The Valletta Declaration is a voluntary collaboration amongst Member States to improve patients’ access to new and innovative medicines and therapies and to address the challenge of high pricing of medicines. The Valletta Declaration focuses on the exchange of policy solutions relating to the access of medicines and on the sharing of information and best practices relating to the access of medicines of relevant therapeutical value and high financial impact. The Declaration also aims to the establishment of strategic collaboration on pricing and reimbursement of medicines amongst national authorities, notwithstanding the specificities of the various national systems: Members States collaboration can be crucial to rebalance bargaining power and not to discriminate patients on the basis of nationality, wealth, age and gender. Valetta Declaration can help Member States to identify common solutions to face the challenges of innovative medicines and therapies, in order to make innovation sustainable for the national health systems: this is an ethical and social responsibility for which industry should also plays its part.