

Abstract

Increasingly, the International Development and Cooperation community and more specifically, Sport for Development and Peace (SDP) have expressed an explicit concern with women's participation in sport. Developing alongside this focus on women's sport programs and initiatives, sport is now being utilized and examined as a mechanism for girls' empowerment and gender equity. However, the rhetoric around gender reconstruction and equity within SDP initiatives, similar to other gender equity enterprises, emphasizes and targets girls and women. I argue this new SDP movement for social change and gender reform should reframe its approach to include those in positions of power, those who create, impose and maintain these traditional gender roles, namely men and boys. In doing so, I surmise a more effective and efficient method of gender equity by implementing a community-based approach that establishes and emphasizes mixed-gender sport plus programs.