How can academia contribute in the prevention and control of non-communicable diseases? Investing in education for a very good research in this field, and opening to the civil society, industries and other institutions.

Here following a brief description of key intervention strategies.

What we actually need is to:

1. **Invest** in young researchers and talents, supporting them at the initial stages of their careers, and increasing support programs focused on this topic;

2. **Facilitate** the transdisciplinarity, a multi-directional and continuous knowledge contamination, together with an innovative approach to education and research;

3. **Favor** a strong connection between industry-university-research for win-win-win strategy, putting into effect the Third mission of the university and its active role in the society in accordance with the sustainable development global vision;
4. **Encourage** a wider participation in Science of many sectors of the population, by improving diversity (gender, ethnic) and scientific workforce.

5. **Look** at Technological innovation in a Positive manner, because innovation and research are motor of economy and progress in line with the Agenda 2030 and the UN Sustainable Development Goals (SGDs), promoting social innovation and collaborating with all the stakeholders involved in the process of knowledge creation and innovation (bottom up logic);

6. **Implement** a truly "Open" Science, since knowledge dissemination is essential for the development of a stronger and more resilient society.