition. The competition is divided into Chinese and English divisions. The judging panel will evaluate the submitted proposals based on criteria such as creativity & originality, technical sophistication, user friendliness and feasibility etc. Ultimately shortlist 10 teams from each division. The shortlisted teams will have the opportunity to attend a complimentary "Grand Challenge Masterclass", a design thinking workshop to further refine their proposals. The shortlisted teams will have the opportunity to deliver pitches to the prestigious judges from the university, industry and STEM pioneers at the finale to be held inside The Forum at M+ in the West Kowloon Cultural District. The winning team of each division will receive a trophy and a cash prize of HK\$10,000, while their school will also receive a 1-month tram body advertisement to showcase their winning students' outstanding achievement.



The competition has received strong support from various industry partners, working together to promote the development of local STEAM education, including: AiTLE, Alibaba Entrepreneurs Fund, Google Smarter Digital City, Hong Kong Cyberport Management Company Limited, Hong Kong Science and Technology Parks Corporation, Hong Kong Tramways Limited, M+, Microsoft, Office of the Government Chief Information Officer, ReThink HK, The HKFYG Leadership Institute and Young Post (in alphabetical order).

Mr. Nixon Cheung, General Manager of tramplus, said, 'tramplus has always been committed to the development of Hong Kong and the younger generation. We believe that each student has their own unique idea of the city. As long as they are given a

platform and opportunity, they can showcase their talents and creativity and ultimately contribute towards building a better future for Hong Kong. Through this competition, we hope to inspire more young people to be passionate about sustainable urban development. We would like to express our gratitude to all our partners for their trust and support, enabling trampius to once again organize a large-scale innovation and technology competition in Hong Kong. We look forward to organize such a meaningful STEAM competition in Hong Kong. We look forward to further nurturing out next generations together in the field of innovation and technology."

Details of the "BUILDING Our Future" Grand Challenge:

Division: Chinese Division, English Division

Eligibility: Current F.2-4 (Year 9-11) students in the School Year of 2022/2023; form a team of 2 to 4 persons; School nomination is mandatory

Key Dates:

Briefing Session:	16 June
Submission Deadline:	18 August
Shortlist Announcement:	1 September
Grand Challenge Master Class:	Dates to be announced

Finale & Awards Ceremony @M+ : 2 December

Awards and Grand Prizes (for each category)

Champion	Award Trophy (per team) Award Certificate (per student) HK\$10,000 Cash Prize (per team) 1-month Tram Body Advertising (per school)
1st runner-up	Award Trophy (per team) Award Certificate (per student) HK\$8,000 Cash Prize (per team)
2nd runner-up	Award Trophy (per team) Award Certificate (per student) HK\$5,000 Cash Prize (per team)
Best Innovation Award	Award Trophy (per team) Award Certificate (per student)
Best Design Award	Award Trophy (per team) Award Certificate (per student)
Best Presenter Award	Award Trophy (per team) Award Certificate (per student)
All shortlisted teams	Certificate of Merit (per student) Free admission to "Grand Challenge Master Class"

Please visit our official website www.trampus-grandchallenge.com or trampus social media for the latest updates.

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About tramplus

Founded in 2021, **tramplus** is a sister company of HK Tramways and owned by the RATP Dev Group.

With the vision to advocate local STEM education, **tramplus** teams up with the world's leading institutions and educators to provide easy access to the world-class online and in-curriculum STEM education, by blending in the rich legacy of tram engineering wisdom with modern tech knowledge.

tramplus focuses on STEM-related curricula including basic science, mechanical and electrical engineering, coding and urban development. By approaching these topics from a daily life perspective, **tramplus** hopes to inspire students to adopt a radical mindset and equip them with a STEM foundation. Hence, equip them with the knowledge and skills to develop a smarter and a more sustainable future for the city.

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